



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, July 19, 2023 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Board of Directors:

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

Guests:

- Logan Braydis -Councilmember Whitburn
Michelle Munoz – City of SD EDD

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: Per executive director goal is to complete City required Anti-Harassment and Inclusion training by second week of October 2023, will do individually online.

Announcements & Community Updates: M.Munoz shared FY24 BID agreements signed; team working on funding; Advances should be coming; SBEP issues: only \$1.2M funded for BID Management Grant and Bookkeeping, no funding for Technical Assistance. SM Schreyer asked for Council Office intervention to fund Technical Assistance \$2,500 and will contact Codi Vierra. L.Braydis shared Safe Sleeping location in 3 days; not near schools, parks or within 2 blocks of shelters and waterways; requested clean-up of Sasan Apts construction debris; addressing burned building on Washington Place.

Executive Committee:

- Approved Monthly Financials – June, 2023
Approved Minutes of the Meeting – June, 2023
Approved Annual Meeting for November 8 at 4:00 and membership mailing
Approved Elavon \$40 Monthly Fee Increase when device is not used; Initial fee of \$45 waived and will be reflected on next statement; J. Jackson abstained as US BANK talech device uses Elavon
Approved August being dark and without meetings; ED working

Promotions Committee:

- Approved 11th Annual Taste of Mission Hills Photographer Contract
Approved 11th Annual Taste of Mission Hills Band Contract
Approved Fall Mixer, 9/20/23, 5:30-7:00 at A Designed Space- Marea Riedler
Approved expanding social media to THREADS
Reviewed social media analytics shared by J D Geddis: FB 1,000 page likes;IG 2,505 followers; Twitter: 1,614 followers

Information and Updates: July A Word from Our President – Shared on monitor; Mission Hills BID August Column to include Taste, school supplies,summer bod, THREADS

Economic Development Committee

- Approved Small Business Personal Safety Workshop “A Space to Contribute and Learn” in Library Community Room on Wednesday August 23 or 30 from 5:30 – 7:00 with date, \$100 to be donated by Pizza e Birra to purchase give-aways, panelists to include S Mattia, J Zmuda, J Duncan, V Mazza and A Moss

Information and Updates: FY24 CA State Budget allocation to City BIDs and PBIDs of \$1.5M

Design Committee

- Approved forming an Ad Hoc Advisory Committee to consider future name update for Enhance Mission Hills Programs. Include S White and Faith Bretow.

- Approved JD Geddis creating survey to identify utility box locations then fine-tune for art

Information and Updates: SDCF Community Banner Partnership Give-Away July 6 Event; Current Architecture & CTA Banner Installation July 5 – September 11; 11th Annual Taste of Mission Hills Banner Installation September 11 Spotlight Banner Installation late-night October 11; Foregoing CPPS Grant for Wayfinding Mural Art on Reynard Way Stairs; Per L Braydis Washington Street Maintenance Assessment District Palm Tree letter was sent by Cityto building owner stating owner’s responsibility to replace.

**Adjourned the Mission Hills BID meeting at 4:37 PM**

*Approved Mattia/Zmuda*

**The MH Parking Advisory Committee meeting was called to order at 4:38 by Chair S M Schreyer**

Information and Updates: FY24 UCPD Budget Approved – University Heights portion identified as \$50K; Oversee Wayfinding Mural Art on identified Utility Boxes in MHPAC; Pedestrian Safety Asphalt Art on W. Washington Street and/or W. University Ave; Request to shorten red curb at 365 W. Washington Street; Progress on senior citizen request to relocate MTS bus stop closer to Green Manor

**Adjourned the Mission Hills Parking Advisory Committee at 4:42 PM**

*Approved Geddis/Zmuda*

Next meeting of the MHBID is scheduled to take place Wednesday, 9/20/23, Mission Hills Library,  
215 W. Washington Street with August being dark and without meetings.  
Agenda items are informational unless noted for action