



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, February 16, 2022 - 3:00 PM
Cardellino - 4033 Goldfinch Street

Directors Present:

- Dixie Hall – DixiePops
J. Daniel Geddis - One Mission Realty
Sarah Mattia - Pizza e Birra
Jamaal K. Jackson – US Bank
Jesse Zmuda - Backbone Floral & Vintage
Audrey Patterson – Patterson Engineering
Michael Metcalf – Michael Metcalf Consulting

Excused Absence:

- Rocky Rockhill - Coldwell Banker West

Guests:

- Chris Gris – AD 78 Ward
y Carolina Chavez-Vazques – CD 3 Whitburn
Tracey Lilly – MH 5K
Brody Lilly – MH 5K

Staff:

Susan McNeil Schreyer- Executive Director

The meeting was called to order by President D. Hall at 3:07.

Introductions were encouraged for all attending, starting with the board of directors

Non- Agenda Public Comment: None

Announcements & Community Updates: C. Gris provided an oral update on legislative matters including AB 1719, AB1640; AB1675 and AB311 (No Gun Sales at Fairgrounds; COVID Sick Leave extended to September 30th. C Chavez Vazquez provided an oral update on Whitburn’s committee assignments and his introduction of an ordinance restructuring the City’s towing fees.

Executive Committee:

- Approve Monthly Financial – November and December, 2021 and January 2022
Approve Minutes of the Meeting – November 2021
Accept resignation of Rocky Rockhill due to scheduling conflicts
Approve City required anti-harassment and inclusivity training; BID pay \$100/pp
Approve FY21 (7/1/20-6/30/21) President’s Annual Report
Approve FY21 (7/1/20-6/30/21) Annual Independent Audit by Beck and Associates
Approve FY23 Proposed Budget July 1, 2022 – June 30, 2023

- Approved Patterson/Zmuda
Approved Geddis/Patterson
Approved Jackson/Geddis
Approved Zmuda/Mattia
Approved Geddis/Metcalf
Approved Jackson/Metcalf
Approved Mattia/Jackson

Informational Updates: PPP Forgiveness Filed and Receipt Confirmed on 1/31/22
Corporate Statement of Information filed & confirmed with CA SoS on 2/2/22

Promotions Committee

- Direct executive director to pursue items from strategic planning
Approve Mission Hills 5K, Same Route, 3/9/22, Requesting Letter of Support – Tracey Lilly
Approve restating November position; MH Garden Club asking MHBID Ad monetary pymt
Approve registering MHBID for Great San Diego Scavenger Hunt- Sat, 5/21/22 8:AM-6:PM
Colors on Canvas 2022 judges, reception, celebration and auction venue secured; refreshment donations; winners prizes; 6 week banner installation;
J Daniel Geddis provided MHBID Social Media Analytics – FB 878; Twitter 1,646; IG Following 2,191
March Mixer at BACKBONE Floral, 910 Fort Stockton Drive; 5:30-7:00
A Word from Our President and March Column to include Colors on Canvas and Mixer

- Approved Geddis/Zmuda
Approved Geddis/Metcalf
Approved Geddis/Jackson
Approved Jackson/Metcalf
UPDATE

UPDATE
Information
Information

Economic Development Committee

- Direct executive director to pursue items from strategic planning
Received FY23 Budget Metrics from various sources including Intersection Commercial Real Estate

- Approved Patterson/Jackson
Information

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**Design Committee**

Direct executive director to pursue items from strategic planning Approved **Patterson/Geddis**  
Approve addition of nine additional Banner positions, create new Architecture Series Banners, Approved **Metcalfe/Geddis**  
total cost of approximately \$5,000  
Best next steps on Washington Street Maintenance Assessment District No Action Needed  
Approve work with UCPD and neighborhood on design options for Mission Hills entrance Approved **Geddis/Metcalfe**  
*Informational Update: Washington Street MAD FY23 Budget \$102,728. approved on 1/21/22*

**Adjourned the Mission Hills BID meeting at 4:14 PM**

Approved **Geddis/Zmuda**

**The MH Parking Advisory Committee Meeting to order at 4:15 by Chairperson S McNeil Schreyer**

Approve FY23 Proposed MHPAC Budget July 1, 2022- June 30, 2023 Approved **Patterson/Zmuda**  
Work with UCPD and community on Mission Hills placemaking sign Approved **Geddis/Zmuda**

**Adjourn the MH Parking Advisory Meeting at 4:17**

Approved **Zmuda/Patterson**

**The next MHBID board meeting is Wednesday, March 16, 2022, at 3:00 p.m., followed by the Mission Hills Parking Advisory Committee at the Mission Hills Library, 215 West Washington Street in the Community Room**