



BUSINESS IMPROVEMENT DISTRICT

Board of Directors Strategic Planning Session

January 18, 2023, 11:00 pm - 2:45 pm

La Puerta Mission Hills – 4020 Goldfinch Street – Mission Hills

AGENDA

- 1. Call to Order** **Dixie Hall, President**

- 2. Ice Breaker** **Dixie Hall, President / All**

- 3. Celebrate 2022** **J Daniel Geddis, Vice President / All**
 - Annual Report
 - Successes worthy of repeating
 - Challenges to improve upon

- 4. Mission Hills BID** **Susan McNeil Schreyer, Executive Director / All**
 - Annual Review of Bylaws
 - Boundaries and Assessments
 - Members, Directors, Officers, Standing Committees, AdHoc Committees
 - Executive Director Role
 - Board Member Agreements to sign
 - Contract with City of San Diego – Ricardo Ramos, Deputy Director, Business Operations,
Office of the Treasurer, City of San Diego

LUNCH BREAK 12:15 – 12:45 (30 Minutes)

- 5. Mission Hills BID Budget Review** **Jamaal Jackson, Treasurer / All**
 - FY 24
 - YTD FY 23



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6. Opportunities by Committees 2023

All

Promotions – Priorities, Participation and Partnerships

Events

Mixer Opportunities

Social Media Calendar/Schedule

Mission Hills Website, Instagram, FB, Twitter, TikTok, Etc

Economic Development Committee – Priorities, Participation and Partnerships

All

Homelessness Impacting Businesses

Fundraising and Grants

Monetizing Efforts

Design Committee– Priorities, Participation and Partnerships

All

Mission Hills Entrance

Banner District

Mural Opportunities

Mission Hills Parking Advisory Committee – Priorities, Participation and Partnerships

FY24 Budget Proposal

Susan McNeil Schreyer, MHPAC Chair/UCPD VP

7. State of Commercial Real Estate in Mission Hills BID

Vacancies, Purchases and Construction Projects

Adjourn to Mission Hills BID Meeting at 3:00