



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, May 17, 2023 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Board of Directors:

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

Guests:

Logan Braydis - Councilmember Whitburn
Miki Holmes - Assemblymember Ward

Staff: Susan McNeil Schreyer

Excused Absence: Michael Metcalf – Metcalf Consulting

The meeting was called to order by J Daniel Geddis at 3:03.

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

Non-Agenda Public Comment: NONE

Announcements & Community Updates: L.Braydis shared update on Unsafe Camping Ordinance to Council in June/July,6/20 Clint Daniels at City Council to oppose historic designation of old Mission Hills Library; M. Holmes shared small business of the year nominations being sought, State budget review and last day of session is 8/31.

Executive Committee:

Approved Monthly Financials – March, 2023 *Approved Jackson/Mattia*
Approved Monthly Financials – April, 2023 *Approved Mattia/Zmuda*
Approved Minutes of the Meeting – March 2023 *(No meeting in April)* *Approved Mulic/Jackson*
Approved MFJ Systems bookkeeping increase request to \$500 per month *Approved Jackson/Mulic*
Executive Director Annual Employment Review in Closed Session – Salary review 10/23 *Information*

Promotions Committee:

Approved 11th Annual Taste of Mission Hills Tighten-Up at \$900, US Bank Title Sponsor \$12K, Trolley Sponsors Harley Gray and La Puerta (seeking a third), Photographer \$350 to include Annual Meeting; Seek additional sponsors. *Approved Zmuda/Mulic*

Approved 6/21 Mixer at Bar by Red Door, 729 W. Washington, 5:30-7:00 *Approved Jackson/Mattia*
Information and Updates:SD County Fair Banner Community Installation took place on 5/14; May A Word from Our President – See Hand Out and online; Social Media Analytics for last 30 days FB 993, IG 2,467, Twitter 1,613 Mission Hills BID June Column to include Summer Finally, How to spend a Summer Day, Father’s Day, US BANK

Economic Development Committee

Approved City of San Diego Smart Traffic Light Program as shown on SDPS Map and Additional Smart Lights in busier areas such as W. Washington at Goldfinch *Approved Mulic/Mattia*
Information and Updates: SDPD Western Division Captain’s Meeting Update on data Transparency and SDPD Online link shared by S. Mattia and SM Schreyer; Union Bank conversion to US Bank with US Bank MH Branch continuing as is; FY24 BID Budget Process; 5/23 to City Council with MHBID Comment

Design Committee

Approved new Architecture Series Banners by S. White: The Fort; V8 Logo & Funcheon Bldg *Approved Mattia/Jackson*
Approved new Call to Action Banners by S. White: PLAY, EXPLORE *Approved Jackson/Zmuda*
Approved maintaining MAD waste bins as is - do not remove *Approved Zmuda/Jackson*
Wayfinding Mural on Reynard Way Stairway tabled to June- No Action
Information and Updates: Executive director shared 2023 Colors on Canvas Banner Art Contest: Update on children’s art facilitators and MH Garden Club Walk, Saturday, May 13, link to purchase tickets on MHBID website

Adjourned the Mission Hills BID meeting in Memory of Jacqueline “Jackie” Condliffe of Shakespeare Pub & Grille at 4:28 PM *Approved Mattia/Mulic*

The MH Parking Advisory Committee meeting was called to order at 4:30 by Chair S M Schreyer

Approved letter requesting presentation from SANDAG about 3/23 fund update on Bike Lane Phase 4 through MHBID *Approved Geddis/Jackson*

Approved pursuing Wayfinding Mural Art on Utility Boxes in MHPAC *Approved Zmuda/Geddis*
Approved pursuing Pedestrian Safety Asphalt Art on W. Washington Street *Approved Zmuda/Geddis*

Information and Updates: Shared update on request to shorten red curb at 365 W. Washington Street , Progress on senior citizen request to relocate MTS bus stop closer to Green Manor, Progress on Dove Street, north of W.Washington

Adjourned the Mission Hills Parking Advisory Committee at 4:50 PM *Approved Zmuda/Jackson*

Next meeting of the MHBID is scheduled to take place Wednesday, 6/21/23, Mission Hills Library, 215 W. Washington St
Agenda items are informational unless noted for action