



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, January 10, 2024 - 3:00 PM

Cardellino – 4033 Goldfinch Street – Mission Hills

Board of Directors:

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

Guests:

Logan Braydis, City of SD CD3

Staff:

Susan McNeil Schreyer

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

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

Non- Agenda Public Comment: NONE

Announcements & Community Updates: J. Jackson shared US BANK Mission Hills will host a blood drive on January 25, from 9:00-3:30 in their parking lot. L. Braydis shared owner of building where Farmer’s Bottega leases told City that trees will be replaced. SDPD Chief of Police search community forum on 1/ 25 from 5:30 – 7:30 PM at Balboa Park Club.

Executive Committee:

- Approve Monthly Financial – October 2023 *Approved Metcalf/Zmuda*
- Approve Monthly Financials – November, 2023 *Approved Metcalf/Zmuda*
- Approve Monthly Financial – December, 2023 *Approved Mattia/Mulich*
- Approve Minutes of the Meeting – November, 2023 *Approved Geddis/Zmuda*
- Approve FY23 (7/1/22-6/30/23) President’s Annual Report *Approved Geddis/Mulich*
- Approve FY23 (7/1/22-6/30/23) Annual Independent Audit by Beck and Associates *Approved Metcalf/Mattia*
- Approve FY25 Proposed Budget July 1, 2024 – June 30, 2025 *Approved Mattia/Riedler*
- Approve the fully reviewed existing Bylaws of the Corporation *Approved Mattia/Zmuda*
- Approve Non-voting Associate Membership for Saffron & Sage through FY24 *Approved Geddis/Metcalf*
- Approve D&O Insurance payment of \$609 to Philadelphia Insurance *Approved Metcalf/Mattia*
- Approve 12th Annual Taste of Mission Hills on Wed, Oct 16, 2024 *Approved Zmuda/Metcalf*
- Approve SD County Fair Banner Partnership Photo Session Wed, 2/28/24 10:00-2:00 *Approved Mulich/Mattia*

Promotions Committee:

- Direct executive director to pursue items from strategic planning session *Approved Metcalf/Geddis*
- Work with SD County Fair Community Outreach for 70 MHBID business banners *Approved Metcalf/Zmuda*
- MHBID and MH Garden Club Walk Booklet trade Ads *Approved Geddis/Zmuda*

Information: A Word from Our President and February Column to include Black History Month, Valentine’s Day, Leap Year, Lunar New Year, Super Bowl

Economic Development Committee

- Direct executive director to pursue items from strategic planning session *Approved Geddis/Metcalf*

Information: City EDD site visit, website and document review; MHBID granted addt’l 6-month; FY25 Budget Appropriations Process worksheets to City

Design Committee

- Direct executive director to pursue items from strategic planning session *Approved Metcalf/Mulich*
- Pursue Colors on Canvas 2024 Projects from Strategic Planning Workshop *Approved Geddis/Riedler*
- Work with UCPD and neighborhood on design options for Mission Hills entrance *Approved Zmuda/Riedler*

Information: Acknowledge SD Street Banners price increase and Siegan Digital price increase
Washington Street Maintenance Assessment District will have FY25 Budget Meeting on 1/16 at noon.

Adjourned the Mission Hills BID meeting at 3:30 PM

Approved Geddis/Zmuda

The MH Parking Advisory Committee meeting was called to order at 3:31 by Chair S M Schreyer

Approve FY25 Proposed MHPAC Budget July 1, 2024 - June 30, 2025

Approved Jackson/Riedler

Work with UCPD and Mission Hills community on wayfinding and pedestrian safety

Approved Geddis/Jackson

Adjourned the Mission Hills Parking Advisory Committee at 3:33 PM

Approved Geddis/Jackson

The next meeting of the Mission Hills BID will take place on Wed, February 21, 2024 at 3:00, at the Mission Hills Library, 215 W. Washington Street