Mission Hills BID Board of Directors – MEETING MINUTES

Wednesday, September 16, 2026 – 3:00PM
Mission Hills Library – 215 W Washington St, San Diego, CA 92103

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

Staff:
J. Daniel Geddis

Guests:
Michelle Muñoz - City of SD, EDD
Candice Hagan – Walkabout App
Miki Holmes – Office of Asm. Ward

1. Call to Order & Introductions

The meeting was called to order by S. Church at 3:02 PM.

2. Non-Agenda Public Comment

C. Hagan: Shared about Walkabout app - a local San Diego (North Park) based community building app. They have worked with other BIDs including on promoting 'Taste' events and other public events as well as unique offers by local businesses. Geddis shared he had previously met with Candice to discuss working with Walkabout to promote Taste of MH on their app at no cost to MHBID.

M. Holmes: Legislative session ended at the end of Sept. Bills coming up on Gov's desk: Common Cents Act (how do wind up due to the discontinue of penny). Solar recycling (to recycle solar panels). Doctor fees no longer allowed to fill out anything for EDD. Geddis asked Holmes if there was any info about the Solar Balcony Law and whether a business can participate in it – info was not known at this time.

M. Muñoz: POs going out and advances for 3 months should be coming through ACH. Geddis asked about Storefront Improvement program – Michelle can connect interested businesses to the right person at the City.

3. Announcements & Updates not on Agenda

S. Ehrig-Burgess:MH had its first ever "baby race" at the Library Shop - Conan & Friends podcast was present - 14 Mission Hills Baby competed. The winner was "Cheerios Chaser."

4. Committee Reports & Board Business

EXECUTIVE COMMITTEE

- Acknowledged Closed Session "90 day review" with Executive Director. **Action**
  1st: Metcalf | 2nd: Mulic | Approved
- Approve June, July, and August 2026 Financials **Action**
  Only June currently available from bookkeeper. Approved June Financials and trailed July & August.
  1st: Metcalf | 2nd: Ehrig-Burgess | Approved
- Approved July 2026 Meeting Minutes **Action**
  1st: Metcalf | 2nd: Wormerser | Approved with abstensions from Riedler & Mulic
- Authorized $300 payment for FY27 BID Alliance Membership **Action**
  Geddis shared he has been attending BID Alliance meetings and find them to be helpful in terms of resources, info, and advocacy.
  1st: Riedler | 2nd: Ehrig-Burgess | Approved
- Nominating Committee to recommend slate of candidates for November Board Election and add to post on website. Candidates will be running for either the 3-year term, or to fill the remaining 1-year term. (3 seats open). **Action**
  1st: Metcalf | 2nd: Wormser | Approved
- Approved cancellation of Oct. 14, 2026 Meeting due to Taste of Mission Hills and only meet Oct. 21, 2026 **Action**
  1st: Metcalf | 2nd: Mulic | Approved
- Executive Director to submit required forms and fee to CA DOJ Registry of Charities and Fundraisers. **Action**
  1st: Ehrig-Burgess | 2nd: Riedler | Approved
- Update: Geddis shared the Workers Comp Audit was completed and additional $48 amount owed was paid. **Info**
- Update: Executive Director / Quickbooks Transition – Geddis shared MHBID now has its own Quickbooks account. Need to get the files exported from current bookkeeper in order to import into new account. Geddis also shared that PCI Compliance was completed as part of Elavon invoicing process. **Info**
- City of San Diego / Moody Associates review of Accounts Payable – Geddis shared a letter was received asking for info on financials. Will need to investigate more with City's Dept. of Finance as to what exactly is needed. **Info**

PROMOTIONS COMMITTEE

- 2027 Colors on Canvas Banner Art Contest – Banners Delivered; Awards event date set for Thurs, February 18, 2027. Time likely 4-7PM. ED to have flexibility in planning time/details. **Action**
  1st: Wormser | 2nd: Mulic | Approved
- 14th Annual Taste of Mission Hills - ticket sales, will call, sponsors, trolley, venues. Walkabout app. Church and Geddis shared they had gone around to venues. Wormser and Metcalf have been encouraging businesses on W Lewis St. Directed Geddis to continue work and also promote through Walkabout app with a special discount code for Walksabout. **Action**
  1st: Mulic | 2nd: Metcalf | Approved
- Approved (2) Letters of Support for Halloween and Holiday in the Hills **Action**
  1st: Metcalf | 2nd: Wormser | Approved
- Acknowledged Letter of Support for The Lake Poet at 1705 W. Lewis St. **Action**
  1st: Ehrig-Burgess | 2nd: Metcalf | Approved and acknowledged
- November 2026 Annual Meeting & Mixer – set for Thurs Nov 5, 2026 4PM-6PM at Lewis & Fay. **Action**
  1st: Riedler | 2nd: Wormser | Approved
- September "A Word from our President" – did you read it?; October column ideas: Discussed October article to feature Taste and Halloween in the Hills. **Info**
- October Social Media content - Taste, Halloween, start of "Windows" series posts **Info**
- Social media analytics as of today: **Info**
  FB: 1,143 followers / IG: 3,576 followers / X: 1,529 followers / Threads: 549 followers

ECONOMIC DEVELOPMENT COMMITTEE

- Taste of Mission Hills Trolley Sponsors: Approved La Puerta and A Designed Space to be sponsors. **Action**
  1st: Mulic | 2nd: Wormser | Approved
- Colors on Canvas Banner Art Contest 2027 - Partners, Sponsors, Donors. **Action**
  No action needed at this time.
- State of CA Grant Funds FY25 & FY26 reports submitted end of July 2026. **Info**
- San Diego County Grant FY25 Reconciliation Report was submitted. **Info**
- City of SD FY27 CPPS and ACCF Grant Applications submitted. Geddis shared that he was informed decisions likely in October. Submitting these caused the MHBID to need to do updates with the CA DOJ. **Info**
- City of SD SBEP Funding. Muñoz shared that the funding is in the works. POs had to be set-up first, then SBEP funds added to the POs. SBEP funding is advanced, so it needs to be written off, and the City prefers it be fully written off by April. SBEP amounts are a base amount + number of businesses in the district. Same formula used as past couple of years. Funds were streamlined last year – previously had to charge separately for management, bookkeeping, technical, permitting, etc. Can still charge to any of the categories, but more simple. **Info**
- Updates on Construction Projects, Lawsuits, Sales, and Retail Space in MHBID: **Info**
  1 Mission Portfolio listed for sale for $13.975M - includes buildings that house Cardellino, Farmer's Bottega, Lagree Red, and upcoming Inochi Tea House, and Solace Vision Studio. Geddis shared news with GM of Trust Restaurant Group (Cardellino, Fort Oak).

DESIGN COMMITTEE

- Taste of Mission Hills - poster & tickets should be printed soon. Fork stickers to be printed again. Pursue a band if possible, but flexibility given to ED if it doesn't work out to have a band this year. **Action**
  1st: Riedler | 2nd: Ehrig-Burgess | Approved
- SD Fair Banners Claimed, but there are some leftover. Geddis will follow-up again with remaining before recycling the banners. There was a missing banner for one of the businesses. Appears to be a mix-up with the printing from SD Fair with some getting more then intended and others less. Refund to be issued to the business that paid for 6 banners and only got 5. **Info**
- Washington Street MAD: City reached out by forwarding a request regarding the cleaning of a bench that is not under their purview. **Info**

Adjourn
1st: Metcalf | 2nd:Mulic | Adjourned

Reconvene as Mission Hills Parking Advisory Committee
Geddis called to order at 4:17PM

5. Mission Hills Parking Advisory Committee

- Errant City of SD "Hillcrest" signs on W. Washington & University - west of Dove St. Directed Geddis to work with Councilmember's office regarding why Hillcrest signs are in Mission Hills. **Action**
  1st: Metcalf | 2nd: Wormser | Approved
- Waymo service launched in San Diego Sept 1, 2026 - gradually adding riders via app. Waymos have been spotted frequently around Mission Hills. **Info**
- City of San Diego repairs with parking funds in Mission Hills - continue to review info when available. **Info**
- MHPAC, UCPD, and City of San Diego reference in FY28 Budget - will continue to look for future reference. **Info**
- W. Washington Street - SANDAG project - construction continues. **Info**

Adjourn
1st: Metcalf | 2nd: Church | Adjourned at 4:21PM