



BUSINESS IMPROVEMENT DISTRICT

Meeting of the Board of Directors

Wednesday, October 20, 2021 - 3:00 PM

Mission Hills Library – Community Room – 215 West Washington Street

AGENDA

1. Call to Order & Introductions

2. Non-Agenda Public Comment

Public Comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President **prior** to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."

3. Announcements and Updates not on Agenda

4. Approvals

Executive Committee

- SDOG v City and BIDs **Closed Session Report**
- Approve Monthly Financials – September 2021 **Action Item** 1 min
- Approve Minutes of the Meeting – September 2021 **Action Item** 1 min
- Approve Annual Meeting, Election & Mixer 4:00 p.m. November 3 at La Puerta **Action Item** 1 min
- Approve Annual Audit to be conducted by Chuck Beck CPA for \$2,250 including e-filing **Action Item** 1 min
- Establish January 2022 date and time for Annual Workshop of the MHBID **Action Item** 1 min
- Establish second Wednesday of month at 3:00 for 2022 MHBID Committee Meetings **Action Item** 1 min
- FY22 SBEP funding: Use \$10,000 for Placemaking Sign Fees & Services **Update**
- PPP Funds Expended; Forgiveness Underway **Update**
- The Matt Hoyt Day October 13, 2021 and thank you Councilmember Stephen Whitburn **Information**

Promotions Committee

- 9th Annual Taste of Mission Hills- Approve adjusted Trolley Contract less \$175 **Action Item** 3 min
Thank you to Title Sponsor US Bank; Trolley Sponsors Harley Gray Kitchen & Bar, Cardellino, La Puerta; Ticket Sales team Jamaal Jackson who also donated talech point of sale devices, Dixie Hall, Tami Ratliffe, Jesse Zmuda, Tory Curnett; Live Music Performances by Anna Robitaille of Mission Hills Music and her students, and girl band the komodos; BID board members Sarah Mattia and Pizza e Birra; band host Rocky Rockhill, Title Sponsor tour host Audrey Patterson, Tech and Social Media Daniel Geddis. Sold Out. De-brief.
- Shop Small Saturday on Saturday November 27, 2021 **Action Item** 2 min
- A Word from Our President October – Have you read it? **Update**
- Social Media Analytics – Daniel Geddis **Update**
- Social Media AdHoc Committee - Daniel Geddis **Update**
- A Word from Our President November Column Ideas **Information**

Economic Development Committee

- Resolving Homelessness in Mission Hills Next Steps **Action Item** 1 min
- BID Alliance proof of payment of \$2,000 invoice for August 9, 2021 MHBID trainings **Information**
- Temporary Outdoor Business Operations (TOBO) Health and Safety Visits **Update**

Design Committee

- 2022 Colors on Canvas Banner Art Contest Announcement: **Action Item** 1 min
Kick-off in January with artwork through February; Installation in March and Celebration in April; Patterson Engineering, Inc 2022 Colors on Canvas Banner Art Contest Title Sponsor \$2,500 donation and additional \$500 to winning artist of Marianne Kalem Legacy Award received \$3,000 check;
- 2021 Colors on Canvas Contest: Grant Foundation 25% of \$348 = \$87 issued **Information**
- Washington Street MAD Update & Other Proposed MADs **Action Item** 1 min
- Murals AdHoc Committee – Growing Interest, Next Steps **Update**

Adjourn the Mission Hills BID and Reconvene as Mission Hills Parking Advisory Committee

Reconvene as MH Parking Advisory Committee Meeting

- Susan McNeil Schreyer to Mission Hills business seat on UCPD – Gerrie Trussell **Action Item** 1 min
- Mission Hills Bikeway Retaining Wall and Placemaking Signage **Update**

The next meeting of the Mission Hills BID is the Annual Meeting which will take place on Wednesday November 3, 2021 at 4:00 PM at La Puerta Mission Hills, 4020 Goldfinch Street to include Annual Election of Directors and Officers. A Mixer will follow from 4:30- until 6:00.

Agenda items are informational unless noted for action