



BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting

Wednesday, March 16, 2022 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street
Spring Business Mixer at Backbone Floral, 910 Fort Stockton Drive from 5:30- 7:00

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

- Approve Monthly Financial – February, 2022 **Action Item** 1 min
- Approve Minutes of the Meeting – February, 2022 **Action Item** 1 min
- Mission Hills BID Non-Profit Biennial Renewal - *Corporate Statement of Information filed & confirmed with CA SoS on 2/2/22* **Information**

Promotions Committee

- SD Half Marathon, 3/27/22 Update & Support - **Susan Briggs** **Action Item** 1 min
- Establish date for 10th Annual Taste of Mission Hills in October 2022 **Action Item** 1 min
- Register MHBID for Great San Diego Scavenger Hunt- Sat, May 14, 2022 8:AM-6:PM **Action Item** 1 min
- Partnership with San Diego County Fair Banner Program in 2023 **Action Item** 1 min
- MHBID Website Reveal - **Faith Bretow** **Update**
- Mission Hills Garden Club Walk – **Nancy Wilkens-Diehr** **Update**
- A Word from Our President – Hand Out - **Dixie Hall** **Information**
- Social Media Analytics - **J. Daniel Geddis** **Information**
- Mission Hills BID April Column in Presidio Sentinel to include CoC 2022; Spring Holidays **Information**

Economic Development Committee

- FY21 Budget Package Submitted on February 7, 2022 – Additional Deadlines **Update**
- MHBID Performance Metrics from Interstate Commercial Real Estate for City of San Diego **Update**
- Storefront Improvement Funding Resumed 2/22 **Update**
- Falcon Liquor Tasting Room **Update**
- Uptown Planners Election Results – Michael Brown, Patty Ducey-Brooks, Tony Silvia **Update**

Design Committee

- IRR Parking Fund Pedestrian Lighting Chalmers to Andrews on India \$42K- **SM Schreyer** **Action Item** 1min
- Colors on Canvas Banner Art Contest 2022 Update - 76 Banners; **Action Item** 1 min
On lamp posts 3/8-4/19; 5 Sponsors; 12 Partners; 16 judges; Golf Car Secured; Photographer secured up to \$350; Collateral material maps, banner photo sheets matching lamp posts to banners, judges forms, auction forms, misc signage for event designer secured for up to \$1,000; The Frame Maker secured for 4/27 event; S. Ekedal providing 16 prizes, Lazy Acres providing gift certificates, Coucilmember invited; Mayor invited; Mayoral Proclamations requested
- Architecture and Call to Action banner additions- **Stuart White** **Action Item** 1 min
- MTS Bus Stop on W. Washington near The Red Door- **SM Schreyer** **Information**
- Washington Street Maintenance Assessment District **Update**

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

Reconvene as MH Parking Advisory Committee Meeting

- FY 23 Budget – Bulk of funds to Extraordinary Maintenance for placemaking signage considerations during the SANDAG Washington to Bachman bikeway **Update**
- Dove Street time limited parking, north of W. Washington **Update**

Adjourn

The next meeting of the Mission Hills BID is scheduled to take place on Wednesday April 13, 2022 at 3:00 PM in the Mission Hills Library Community Room, 215 West Washington Street

Agenda items are informational unless noted for action