



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, September 21, 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
Billie Burnell - Resident

Guests:

- Miki Holmes – AD78 Chris Ward
Abbey Reuter- Supervisorial Dist 4 Nathan Fletcher
Michelle Munoz – 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: M. Holmes from AD78 shared on AB2316, AB2559 and AB1860 and the legislative session end date of August 31. A. Reuter from Supervisorial District 4 updated on County behavioral health at Alvarado Hospital and will let us know if this is a total change or an expansion, Regional training centers providing trainings through Workforce Partnership and shared mountain bike challenges at County parks. M. Munoz updated last month 65 emailed business inquiries were received EDD, there is a small amount of funds remaining for Storefront Improvement.

Executive Committee:

- Approve Monthly Financials - July 2022
Approve Minutes of the Meeting - July 2022
Approve Monthly Financials - August 2022
Approve November 2 at 4:00 for Annual Meeting, Elections & Mixer at Kettle & Stone
Approve President's AdHoc Nominating Committee of Zumda, Jackson, Geddis and Hall
Approve Associate Members FY23: US Bank (voting member); MH Nursery (non-voting); Thorn Brewing Mission Hills (non-voting); Paint Box Art Studio (non-voting), Saffron & Sage (non-voting) upon receipt of fully executed agreements
Approve MHBID BID Alliance annual membership fee of \$300
Approve MFJ replacement check #2600 for \$400 (See USPS Undeliverable Letter)
Note Talech/Elavon refund of \$71.82 Merchant Fee Credit, per agreement

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

Promotions Committee

- Approve executive director proceeding with Taste needs:
Sponsors for Live Music and Photographer. Taste forks at 31 venues. Set up and collect TASTE trolley signs. Will Call. Volunteers needed.

Approved Zmuda/Mattia

Information Items and Updates: September- A Word from our President hand-out; continuing tradition, the October Presidio Sentinel Column will be replaced by the Taste poster; Social Media Analytics presented by D.Geddis as follows FB 959, IG 2344, Twitter 1649.

Economic Development Committee

Information Items and Updates: Storefront Improvement Opportunities – FY23 Limited funding available, apply now. Continuing to monitor construction projects and empty spaces and stay in touch with brokers and developers.

Design Committee

- Approve and support 2023 Colors on Canvas Banner Art Contest:
Kick-off in January and Celebration in April; 6+ week lamppost installation; hoping Patterson Engineering, Inc will be Title Sponsor and Marianne Kalem Legacy Award donor; Grant TK8 and Paint Box Art Studio to be children's art facilitators.

Approved Metcalf/Mattia



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**The Design Committee meeting (continuing minutes)**

Approve Spotlight Mission Hills FY23 Banner Program professional design services for 42 new banners. Brian Hess Design can help at \$100/hour and time estimate is 3 hour, more or less. *Approved Metcalf/Zmuda*

This is a fraction of the market cost for this work. Disclosure by D. Geddis who is Hess's partner.

D. Geddis recuses himself and does not take part in the vote.

Information Items and Updates: Washington Street MAD has new staff Milton Clark. Monitor situation in La Jolla regarding SDGE denial of art wrapped utility boxes with new art on utility boxes near Meshuggah Shack as goal. Keep on our agenda.

**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**

Maintain its position taken on May 18, 2022, disallowing the installation of no pay 15-minute and 30-minute meter/s on the 4000 block of Goldfinch Street and instead create green curb limited time parking. The request for reconsideration was from Presidio Cleaner's to the City of San Diego.

*Approved Zmuda/Jackson*

Information and Updates: Connected with public relations firm for Nakhshab Development sharing senior citizen request to relocate MTS bus stop closer to Green Manor in front of Sasan Apartments; Parking Funds may be available to assist. No reply has been received. Progress on limited time parking on 900 block of Fort Stockton Drive: October installation per Claudia Brizuela, Senior Traffic Engineer from City of San Diego. Dove Street, north of W. Washington, parking duration study by City's Transportation Engineers completed and showing long term stays. Mission Hills PAC will walk the area for signatures. Mission Hills Bikeway Retaining Wall and Placemaking Signage is on hold as the project has fallen off SANDAG's FY23 project list.

The next meeting of the Mission Hills BID will be the Annual Meeting with Elections, followed by a Mixer on Wednesday, November 2, 2022 at 4:00 PM. At Kettle & Stone Coffee and Tea, 1619 West Lewis Street.

Agenda items are informational unless noted for action