



BUSINESS IMPROVEMENT DISTRICT

Board of Directors Strategic Planning Session

February 16, 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 2021** **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
 - Boundaries Assessments
 - Members, Directors, Officers, Committees
 - Board Member Sign Anti-Harassment and Inclusivity Agreements
 - 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, Services, Events

Mixer Opportunities

Social Media Calendar/Schedule

Mission Hills Website – Faith Bretow Update

Economic Development Committee – Priorities, Participation and Partnerships

All

Homelessness Impacting Businesses- PATH Update 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