BUSINESS IMPROVEMENT DISTRICT

Mission Hills BID Board of Directors
MEETING MINUTES

Wednesday, July 15, 2026
Mission Hills Library – 215 W Washington St, San Diego, CA 92103

Board of Directors:
Sarah Church – Pizza e Birra
Sloane Wormser – Salon Sloane
Mike Metcalf – Metcalf Consulting
Scott Ehrig-Burgess – Library Shop Mission Hills

Excused Absence:
Amra Mulic – All American Tailor
Marea Riedler – A Designed Space

Staff:
J. Daniel Geddis

1. Call to Order & Introductions
The meeting was called to order by S. Church at 3:03 PM.

2. Non-Agenda Public Comment
None.

3. Announcements & Updates not on Agenda
None.

4. Committee Reports & Board Business

EXECUTIVE COMMITTEE

• Approve June 2026 Financials **Not available from bookkeeper - Trailed until next meeting.**	**Action Item** *(1 min)*
• Approve June 2026 Minutes **1st: Metcalf | 2nd: Ehrig-Burgess | Approved**	**Action Item** *(1 min)*
• Approve month of August 2026 without meetings **1st: Metcalf | 2nd: Wormser | Approved**	**Action Item** *(1 min)*
• Approve Executive Director 90 Day Performance Review to be in September 2026 due to not meeting in August. **1st: Metcalf | 2nd: Ehrig-Burgess | Approved**	**Action Item** *(1 min)*
• Consider interested individuals for Board of Directors: An ad hoc nominating committee was formed consisting of: Church, Ehrig-Burgess, Wormser, & Metcalf. **1st: Metcalf | 2nd:Wormser | Approved**	**Action Item** *(1 min)*
• Geddis shared the Workers Comp Audit is in process.. Documentation was requested regarding contractors MHBID paid via 1099.	**Update**
• Geddis shared he attended a recent BID Alliance meeting. There are early discussions through the BID Alliance with State Senators to potentially recreate the State of CA Grant for public events.	**Information**

PROMOTIONS COMMITTEE

• Recap June 24 Quarterly Mixer – Considered next mixer and decided to wait until November rather than a September mixer since the Summer Mixer was later than usual in the year. **1st: Metcalf | 2nd: Ehrig-Burgess | Approved**	**Action Item** *(1 min)*
• 14th Annual Taste of Mission Hills on October 14, 2026. Geddis shared after meeting with US Bank that they have agreed to support MHBID with a $15,000 sponsorship, including Taste Title Sponsor. Motion to accept US Bank as Title Sponsor and to reach out to photographer from mixer to do Taste photos. **1st: Wormser | 2nd:Metcalf | Approved**	**Action Item** *(1 min)*
• Social media content ideas - recurring campaigns Windows of MH: Through the Glass / Windows of the BID; Only Wrong Answers; National Day (template with slide for corresponding businesses) **1st:Ehrig-Burgess | 2nd:Metcalf | Approved**	**Action Item** *(1 min)*
• Geddis shared that we have large scissors and red ribbon ready for any business that would like to do a	**Information**

Grand Opening or Re-Opening Ribbon Cutting Ceremony.	
• Geddis shared social media analytics as of today: FB: 1,138 followers; IG: 3,536 followers; X: 1,534 followers; Threads: 544 followers	**Update**
• Reviewed the Mission Hills BID July column. Discussed ideas for an August column: Back to school, Taste, blurb about social media, Aug 8 int'l cat day Aug 26 dog day - Howlistic, Besties // August 15 national relaxation day: spa above Regal, Lavish.	**Information**
• Mission Hills BID August social media: goal to start the carousel of "National Days" ideas	**Information**

ECONOMIC DEVELOPMENT COMMITTEE

• City of SD FY27 CPPS and ACCF Funding Programs: applications open July 7 with deadline in August. Directed Geddis to review criteria and apply if there is an opportunity MHBID could utilize these grants. **1st: Metcalf | 2nd: Wormser | Approved**	**Action Item** *(1 min)*
• Colors on Canvas Banner Art Contest 2027 - Partners, Sponsors, Donors; banner production. Directed Geddis to pursue partners, sponsors, and donors until necessary time to print banners. Include applicable Board business logos due as donors of time, energy, resources. **1st: Metcalf | 2nd: Wormser | Approved**	**Action Item** *(1 min)*
• State of CA Grant funds received after Geddis completed forms required by the BID Alliance.; FY25 & FY26 reports are due. Working on creating the reports with all required documentation.	**Update**
• San Diego County Grant FY25 Reconciliation Report Due. Geddis shared he was in contact with County grant administration department and applied for an extension. He is working on the report, but needed to coordinate with the bookkeeper to make sure funds were all allocated correctly and documentation was in-hand.	**Update**
• Taste of Mission Hills Title Sponsor - US Bank will be Title Sponsor.	**Update**
• Updates on Construction Projects, Lawsuits, Sales, and Retail Space in MHBID: Space for lease available at 3659 India St (3,667 SF) and 3443 India St (22,268 SF); Land/lot for sale at 3585 India St (17,778 SF); Land/building for sale at 719 W Washington St	**Update**

DESIGN COMMITTEE

• SD Fair Banners removed. Spotlight & CTA Banners installed. Banner pick up date to be scheduled Sometime in the week of July 27. **1st: Ehrig-Burgess | 2nd:Wormser | Approved**	**Action Item** *(1 min)*
• Colors on Canvas 2026 Banner Art Contest: Geddis shared all claimed banners have been delivered.	**Update**
• MissionHillsBID.com website: Board encouraged to review website periodically to let Geddis know if there are any potential improvements needed in UI/UX or content.	**Information**
• 2026 Colors on Canva Birds of Mission Hills project: MHBID continues to look for sponsors to continue the utility box art.	**Update**
• Washington Street MAD: no new updates	**Update**

Adjourn
Mike / Scott
Reconvene as Mission Hills Parking Advisory Committee - 3:48PM

5. Mission Hills Parking Advisory Committee

• Tracking City of San Diego repairs with parking funds in Mission Hills: will continue to monitor repairs in Mission Hills.	**Update**
• Parking District references in City of San Diego FY27 & FY28 Budgets: will continue to monitor.	**Information**
• W. Washington Street – SANDAG project: Construction continues. Details are available on SANDAG website.	**Update**

Adjourn at 3:50PM
1st: Wormser / 2nd: Metcalf | Adjourned