



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, March 16, 2022 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington 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:

None

Guests:

- Christopher Gris – AD 78 Ward
Miki Holmes – AD 78 Ward
Elaine Wilson – MH Garden Club
Nancy Wilkins- Dier – MH Garden Club
Carolina Chavez – CD 3 Whitburn
Faith Bretow – Resident
Susan Briggs – SD Half Marathon

Staff:

Susan McNeil Schreyer- Executive Director

The meeting was called to order by President D. Hall at 3:04.

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 177 and introduced Miki Holmes who will be the Mission Hills liaison from Ward’s staff ; C Chavez Vazquez provided an oral update sharing she is working on whether licensed holders in California who are required to take inclusion and anti-harassment training also need to again take BID board inclusion and anti-harassment training, Whitburn working on homeless issue with Mayor’s Office.

Executive Committee:

- Approve Monthly Financial – February 2022 Approved Jackson/Metcalf
Approve Minutes of the Meeting – February 2022 Approved Metcalf/Zmuda
SM Schreyer shared Mission Hills BID Non-Profit Biennial Renewal - Corporate Statement of Information filed & confirmed with CA SoS on 2/2/22 as an information item.

Promotions Committee

- Approve Susan Briggs request for a letter of support for 3/27/33 SD Half Marathon Approved Mattia/ Geddis
Approve Wednesday October 12 from 5:00 - 9:00 for 10th Annual Taste of Mission Hills Approved Geddis/Jackson
Trail to April Register MHBID for Great San Diego Scavenger Hunt- 5/14/22 8:AM-6:PM Approved Geddis/Patterson
Approve partnership with San Diego County Fair Banner Program in 2023 Approved Mattia/ Geddis

Several Updates shared: Faith Bretow provided an update on the progress of the MHBID Website going live soon. Nancy Wilkens-Diehr provided an update on the Mission Hills Garden Club Walk taking place on May 7th. Copies of the Mission Hills BID column were available at the sign-in table. J. Daniel Geddis Social Media Analytics for last 30 days as of March 16: FB 879 Page Likes; Instagram Followers 2,221 and Twitter Followers 1,642. Mission Hills BID April Column in Presidio Sentinel to include CoC 2022; Spring Holidays

Economic Development Committee

The following updates were provided: FY23 Budget Package Submitted on February 7, 2022 – Additional Deadlines in April; MHBID Performance Metrics from Interstate Commercial Real Estate sent to City of San Diego; Storefront Improvement Funding resumed in 2/22; Falcon Liquor received license for Tasting Room; Uptown Planners Election Results – Michael Brown, Patty Ducey-Brooks, Tony Silvia who ran on a pro-small business slate

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Design Committee

Approve request for IRR Parking Fund Pedestrian Lighting south of Chalmers to Andrews on India for a total cost of \$42K for the project Approved **Geddis/Jackson**

Approve Colors on Canvas Banner Art Contest 2022 spending for photographer up to \$350; Collateral material maps, banner photo sheets matching lamp posts to banners, judges forms, auction forms, misc signage for event designer up to \$800; Geddis abstained due to relationship with designer Approved **Patterson/Zmuda/Geddis abstained**

Approve trailing to April Meeting Architecture and Call to Action banner additions Approved **Geddis/Patterson**

Shared information about MTS bus stop on W. Washington near The Red Door and requests from elderly patrons for bus stop to be closer to Green Manor.

There were no updates on Washington Street Maintenance Assessment District

Adjourned the Mission Hills BID meeting at 4:09 PM

Approved **Metcalf/Jackson**

The MH Parking Advisory Committee meeting was called to order at 4:10 by Chairperson S McNeil Schreyer

FY 23 Budget – Bulk of funds to Extraordinary Maintenance for placemaking signage

Update

considerations during the SANDAG Washington to Bachman bikeway

Dove Street time limited parking, north of W. Washington

Update

Adjourned the MH Parking Advisory meeting at 4:12 PM

Approved **Metcalf/Hall**

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