



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, January 18, 2023 - 3:00 PM
La Puerta Mission Hills – 4020 Goldfinch Street

Board of Directors:

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

Staff:

Susan McNeil Schreyer

Guests:

- Ann Dahlkamp- MH Garden Club
Ellen Larsen- SD Half Marathon
Christine Adams- SD Half Marathon
Barbara Mandel- MH Garden Club
Jessica Dolliver- Mission Fit
Audrey Patterson- Patterson engineering, Inc
Michelle Munoz – City Economic Development

The meeting was called to order by D Hall at 3:01.

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

Non- Agenda Public Comment: SM Schreyer shared apology letter from the IRS.J. Dolliver stated she wishes to be more involved and requested BID meeting be changed to another time.

Announcements & Community Updates: NONE

Executive Committee:

- Approve Monthly Financials – October, 2022
Approve Monthly Financials – November, 2022
Approve Monthly Financial – December, 2022
Approve Minutes of the Meeting – November 2022
Approve Strategic Planning Workshop Wednesday 1/18/2022; at La Puerta Mission Hills
Accept resignation of D. Hall due to business closing from ongoing plumbing issues
Approve 2023 slate of officers of the board- D. Geddis, President; J.Jackson, Vice President;
J. Zmuda, Secretary; Sarah Mattia, Treasurer
Approve FY22 (7/1/21-6/30/22) President’s Annual Report
Approve FY22 (7/1/21-6/30/22) Annual Independent Audit by Beck and Associates
Approve FY24 Proposed Budget July 1, 2023 – June 30, 2024

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

- Approved Jackson/Metcalf
Approved Metcalf/Jackson
Approved Jackson/Mattia

Promotions Committee:

- Direct executive director to pursue items from strategic planning session
Approve community partnership with SD County Fair for 72 MHBID business banners
Approve Letter of Support for SD Half Marathon on 3/26/23
Approve trade with MH Garden Club for April and 25th Garden Walk ad on BID website
for 1/2 page BID Ad in walk booklet; walk scheduled for 5/13/23; ad value \$275
A Word from Our President and February Column Ideas to be Valentine’s Day; Presidents’ Day

- Approved Mulic/Zmuda
Approved Hall/Jackson
Approved Mattia/ Hall
Approved Hall/Jackson

Information

Economic Development Committee

- Direct executive director to pursue items from strategic planning session
City EDD site visit by M.Munoz to MHBID, website and cloud review; MHBID contract approved
for an additional 6-month
FY24 Budget Appropriations Process worksheets due to City on or before 1/23/23

- Approved Zmuda/Mulic
Information

Information

Design Committee

- Direct executive director to pursue items from strategic planning session
Work with SDGE and Artists to develop utility box beautification art program
Add new images to the existing Architecture Series banners with \$2,500 budget cap
Discussed Colors on Canvas 2023; Attempts to reach Grant TK8 principal shared;
Other calls shared; direct executive director to offer 25% of proceeds to Grant TK8 from
Grant banners sold at awards reception celebration auction
Washington Street Maintenance Assessment District update - No Action Needed

- Approved Metcalf/Hall
Approved Jackson/Mulic
Approved Mattia/ Hall
Approved Jackson/Geddis

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Page 2 of 2

**Design Committee meeting: continued**

Work with UCPD and neighborhood on design options for Mission Hills entrance - No Action Needed  
Acknowledge SD Street Banners price increase and Siegan Digital price increase

**Information**  
**Information**

**Adjourned the Mission Hills BID meeting at 3:54 PM**

*Approved Jackson/Metcalf*

**The MH Parking Advisory Committee meeting was called to order at 3:55 by Chair S M Schreyer**

Approve FY24 Proposed MHPAC Budget July 1, 2023- June 30, 2024

*Approved Geddis/Metcalf*

Work with UCPD and community on Mission Hills entrance - No Action Needed

**Information**

910 Fort Stockton Drive meter update - No Meter SM Schreyer will check with C. Brizuela

**Information**

Uptown Community Parking District Board of Directors re-elected SM Schreyer as an officer  
serving as treasurer for 2023

**Information**

**Adjourned the Mission Hills Parking Advisory Committee at 4:00 PM**

*Approved Jackson/Geddis*

The next meeting of the Mission Hills BID is scheduled to take place on Wednesday February 15, 2023 at the  
Mission Hills Library, 215 West Washington Street  
Agenda items are informational unless noted for action