



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, April 20, 2022 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Directors Present:

Sarah Mattia - Pizza e Birra
Jamaal K. Jackson – US Bank
Jesse Zmuda - Backbone Floral & Vintage
Michael Metcalf – Metcalf Consulting

Excused Absence:

Dixie Hall – DixiePops
J. Daniel Geddis - One Mission Realty
Audrey Patterson – Patterson Engineering

Staff:

Susan McNeil Schreyer – Executive Director

Guests:

Jason Weisz – Senator Atkins
Miki Holmes – Assemblymember Ward
Michelle Munoz- City of San Diego EDD

The meeting was called to order by S. Mattia at 3:00.

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

Non- Agenda Public Comment: None

Announcements & Community Updates: Executive Director shared J. Weisz shared he contacted SDGE about the four missing Colors on Canvas 2022 banners and provided an update on rising gasoline prices and support to consumers in near future. M. Holmes provided an update on legislative matters including AB1860 and AB311.

Executive Committee:

Approve Monthly Financial – March 2022

Approved Metcalf/Zmuda

Approve Minutes of the Meeting – March 2022

Approved Jackson/Metcalf

Approve Wednesday November 2, 2022 as date for Annual Meeting and Elections

Approved Zmuda/Metcalf

Information Item: Executive Director Annual Employment Review will be completed by May 15, 2022

Promotions Committee

Approve MHBID participation and promotion of the Greater San Diego Scavenger Hunt

Approved Jackson/Metcalf

Saturday, June 18, 2022; Start and End in North Park

Information items included: Social Media Analytics as of April 20: FB 880 Page Likes; IG 2,250 Followers; Twitter: 1,646 Followers; A Word from Our President – April issue Online and in Presidio Sentinel; Mission Hills BID’s Presidio Sentinel May column suggestions included Mother’s Day, Colors on Canvas 2022 re-cap, Memorial Day, Garden Walk, Garage Sale, Shredding Event and June Scavenger Hunt.

Economic Development Committee

Information items included: FY23 Budget Package Submitted on February 7, 2022 – Additional Deadlines 4/13 and 4/25-26. Michelle Munoz, Small Business Engagement Specialist, City of San Diego Economic Development shared the department received 80 business inquiries, SM Schreyer asked “how many were from MHBID?” M. Munoz will follow up with breakdown. EDD Storefront Improvement funds are available. Temporary Outdoor Business Opportunity parklets end July 1, 2022. EDD’s BID Survey Results to be shared with each BID individually with J. Daniel Geddis sitting in with SM Schreyer on Mission Hills BID results. MHBID will discuss at May meeting. A New Development information page will be established on the MHBID website.

Design Committee

Approve creating new art on SDG&E Utility Boxes near Meshuggah Shack

Approved Zmuda/Metcalf

Approve request from The Red Door to relocate MTS Bus Stop to 900 W. Washington

Approved Jackson/Metcalf

Updates included: Spotlight Mission Hills Year-Round Banners; 50 Spotlight and 42 CTA; No update on Washington Street Maintenance Assessment District; Colors on Canvas Banner Art Contest 2022 tasks assigned with Mayor arriving at 5:30.

Adjourned the Mission Hills BID meeting at 4:10 PM

Approved Metcalf/Zmuda

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The MH Parking Advisory Committee meeting was called to order at 4:11 by Chair S McNeil Schreyer

Approve request from The Red Door to relocate MTS Bus Stop closer to Green Manor Approved ***Mattia/Jackson***

Information and Updates: Inquire about parking meter revenue losses during construction projects and moving forward on Dove Street time limited parking, north of W. Washington

Adjourned the MH Parking Advisory meeting at 4:13 PM

Approved ***Jackson/Mattia***

The next meeting of the Mission Hills BID is scheduled to take place on Wednesday May 11, 2022 at 3:00 PM in the Mission Hills Library Community Room, 215 West Washington Street