



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, September 20, 2023 - 3:00 PM

Mission Hills Library Community Room – 215 West Washington Street

Board of Directors:

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

Guests:

Michelle Munoz – City of SD EDD
Sean Warner, Downtown SD Partnership
Faith Bretow, Resident
Anthony Nyikos, Perfect Space
Miki Holmes, Assemblymember Chris Ward
Stuart White, Stuart White Design

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: M.Munoz updated on FY24 BID PO's, Advances and SBEP. SBEP funding is working its way through the process. M. Holmes updated AB30 signed "Atmospheric River Data" and Ward will not be at MHBID Annual Meeting.

Executive Committee:

Approved Monthly Financials – July, 2023 (Dark in August)	<i>Approved Jackson/Mattia</i>
Approved Monthly Financials – August, 2023 (Dark in August)	<i>Approved Mattia/Mulic</i>
Approved Minutes of the Meeting – July, 2023 (Dark in August)	<i>Approved Zmuda/Metcalf</i>
Approved reconfirming FY23 Annual Audit and Tax Prep by Beck & Associates \$2,250	<i>Approved Metcalf/Zmuda</i>
Approved Annual Meeting on 11/8 at 4:00 at Harley Gray Kitchen & Bar, 902 W. Washington	<i>Approved Mulic/Jackson</i>
Approved President's appointment of Nominations Committee Geddis, Jackson, Mattia, Zmuda	<i>Approved Metcalf/Mattia</i>
Approved cancellation of 10/11 Meeting if Committees due to 11 th Annual Taste of Mission Hills	<i>Approved Mattia/Zmuda</i>
Approved Associate Memberships: US BANK (voting member)	<i>Approved Metcalf/Mattia</i>
Approved MHBID BID Alliance Annual Membership Fee of \$300 when SBEP funding arrives	<i>Approved Metcalf/Jackson</i>
Talech device training for Taste of Mission Hills and Ticket Sales Pop Up at Pizza e Birra	UPDATE

Promotions Committee:

Approved 11 th Annual Taste of Mission Hills poster in lieu of column in October Presidio Sentinel	<i>Approved Mattia/Zmuda</i>
Approved 11 th Annual Taste Title Sponsor US BANK; Trolley Sponsors A Designed Space, Harley Gray Kitchen & Bar and La Puerta MH; Good Neighbor Sponsor Lazy Acres; Ticketsales at Backbone Floral, Oliver & Rose and US BANK with all sponsorship funds received and deposited	<i>Approved Metcalf/Mulic</i>
Approved MH Community Preservation's request for Halloween and Holiday in the Hills LOS	<i>Approved Zmuda/Mattia</i>

Upon receipt of proof of insurance covering sale of alcohol at two mixed age events with MHBID included in the same "additionally insured" status as the City of San Diego for each event
Information and Updates: Review Social Media Analytics FB 1,000 page like, IG 2,542 followers, X/Twitter 1,609 followers, Threads 302 followers. New THREADS opportunities. Urged online reading of A Word from Our President.

Economic Development Committee

Approved Small Business Owner Self Defense Workshop idea to Strategic Planning Agenda	<i>Approved Zmuda/Metcalf</i>
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Information and Updates: M.Munoz shared FY24 Storefront Improvement Total Funding Available is \$150,000. Construction Projects and Retail Space in MHBID included Sasan Apartments, 9/28/23 Historic Sites Board considering Red Cottage designation; and Old Library being considered for Library Store

Design Committee

Approved renaming Enhance Mission Hills and its program partnerships "Colors on Canvas" a MHBID proprietary name	<i>Approved Jackson/Zmuda</i>
Approved survey results prioritizing 8 unanimously selected SDGE utility box locations for art	<i>Approved Mulic/Metcalf</i>
Approved working with adjacent property owners on Reynard Way Stairs Wayfinding Mural	<i>Approved Metcalf/Mattia</i>

Information and Updates: FY24 Spotlight Mission Hills Banner Installation late night on October 11
Washington Street Maintenance Assessment District Palm Trees, Bins, Management. White Crepe Myrtles will be planted.
Presentation by Sean Warner, Director of Public Realm, Downtown San Diego Partnership on asphalt art installation at Second and Cedar. A video of the one-day installation was shared.

Adjourned the Mission Hills BID meeting at 4:10 PM

Approved Zmuda/Jackson

Minutes of the Meeting of the Board of Directors and Mission Hills Parking Advisory Committee

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The MH Parking Advisory Committee meeting was called to order at 4:11 by Chair S M Schreyer

Approved moving forward with transportation engineer study to create angle parking on 3900 block of Falcon, and 4050 block of Falcon, and 4000 block of Eagle. Considered all of UCPD staff suggestions for angle parking conversions (4000, 4100 Eagle and 4050, 4150 Falcon) and do NOT want to pursue additional angle parking in residential areas of 4100 Eagle and 4150 Falcon. *Approved Geddis/Zmuda*

Approved pursuing Wayfinding Mural Art Program on 8 identified Utility Boxes in MHPAC *Approved Metcalf/Jackson* based on a study of all of the utility boxes within the Mission Hills Parking District SEE STUDY and MAP SANDAG bike lane through Mission Hills on W. University, traffic circle and transition locations presentation was CANCELLED by SANDAG due to COVID outbreak. SANDAG has agreed to make the presentation at the next MHPAC meeting on Wednesday October 18.

Information and Updates: Pedestrian Safety Asphalt Art on W. Washington Street at various intersections;

Request to shorten red curb at 365 W. Washington Street was denied; No progress on senior citizen request to relocate MTS bus stop closer to Green Manor though working with CD3 staff L. Braydis;

Adjourned the Mission Hills Parking Advisory Committee at 4:20 PM

Approved Jackson/Metcalf

The next meeting of the Mission Hills BID is scheduled to take place on Wednesday, October 18, 2023
at the Mission Hills Library, 215 West Washington Street
Agenda items are informational unless noted for action