



BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Strategic Planning Session**

January 19, 2022, 11:00 pm - 3:00 pm  
Cardellino – 4033 Goldfinch Street – Mission Hills  
AGENDA

- 1. Call to Order** **Dixie Hall, President**
  
- 2. Ice Breaker** **Dixie Hall, President / All**
  
- 3. Celebrate 2020** **J Daniel Geddis, Vice President / All**
  - Annual Report
  - Successes worthy of repeating
  - Challenges to improve upon
  
- 4. Mission Hills BID** **Susan McNeil Schreyer, Executive Director / All**
  - Contract with City of San Diego
  - Board Member Sign Anti-Harassment, Inclusivity Agreements
  - Boundaries Assessments
  - Members, Directors, Officers, Committees
  - Bylaws
  - Executive Director Role
  
- LUNCH BREAK**
  
- 5. Mission Hills BID Budget Review** **Jamaal Jackson, Treasurer / All**
  - FY 23
  - YTD FY 22



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**6. Opportunities by Committees 2022**

**All**

**Promotions – Priorities, Participation and Partnerships**

Mission Hills Business Goods and Services

Mixer Opportunities

Social Media Calendar/Schedule

**Economic Development Committee – Priorities, Participation and Partnerships**

**All**

Homelessness Impacting Businesses and BID Homelessness AdHoc

Fundraising and Grants

Monetizing Efforts

**Design Committee– Priorities, Participation and Partnerships**

**All**

Mission Hills Entrance

Banner District

Mural Opportunities

**Mission Hills Parking Advisory Committee – Priorities, Participation and Partnerships**

FY23 Budget Proposal

**Susan McNeil Schreyer, MHPAC Chair/UCPD VP**

**7. State of Commercial Real Estate in Mission Hills BID**

**Adjourn to Mission Hills BID Meeting at 3:00**