



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, July 20, 2022 - 3:00 PM

Mission Hills-Hillcrest/Know Library – 215 West Washington Street

Board of Directors:

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

Guests:

- Carolina Chavez- Councilmember Whitburn CD3
Latrell Crenshaw – City Economic Development

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: None

Announcements & Community Updates: Executive Director shared City required anti-harassment, non-discrimination and inclusion training is offered online to Microsofts' international team and covers all of the areas needed and more. Other BIDs will be using this particular online training. J. Zmuda shared her fiancé went through this training. C.Chavez from CD3 shared updates about council actions. L. Crenshaw invited MHBID to attend online Brown Act training.

Executive Committee:

- Approve June 2022 Minutes Approved Jackson/Metcalf
Approve June 2022 Financials Approved Metcalf/Jackson
Approve \$2,250 to Beck and Associates CPA for FY 22 Annual Audit Approved Geddis/Jackson
Information Updates: Workers Compensation Insurance Audit Completed on 6/7 and resulted in \$8 Refund. Ralph M. Brown Act training by EDD and City Attorney on Zoom 7/21 from 2:00-3:00. San Diego Community Power Listening Workshop on Zoom 7/21 8:00-9:00 and 4:00-5:00. Talech/Elavon device updates, usage and iPhone vs Android.

Promotions Committee

- Approve \$10,000 US Bank Title Sponsorship for 10th Annual Taste of Mission Hills Approved Mattia/Zmuda
Approve \$2,796 trolley contract including special instructions in case trolley is disabled Approved Jackson/Zmuda
Information Updates: Social Media Analytics by D. Geddis FB 906; IG 2,306; T 1,652; A Word from Our President – Hand-out; Greater San Diego Scavenger Hunt- Saturday, August 27, 2022; Mission Hills BID quarterly Fall Business Mixer 5:30 - 7:00 PM @ The Meatery on 9/21 with Accessing Capital presentation from US Bank; Mission Hills BID August Column in Presidio Sentinel to include vacation month, taste 2022 plans, back to school, scavenger hunt, reflect on summer passing

Economic Development Committee

- Approve City required ethics and anti-harassment training with AABA and NPMS Approved Jackson/Mattia
Approve Mission Hills Community Forum on MH Bike Lane Update Approved Metcalf/Zmuda
Co-hosts Mission Hills Town Council and Presidio Sentinel, Panel to include SANDAG Project managers along the Washington to Bachman Bicycle route, Council District Staff, City of San Diego department staff and others
Information Updates: Storefront Improvement Opportunities beginning in FY23 and L. Crenshaw will let us know the amount of funding available, no waiting list; Temporary Outdoor Business Opportunity (TOBO) set to expire on 7/13/22 and L. Crenshaw shared details of steps to be taken by business owners.

Design Committee

- Information Updates: Trail new art wrap on SDGE Utility Boxes near Meshuggah Shack until after SDGE responds on wrap v paint. Spotlight Mission Hills FY23 banner program renewals and new sales going well. Washington Street Maintenance District is pursuing who is responsible for removal and replacement of two dead palm trees in 800 block of W. Washington.

Adjourned the Mission Hills BID meeting at 4:02 PM

Approved Jackson/Zmuda

The MH Parking Advisory Committee meeting was called to order at 4:03 by Chair S McNeil Schreyer

- Approve supporting the installation of stop signs at the intersection of Ibis Street and Approved Hall/Mattia
Washington Place as requested by Paint Box Art Studio owner Jaimee Brant. Work with
Paint Box Art Studio nd Mission Hills Town Council to increase traffic safety at this intersection.



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The MH Parking Advisory Committee meeting (continuing minutes)

Information Updates: MTS reached out to Nakhshab Development on request by senior citizen to relocate MTS bus stop close to Green Manor, no response; Traffic Engineers will create a work order for limited time parking on the 900 block of Fort Stockton Drive; Traffic Engineers have been asked to provide an update on the work order for limited time parking on the 4000 block (east side) of Goldfinch Street; Traffic Engineers will conduct duration study on 4000 block of Dove Street to determine if limited time parking signage is needed for turn-over.

Adjourned the MH Parking Advisory meeting at 4:08 PM

Approved *Hall/Zmuda*

The next meeting of the Mission Hills BID will take place on Wednesday September 21, 2022 at 3:00 PM.
During the month of August the Mission Hills BID will be dark and without meetings though staff will be working.