



BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Strategic Planning Session**

January 10, 2024, 11:00 pm - 2:45 pm  
Cardellino – 4033 Goldfinch Street – Mission Hills  
AGENDA

**1. Call to Order** **Jamaal Jackson, President**

**2. Ice Breaker** **Jamaal Jackson, President / All**

**3. Celebrate 2023** **J Daniel Geddis, Vice President / All**

Annual Report

Successes worthy of repeating

Challenges to improve upon

**4. Mission Hills BID** **Susan McNeil Schreyer, Executive Director / All**

Review Bylaws

Contract with City of San Diego

Boundaries Assessments

Members, Directors, Officers, Committees

Executive Director Role

Board and Staff Diversity and Inclusion Training Completed

Board and Staff Conflict of Interest Disclosure Agreement

Board and Staff Professional Conduct Agreement

**LUNCH BREAK**

**5. Mission Hills BID Budget Review** **Sarah Mattia, Treasurer / All**

FY 25

YTD FY 24



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**6. Opportunities by Committees 2024**

**All**

**Promotions – Priorities, Participation and Partnerships**

Mission Hills Business Goods, Services, Events

Mixer Opportunities

Social Media Calendar/Schedule

**Economic Development Committee – Priorities, Participation and Partnerships**

**All**

Fundraising and Grants

Monetizing Efforts

Self Defense Training Workshop

**Design Committee– Priorities, Participation and Partnerships**

**All**

Mission Hills Entrance

Banner District

Colors on Canvas Projects

Mural Opportunities

**Mission Hills Parking Advisory Committee – Priorities, Participation and Partnerships**

FY23 Budget Proposal

**Susan McNeil Schreyer, MHPAC Chair/UCPD VP**

**Adjourn to Mission Hills BID Meeting at 2:45**

**Regular Meeting of the Mission Hills BID to follow at 3:00**