



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, April 17, 2024 - 3:00 PM

Mission Hills Library – 215 West Washington Street – Community Room

Board of Directors:

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

Guests:

- Logan Braydis - City of SD CD3
Emily Piatanesi – City of SD Mayor
Faith Bretow - Resident
Sharon Gehl - Resident
Viridiana Quintana – City of SD EDD

Excused Absence: Jamaal Jackson – US Bank

Staff: Susan McNeil Schreyer

The meeting was called to order by JD Geddis at 3:02.

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

Non- Agenda Public Comment: NONE

Announcements & Community Updates: L. Braydis updated on ongoing SDGE utilities undergrounding, Old Library site New Library Store July/Aug opening. E. Piatanesi shared FY25 Budget, Kettner and Vine 1,000 bed shelter, Barracks H vehicle parking. S. Gehl updated on changes ahead for Planning Group at City Council on May 21. V. Quintana offered help on carry-forward from FY23.

Executive Committee:

Approve Monthly Financial – March 2024

Approved Metcalf/Riedler

Approve Minutes of the Meeting – March 2024

Approved Zmuda/Mulic

Approve Workers Compensation Insurance renewal with The Hartford \$706

Approved Zmuda/Metcalf

Approve San Diego Street Banners \$202.99 payment; Repair trip and replacement arm

Approved Mulic/Mattia

Information: Staff to inquire with BID bank about Zelle. On 4/1/24 SD Street Banners acquired by Dekra-Lite Industries.

Promotions Committee:

12th Annual Taste of Mission Hills – Wed, 10/16/24, 5:00-9:00

No Action Needed

Approve Art for Red Hot Heroes – June 20 fundraiser @ Harley Gray benefitting FS8 & MHBID Approved Zmuda/Mattia

Information: A Word from Our President – April Hand Out, Mission Hills Garden Club offer of 2 free tickets to 5/11/24

Garden Walk TYVM no one able to attend; Social Media Analytics FB1,127; IG 2,704; X 1,605; Threads 389

UPDATES: Las Jefas Proposal for November 9/10, 2024 Racquel 11/9 "highly likely"; May Column in Presidio Sentinel

Mother's Day gifts, Cinco de Mayo, Memorial Day, May 7 National Mural Day; S. Mattia to lead May social.

Economic Development Committee

UPDATES: FY25 BID Budget Process: 4/8 to City Council; 5/ 13 or 14 Adopt Budget; Construction Projects, Sales and Retail Space in the BID; San Diego County Grant Application due 5/17/24

Design Committee

UPDATES: Colors on Canvas pivotal dates are September, January, April; J. Zmuda to photograph murals for May 7

Mural Day; Washington Street Maintenance Assessment District Crepe Myrtle tree to be installed in front of Lamplighter

Approved Metcalf/Mulic

Adjourned the Mission Hills BID meeting at 4:20 PM

The MH Parking Advisory Committee meeting was called to order at 4:21 by Chair SM Schreyer

Approve up to 20 Wayfinding Mural Art SDGE boxes in MHPAC in 9 locations; see map

Approved Geddis/Zmuda

Approve delaying Pedestrian Safety Asphalt Art on W. Washington Street

Approved Mattia/Metcalf

Approve RFP for Wayfinding and Placemaking Call for Artists

Approved Metcalf/Riedler

Approve RFP for Wayfinding and Placemaking Mural Art Project Consulting Manager

Approved Mulic/Riedler

UPDATE: FY25 MHPAC Budget includes extraordinary maintenance; No progress on senior

citizen request to relocate MTS bus stop closer to Green Manor; Reached out to C. Brizuela for

progress on MHPAC 3/21/24 request for to City evaluate Hawk Street, between West Washington Street

and Fort Stockton Drive to turn current parallel parking into angle parking on both sides of the street. Request the City

return to the MHPAC in advance of making changes. Continuing to reach out to C. Brizuela for progress on MHPAC

3/21/24 request on permits to install the steps/porch at Patio Express/ What De Health Thai related to ADA compliance

and meters. Request the City return to the MHPAC in advance of making changes.

Adjourned the Mission Hills Parking Advisory Committee at 5:05 PM

Approved Geddis/Mattia

The next meeting of the Mission Hills BID will take place on Wed, May 15, 2024 at 3:00, at the Mission Hills Library,

215 W. Washington Street, in the Community Room