



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, May 18, 2022 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Board of Directors:

- Dixie Hall – Dixie Pops
J Daniel Geddis – One Mission Realty
Jamaal Jackson – US Bank
Jesse Zmuda – Backbone Floral
Audrey Patterson – Patterson Engineering, Inc
Sarah Mattia – Pizza e Birra
Michael Metcalf – Metcalf Consulting

Excused Absence:

None

Guests:

- Miki Holmes – AD78 Ward
Carolina Vazquez Chavez – CD3 Whitburn
Brian Gruters – PATH

Staff:

Susan McNeil Schreyer

The meeting was called to order by D Hall at 3:00.

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

Non- Agenda Public Comment: A Patterson shared MH Lighting District is seeking LOS. Christina Woods will contact MHBID executive director. C Chavez shared CD3 is supportive of the MH Garden Walk and increasing funding to address homelessness issues. Chavez also shared the newly passed Street Vendor Ordinance. D Hall asked Chavez about need for MHBID board to take anti-harassment and inclusivity training since MHBID did so in August 2021. Chavez shared CD3 policy staff discussed "refresher" rather than same training. Chavez asked SM Schreyer to email her regarding one year vs 6 month contract to BIDs. Chavez will ask S Barnhorst to clarify.

Announcements & Community Updates: M Holmes provided an update on the California Budget Revise. MHBID presented a token of appreciation to A Patterson as she leaves the board to accept a position outside of Mission Hills.

Executive Committee:

- Executive Director Annual Review provides 5 additional days of vacation time off per year. Approved Geddis/Jackson
Approve Monthly Minutes – April 2022 (3 Abstentions due to absences in April) Approved Metcalf/Zmuda
Approve Financials – April 2022 Approved Jackson/Mattia
Approve LOS for PATH contract in Mayor's FY23 Budget Approved Metcalf/Zmuda
Approve \$731 Annual payment for Workers Compensation Insurance Approved Mattia/Patterson
Approve Viannay, owner L'Atelier as non-voting Associate Member through 6/30/23 Approved Geddis/Mattia
Accept resignation of A Patterson who has accepted a position outside of Mission Hills Approved Mattia/Zmuda
Information Item: Workers Compensation Insurance audit due on June 7, 2022

Promotions Committee

Information items included: 1) Social Media Analytics as of April 20: FB 890 Page Likes; IG 2,274 Followers; Twitter: 1,645 Followers; 2) September 21 Mixer at The Meatery, 3) A Word from Our President – May issue Online and in Presidio Sentinel; 4) Mission Hills BID's Presidio Sentinel June column suggestions included June 15 Mixer, Father's Day, Graduation, June 18 Scavenger Hunt.

Economic Development Committee

Information items included: 1) JD Geddis and SM Schreyer met with S Karafin and M Munoz to receive the City of San Diego's Economic Development Department survey results for Mission Hills. Survey respondents were only known to the City of San Diego and remained anonymous to the BIDs. The 18 BIDs representing approximately 13,000 businesses in the City had no input or knowledge of the questions. In total this citywide survey received 559 responses which identified as "businesses." In Mission Hills the highest number of respondents was from 20 email accounts, identifying as "businesses." The rankings were generally good and great and overwhelmingly aware of the MHBID. The 20 respondents identifying as "businesses" provided significantly higher rankings of the MHBID's work than the 10 respondents identifying as "residents" and "public." For those identifying as "businesses," the highest ranking for each question received the greatest percentage. 2) The second hearing for the FY23 BID Budgets will occur on May 23 between 2:00 p.m. and 5:00 p.m.

Design Committee

- Approve creating new art by S White on SDG&E Utility Boxes near Meshuggah Shack Approved Patterson/Mattia
Approve Spotlight Mission Hills FY23 Banner Program Renewal \$480 = \$20/week Approved Metcalf/Jackson
Information items included: 1) Colors on Canvas Banner Art Contest 2022 has 26 post-event banners for sale; 2) No update on Washington Street MAD.

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Adjourned the Mission Hills BID meeting at 4:09 PM

Approved **Jackson/Metcalf**

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

Approve request from Backbone Floral to add limited time parking where abandoned driveway exists in front of 910 Fort Stockton Drive using the City of San Diego traffic engineers' curbside parking reconfiguration for the north side of the 900 block of Fort Stockton Drive which standardizes six 2-hour metered parking spaces to 22 feet and moves one blue handicap curb to eastern end of the street. Approved **Geddis/Patterson**

Approve request from Presidio Cleaners for additional time limited curbside parking near 4019 Goldfinch using the City of San Diego traffic engineers' curbside parking reconfiguration on the east side of the 4000 block of Goldfinch Street. Create four contiguous 30-minutes parking spaces to the north and add two 2-hour metered parking spaces in the remaining southern-most parking spaces. Meter enforced signage to read: Enforced Monday through Saturday 8:00 a.m. until 6:00 p.m. No meter enforcement on Sundays and City Holidays. Information items included: 1) Complaints about parking access during construction projects; 2) Dove Street time limited parking, north of W. Washington; 3) MTS Bus Stop on W. Washington request to relocate closer to Green Manor. Approved **Zmuda/Hall**

Adjourned the MH Parking Advisory meeting at 4:20 PM

Approved **Hall/Mattia**

The next meeting of the Mission Hills BID is scheduled to take place on Wednesday June 15, 2022 at 3:00 PM in the Mission Hills Library Community Room, 215 West Washington Street