



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, June 21, 2023 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Summer Mixer following at Bar by Red Door and Adjourn in Memory of Stephen G. Cline

Board of Directors:

Jesse Zmuda – Backbone Floral
Sarah Mattia – Pizza e Birra
Michael Metcalf – Metcalf Consulting
J Daniel Geddis – One Mission Realty
Jamaal Jackson – US Bank

Guests:

Logan Braydis - Councilmember Whitburn
Michelle Munoz – City of SD EDD
Jason Weisz - Senator Toni Atkins
Marea Riedler – A Designed Space

Excused Absence: Amra Mulic – All American Tailor

Staff: Susan McNeil Schreyer

The meeting was called to order by J Daniel Geddis at 3:00.

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

Non- Agenda Public Comment: NONE

Announcements & Community Updates: L.Braydis shared Unsafe Camping Ordinance passage. Council upheld historic designation on old Mission Hills Library during challenge by C. Daniels. Issues regarding burned residence on Washington Place. J. Weisz shared house of origin deadlines and lawsuits delaying projects.

Executive Committee:

Approved Monthly Financials – May, 2023
Approved Minutes of the Meeting – May, 2023
Approved \$54 add'l premium resulting from Workers Comp Insurance Audit
Elavon Annual Compliance Completed 6/6/23
Executive Director vacation time off

*Approved Jackson/Zmuda
Approved Zmuda/Mattia
Approved Metcalf/Jackson
Information
Information*

Promotions Committee:

Approved 11th Annual Taste of Mission Hills photographer \$600 + 4 tickets

Approved Metcalf/Mattia

Information and Updates: Mixer at Bar by Red Door, 729 W. Washington, 5:30-7:00. SD County; Fair Banner Community Partnership included Tickets to Fair; June A Word from Our President – See Hand Out and online; Social Media Analytics for last 30 days FB 999, IG 2,489, Twitter 1,614; Mission Hills BID July Column to include Sunny July, 7/4, SD Pride, Take-Out promos

Economic Development Committee

Approved 5/31 submission of CPPS Grant for Reynard Stairway

Approved Mattia/Jackson

Information and Updates: FY24 BID Budgets approved on 5/23 at City Council. FY23 Year-End due 7/15/23.

Design Committee

Approved new Architecture Series Banner printing \$1,080

Approved Zmuda/Metcalf

Approved all Call to Action Banner printing \$3,600

Approved Jackson/Mattia

Approved New and Renewed Spotlight Banners \$480 and \$360;BOD =+1 free w/\$480;

Approved Zmuda/Jackson

and \$50/old Spotlight banner “give-away” with Metcalf, Braydis, Mattia, Zmuda and Jackson helping staff

Approved Enhance Mission Hills Teams – ID, Maps, Criteria, Color, Birds, Judging

Approved Mattia/Zmuda

Information and Updates: L. Braydis is working with City on MAD palm tree issues in 800 block of W. Washington; CPPS Grant submitted on 5/31 for Wayfinding Mural Art on Reynard Way Stairs

Adjourned the Mission Hills BID meeting in Memory of Stephen G. Cline Mission Hills Volunteer Extraordinaire at 4:00 PM

Approved Jackson/Mattia

The MH Parking Advisory Committee meeting was called to order at 4:01 by Chair S M Schreyer

Oversee Wayfinding Mural Art on Utility Boxes in MHPAC

Approved Geddis/Mattia

Oversee Pedestrian Safety Asphalt Art on W. Washington Street

Approved Metcalf/Jackson

Information and Updates: FY24 UCPD Budget approved with \$566K to MHPAC; UCPD staff requested autumn presentation to MHPAC from SANDAG about updates for Bike Lane Phase 4 through MHBID; Awaiting word from C.

Brizuela and G. Romero Marquez on request to shorten red curb at 365 W. Washington Street (L Braydis will help);

Awaiting progress on senior citizen request to relocate MTS bus stop closer to Green Manor (L. Bradis will help); Ibis St

@ Washington PI stop sign installed 6/27/23 (MHPAC approved 7/20/22).

Adjourned the Mission Hills Parking Advisory Committee at 4:12 PM

Approved Metcalf/Zmuda

Next meeting of the MHBID is scheduled to take place Wednesday, 7/19/23, Mission Hills Library, 215 W. Washington St
Agenda items are informational unless noted for action