



BUSINESS IMPROVEMENT DISTRICT
Minutes of the Meeting of the Board of Directors
 Wednesday, March 15, 2023 - 3:00 PM
 Pizza e Birra – 3625 India Street

Board of Directors:

Sarah Mattia – Pizza e Birra
 J Daniel Geddis – One Mission Realty
 Jamaal Jackson – US Bank
 Michael Metcalf – Metcalf Consulting
 Jesse Zmuda, Backbone Floral
Excused Absence: Amra Mulic – All American Tailor

Guests:

Logan Braydis - Councilmember Whitburn
 Miki Holmes - Assemblymember Ward
 Michelle Munoz – City Economic Development

Staff: Susan McNeil Schreyer

The meeting was called to order by J Daniel Geddis at 3:02.

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

Non- Agenda Public Comment: NONE

Announcements & Community Updates: J. Jackson shared USBANK mortgage officer will hold weekly meetings on Tuesdays at noon; L. Braydis shared updates on Safe Sleeping Initiative, April 29 Clean-Up in MH; M. Holmes shared info on AB799; MHBID website features sidebar and home page Garden Club Walk information.

Executive Committee:

San Diego Business Journal Black Business Leaders of Influence featured Jamaal Jackson, USBANK Mission Hills
 Approve Monthly Financials – February, 2023 *Approved Mattia/Jackson*
 Approve Minutes of the Meeting – February 2023 *Approved Jackson/Zmuda*
 Approve payment of \$99 website malicious code repair *Approved Metcalf/Jackson*

Promotions Committee:

Approve transportation contract for 11th Annual Taste of Mission Hills; \$3,375+signage *Approved Mattia/Metcalf*

Information and Updates: SD County Fair Banner Partnership – Photo Session Completed on March 1 at One Mission Realty, thank you Troy Curnett; March A Word from Our President – Hand Out; Mission Hills BID Quarterly Mixer, March 15, 2013 5:30 PM - 7:00 PM, Pizza e Birra, 3625 India Street, thank you Mattia Family and crew; Social Media Analytics for March 15 meeting were FB 990; IG 2,449; Twitter 1,624; Mission Hills BID March Column in Presidio Sentinel to include green bin recycling, April Fools, Earth Day, Easter, Passover, M&A Garage Sale

Economic Development Committee

Information and Updates: M Munoz updated FY24 BID Budget Process; 3/8 to passed at Council Committee; 4/24 or 25 to City Council; 5/23 Budget Adoption before City Council; Updates on Construction Projects and Retail Space in the BID and Uptown Planners election on 3/7 were shared.

Design Committee

Information and Updates: Executive director shared a meeting is scheduled for March 17 with potential children’s art facilitators. No action needed until draft agreement is offered. J. Daniel Geddis noted: The BID indirectly learned a separate 2023 poster art contest is being planned by previous Colors on Canvas partners and the Mission Hills Town Council. The messaging that was included to promote the event stated the 2023 Colors on Canvas contest was not taking place, which is untrue. The BID is pursuing new partners. Additionally, the imagery used to promote this separate 2023 poster art contest depicts banners which were painted as part of past years’ Mission Hills BID Colors on Canvas contests. This has led to confusion in the community with many reaching out to the BID. The BID wishes to clarify this point. The BID believes more art in Mission Hills adds to the vibrancy of our community and continues to pursue the Colors on Canvas program. MH Garden Club Mural Touch-Up on Goldfinch, south of Sutter, on May 6 and 7, 2023 with all invited to attend and paint. Executive director shared Washington Street MAD and BID senior paper by Taylor Kempf, UC San Diego.

Adjourned the Mission Hills BID meeting at 3:46 PM

Approved Mattia/Jackson

The MH Parking Advisory Committee meeting was called to order at 3:48 by Chair S M Schreyer

Approve \$70K from FY24 Extraordinary Maintenance to Wayfinding & Asphalt Intersection Art *Approved Zmuda/Mattia*

Information and Updates: Awaiting response to request to shorten red curb at 365 W. Washington Street;
 Following up on Wayfinding Mural Art on Utility Boxes in MHPAC on W. Washington Street and Goldfinch Street;
 Meeting scheduled with Claudia Brizuela on April 11 about Wayfinding Mural Art on Reynard Way Stairway north of 3085 Reynard Way; Parking meters installed at 910 Fort Stockton Drive; Interrupted progress on senior citizen request to relocate MTS bus stop closer to Green Manor; No progress on Dove Street, north of W. Washington

Adjourned the Mission Hills Parking Advisory Committee at 3:50 PM

Approved Zmuda/Jackson

The next meeting of the MHBID is scheduled to take place on Wednesday April 19, 2023 at the Mission Hills Library, 215 West Washington Street.