Mission Hills BID Board of Directors
MEETING MINUTES

Wednesday, June 17, 2026
Mission Hills Library – 215 W Washington St, San Diego, CA 92103

Board of Directors:
Sarah Church – Pizza e Birra
Sloane Wormser – Salon Sloane
Amra Mulic – All American Tailor
Marea Riedler – A Designed Space
Mike Metcalf – Metcalf Consulting
Scott Ehrig-Burgess – Library Shop Mission Hills

Guests:
Moana Alo – Office of SD 39 – Weber Pierson
Michelle Muñoz – City of San Diego EDD
Jay Clevenger – Office of CD 3 - Whitburn

Staff:
J. Daniel Geddis

1. Call to Order & Introductions
The meeting was called to order by S. Church at 3:04PM.
Introductions were made by all.

2. Non-Agenda Public Comment
None.

3. Announcements & Updates not on Agenda
M.Muñoz: EDD is working on year end closeouts. 3rd amendment to BID going out for signature soon to President. SBEP fund amounts are unknown yet. EDD will keep us updated.
J.Clevenger: Council passed final FY27 budget with $118M in cuts. Good news is SBEP remains thanks a lot to advocacy from BID Alliance and groups working together, most council offices pushed to keep it. Arts & Culture budget cut but, but partnering with private donors to help. Fire dept reductions, "unclassified" personnel (e.g. middle management) cut. Library funding was favored to districts 4, 8, and 9.
M.Alo: Next week is last day for legislative measures to qualify for Nov 26 ballot. SD39 office is currently looking for submissions for Small Business of the Year nominees; submit through their website. Annual back pack giveaway coming up for back-to-school. Donations and volunteers welcome.

4. Committee Reports & Board Business

EXECUTIVE COMMITTEE

- Approve May 2026 Financials — **Action Item** *(1 min)*
  1st: Metcalf | 2nd: Riedler | Approved
- Approve May 2026 Minutes — **Action Item** *(1 min)*
  1st: Metcalf | 2nd: Riedler | Approved | (Mulic not present)
- Executive Director Transition and QuickBooks: Geddis to continue working with current bookkeeper to get FY26 closed out and moving towards transitioning bookkeeping in-house, with flexibility as to the exact transition date. — **Action Item** *(1 min)*
  1st: Riedler | 2nd: Ehrig-Burgess | Approved | (Mulic not present)
- Consider interested individuals for board of directors — **Action Item** *(1 min)*
  No action taken. Item was trailed.
- Workers Comp Audit: — **Update**
  Geddis shared although Workers Comp Audit was due in June, a rep from Hartford insurance informed there is a grace period into July and he is working on gathering the necessary documentation.

PROMOTIONS COMMITTEE

- Progressive Mixer at 325 W Washington St businesses: June 24; 5:30-7:00PM; Raffle, Food, Beverage, Activities, Photographer. Directed Geddis to continue work with bookkeeper and use remaining CA State Grant for public events. — **Action Item** *(1 min)*
  1st: Riedler | 2nd: Ehrig-Burgess | Approved
- 14th Annual Taste of Mission Hills on October 14; Trolley, Sponsors, Photographer: — **Action Item** *(1 min)*
  Directed Geddis to book and schedule vendors, as needed.
  1st: Ehrig-Burgess | 2nd:Mulic | Approved
- State of CA Public Event funding: Geddis is working with bookkeeper and also coordinating a time with Jim Schneider, Treasurer of BID Alliance to discuss what all needs to be done to get Mission Hills up-to-date on reports due for FY25 and FY26. — **Update**

- June "A Word from our President" – Did you find it 'refreshing?': Reviewed column which featured A Designed Space and Lavish talking about 'A Summer Refresh'. **Information**
- Social Media Analytics as of today: FB: 1,138 followers / IG: 3,514 followers / X: 1,537 followers / Threads: 542 followers **Update**
- Discuss Mission Hills BID July column: July 4th / 250th US Anniversary; MHTC Concerts in the Park; Mixer wrap-up **Update**
- Discuss Mission Hills BID July social media: July 4th, Mixer photos, possibly World Cup at businesses playing the games on TV. Board encouraged to get a photo/video of anything interesting while in MH to create a stockpile of imagery to be used. **Update**

ECONOMIC DEVELOPMENT COMMITTEE

- FY27 City Budget and impact on BIDs: Mayor signing City Council budget **Action Item** *(1 min)*
  No action taken
- Grant TK-8 Foundation and Colors on Canvas: Directed Geddis to continue pursuing sponsors and donors. **Action Item** *(1 min)*
  1st: Riedler | 2nd:Wormsser | Approved
- County of San Diego FY26 Grant Update (Colors on Canvas Banner Art Contest): Geddis shared BID must turn in a report for how funds were spent. He is working on obtaining documentation needed for the report. **Update**
- Updates on Construction Projects, Lawsuits, Sales, and Retail Space in MHBID: J. Clevenger shared that their office receives a lot of emails about the Ft Stockton & Goldfinch project; clarified this project is still in the permit process and not yet approved.. **Update**

DESIGN COMMITTEE

- Mission Hills BID branding items: MHBID branded items (step & repeat, stickers, stamps, table runners, etc) to be purchased in support of the public event mixer. **Action Item** *(1 min)*
  1st: Metcalf | 2nd:Ehrig-Burgess | Approved
- MissionHillsBID.com website: discussed relocation of menu items, and Geddis asked Board to periodically review the site to give feedback on UI/UX. **Information**
- 2026 Colors on Canvas Birds of Mission Hills project: continuing to look for sponsors of new artwork. **Update**
- Washington Street MAD – Geddis shared an inquiry from community member concerned about missing trashcans. City had told her MHBID was responsible. Geddis was able to clarify through an email exchange regarding the cans being removed by the MAD due to cost of upkeep and businesses requests. **Update**

Adjourned the Mission Hills BID
1st: Metcalf | 2nd: Riedler | Adjourned
Reconvene as Mission Hills Parking Advisory Committee at 3:43PM

5. Mission Hills Parking Advisory Committee

- City of San Diego repairs with parking funds in Mission Hills: will continue to track repairs in MH. MH had approx $700K in funds saved for projects through Uptown Community Parking District. Those funds were taken by the City to be used for repairs and improvements in the community. **Update**
- MHPAC, UCPD, & City of San Diego reference in FY28 Budget: Will continue to watch for updates. **Update**
- W. Washington Street - SANDAG project: Shared SANDAG website detailing project including bike lane and bus island. **Update**

Adjourned the Mission Hills Parking Advisory Committee
1st: Ehrig-Burgess | 2nd: Wormser | Adjourned