BUSINESS IMPROVEMENT DISTRICT

Board of Directors Strategic Planning Session

January 7, 2026, 11:00 pm - 3:00 pm

Cardellino – 4033 Goldfinch Street – Mission Hills

AGENDA

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

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

3. Celebrate 2025 **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**

Contract with City of San Diego

Board Member Sign DEI Completion, Conflict of Interest Disclosure and Director's Agreement

Boundaries, Assessments, Scoundrels

Members, Directors, Officers, Standing and Ad Hoc Committees

Bylaws

Executive Director Role

LUNCH BREAK

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

FY 26

YTD FY 26

325 West Washington #2228 + San Diego, CA 92103 + MissionHillsBID@gmail.com + MissionHillsBID.com

BUSINESS IMPROVEMENT DISTRICT

Board of Directors Strategic Planning Session

January 7, 2026, 11:00 pm - 3:00 pm
Cardellino – 4033 Goldfinch Street – Mission Hills
AGENDA

6. Opportunities by Committees 2026 **All**

Promotions – Priorities, Participation and Partnerships

Expanding networking opportunities

Red Hot Heroes and Fundraising Events

Mixer Opportunities

Social Media Calendar/Schedule

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

Mission Hills Business Vacancies

Grants and Fundraising in FY27

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

Mission Hills Monuments

Banner District Rotations – Spotlight, Fair Partnership, Colors on Canvas, Architecture, CTA

Birds of Mission Hills Placemaking and Wayfinding Art Boxes

Mission Hills Parking Advisory Committee – Priorities, Participation and Partnerships

FY27 Status Update **Susan McNeil Schreyer, MHPAC Chair**

7. State of Commercial Real Estate in Mission Hills BID

Adjourn to Mission Hills BID Meeting at 3:00

325 West Washington #2228 + San Diego, CA 92103 + MissionHillsBID@gmail.com + MissionHillsBID.com