



BUSINESS IMPROVEMENT DISTRICT

**Executive Committee Meeting**

Mission Hills Library – 215 West Washington Street  
Wednesday, February 14, 2024 - 4:00 PM

**AGENDA**

Call to Order & Introductions

Additions/Changes to Agenda

**Executive Committee:**

- Approve January 2024 Financials
- Approve January 2024 Minutes
- Elavon device fees and charges update
- Planoly or other Social Media Planners and Management Tools
- MHBID BID Alliance Annual Membership Fee \$300 paid 2/12/24
- MHBID State of California Secretary of State bi-annual \$25 non-profit Statement of Information due 03/04/24

**Promotions Committee:**

- 26<sup>th</sup> Annual Mission Hills Garden Walk, Saturday, May 11, 2024 10:00- 4:00 **Barbara Mandel**
- 9<sup>th</sup> Annual Mission Hills 5K, Saturday, March 16, 2024, Letter of Support **Tracey Lilly**
- SD Half Marathon, Sunday, March 24, 2024, Letter of Support **Ellen Larsen/Christine Adams: In Motion Events**
- Red Hot Heroes – Fundraiser at Harley Gray benefitting FS8 and MHBID **SM Schreyer**
- Las Jefas Proposal for Summer Event **J. Jackson/SM Schreyer**
- 12<sup>th</sup> Annual Taste of Mission Hills – Wednesday, October 16, 2024, 5:00-9:00 **SM Schreyer**
- SD County Fair Banner Partnership – Photo Session Wednesday, 2/ 8/24, 10:00-11:30 **J. Jackson**
- February A Word from Our President – Hand Out **J. Jackson**
- Mission Hills BID Mixer, March 20, 5:30 PM - 7:00 PM, Sonya’s Design Studio **J. Jackson**
- Social Media Analytics for February 21 meeting **J. Daniel Geddis**
- Discuss Mission Hills BID March Column in Presidio Sentinel **J. Jackson**
- Discuss Mission Hills BID March social media and Planoly **J. Daniel Geddis**

**Economic Development Committee:**

- FY25 BID Budget Process; 3/13 to Council Committee; 4/9 to City Council; 5/14 Adopt Budget
- FY24 Storefront Improvement Opportunities
- Updates on Construction Projects, Sales and Retail Space in the BID

**Design Committee:**

- Architect Series Installation and Banner Schedule
- 2024 Colors on Canvas Projects: AdHoc Committee
- Create and Promote Mural Art Inventory List
- Washington Street Maintenance Assessment District FY25 Budget \$118,733; Steve Shushan resignation as Chair of the MAD; John Lomac election as new Chair of the MAD; City Park & Rec oversight; resumption of quarterly sidewalk power washing; Refurbish inherited trash bins

**Mission Hills Parking Advisory Committee:**

- Wayfinding Mural Art on Utility Boxes in MHPAC on W. Washington Street and Goldfinch Street
- Pedestrian Safety Asphalt Art on 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
- UCPD board re-elected Schreyer to executive committee as treasurer

**ADJOURN**