



**BUSINESS IMPROVEMENT DISTRICT**

**Minutes of the Meeting of the Board of Directors**

Wednesday, February 21 2024 - 3:00 PM

Mission Hills Library – 215 West Washington Street – Community Room

**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
- Miki Holmes – Ward AD 78
- Stopher Vallejo- Atkins SD
- Staff:** Susan McNeil Schreyer

**The meeting was called to order by J Jackson at 3:01.**

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

**Non- Agenda Public Comment:** L, Braydis updated on Old Library progress to Library Store and future town hall meeting with developer of NE corner of Ft. Stockton and Goldfinch. M. Holmes Cash for College, Civics for 4<sup>th</sup> and 11<sup>th</sup> graders, Stopping fraud in senior citizen community, S.Vallejo shared it is Atkins' last year, bills include California Dream for All.

**Announcements & Community Updates: NONE**

**Executive Committee:**

- Approve Monthly Financial – January 2024
- Approve Minutes of the Meeting – January, 2024
- Approve MHBID BID Alliance Annual Membership Fee \$300 paid 2/12/24
- Approve MHBID SOS bi-annual \$25 non-profit Statement of Information due 03/04/24
- Update:** Elavon device fees have been waived.

- Approved Metcalf/Riedler*
- Approved Geddis/Zmuda*
- Approved Metcalf/Zmuda*
- Approved Mattia/Geddis*

**Promotions Committee:**

- Approve LOS for 9<sup>th</sup> Annual Mission Hills 5K, Saturday, March 23, 2024
- Approve LOS for SD Half Marathon, Sunday, March 24, 2024
- Approve moving forward on 6/20 Red Hot Heroes Dinner at Harley Gray for FS8 & BID
- Approve 12<sup>th</sup> Annual Taste of Mission Hills – Wednesday, October 16, 2024, 5:00-9:00
- Update:** Social Media Analytics total counts: FB 1,036; FB Followers 1,122; IG 2,686; X 1,608; Threads 373

- Approved Mattia/Zmuda*
- Approved Riedler/Mattia*
- Approved Metcalf/Mulic*
- Approved Mulic/Mattia*

Las Jefas is open to second wknd in November Shopping Small Launch.

**Information:** Partner with 26<sup>th</sup> Annual Mission Hills Garden Walk, Saturday, May 11, 2024 10:00- 4:00; SD County Fair Banner Partnership – Photo Session Wednesday, 2/28/24, 10:00-11:30; Quarterly Mixer, 3/20/24 from 5:30 PM - 7:00 PM @ Sonya's Design Studio, 1530 W. Lewis St; February A Word from Our President – Hand Out; BID Topics for Presidio Sentinel March Column and Social to include St Patrick's, Easter, Daylight Savings, Women's Month and Day; additional ideas welcome

**Economic Development Committee**

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

**Design Committee**

- Approve Colors on Canvas AdHoc Committee Riedler, Geddis, Jackson, SM Schreyer staff *Approved Geddis/Zmuda*
- Approve Mural Art Photos Inventory for social; Mattia and Schreyer to photograph *Approved Geddis/Mattia*
- Information:** Architecture Series Banner Installation through May 15; WSMAD FY25 Budget \$118,733; Steve Shushan resignation as Chair of the MAD; John Lomac appointment as new Chair of the MAD; City Park & Rec oversight; resumption of quarterly sidewalk power washing; Refurbish inherited trash bins

**Adjourned the Mission Hills BID meeting at 3:50 PM**

*Approved Geddis/Zmuda*

**The MH Parking Advisory Committee meeting was called to order at 3:51 by Chair SM Schreyer**

**Update:** There was nothing new on Wayfinding Mural Art on Boxes; Pedestrian Safety Asphalt Art; Senior Citizen request for W. Washington bus stop near Green Manor or parking meters on Dove, north of W. Washington

**Information:** UCPD Board re-elected SM Schreyer to exec comm as treasurer

**Adjourned the Mission Hills Parking Advisory Committee at 3:53 PM**

*Approved Jackson/Mulic*

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