



Board of Directors Minutes
Hillcrest Business Improvement Association
January 10, 2023, 3pm

1601 University Ave., San Diego, CA 92103 and Via Zoom

Board Members in attendance: Ryan Bedrosian, Paul Smith, Jerry Strayve, Mike Burnett, Bryon Ross, Kyle Matthews, Trent St. Louis, Paris Quion & Gary Wong.

Board Members absent: Adam Gilman, Cecelia Moreno, Monica Montano, Shanna Valencia, & Glenn Younger

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Jason Weiss, Adam Ruhl.

Minutes

- R. Bedrosian called the group to order and introductions occurred.
- Several members of the public and government reps made comments.
- R. Bedrosian wished everyone a happy new year and welcomed folks to the first meeting of the year.
- He reported successful ongoing discussions with the Mayor's office concerning the proposed Entertainment District.
- B. Nicholls reported that the HBA's cleaning crew chief came down with pneumonia over the Christmas break. He is in the hospital.
- He reported canceling the steam cleaning contractor after HBA received another fine. He was able to successfully argue that we can use potable water to clean the sidewalks in a drought, but he hasn't been able to reclaim the water in a way that city regulators are happy with.
- Hillcrest Taste 'n Tinis was completed. Over \$16,830.00 and 573 tickets were sold.
- Shop Hillcrest for the Holidays raffle was completed with many many folks donating and participating. Over 750 people participated and over \$3,000 in prizes donated.
- Staff are putting together the Amazing High Heel race scheduled for May.
- The Hillcrest Sign is scheduled to be removed next week. I believe that it'll be pushed back.
- Weekly neighborhood walkabouts were restarted last week.
- He was elected president of the Uptown Community Parking District yesterday.



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- J. Strayve presented the financials. He reported that while we're still working through some cash flow challenges, we are on a good path.
 - Motion (Bedrosian/ Ross): Approval of the Minutes and Financials as presented.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- R. Bedrosian began discussion concerning altering SOP#12 Use of the Hillcrest Pride Flag. HBA has received a request from a family that is holding their wedding at Pride Plaza. They would like the flag lowered so it can be in the backdrop for their pictures.
- The proposed modified policy was included.
 - Motion (Mathews/ Ross): Approval of changes to SOP#12.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- B. Nicholls reported HBA is adding a clarification to its Committee Structure Policy to allow for hybrid meetings and to clarify that most of our meetings are non decision making bodies.
- Most of committees don't meet formal committee rules and it'd be too onerous to change our format. It is proposed that on committees instead be called Advisory Gatherings and meet the guidelines spelt out in the amended policy.
 - Motion (Mathews/ Burnett): Approval of changes to SOP#1.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- The City has asked HBA to begin the budgeting process a little early this year. They need the budget for the BID and MAD by 1/23.
- These parts of the budget as the foundational parts of our organizational budget. Introduce the BID and MAD budget.
- B. Nicholls requests that HBA also begin a discussion about a strategic plan for the next three years including an organizational budget and project priorities for the organization. Introduce the major projects timeline.
 - Motion (Smith/ Ross): BID and MAD Budget as presented and authorization to enter into agreements with the City of San Diego concerning the BID and MAD..
 - *All members reported conflicts as they'd all benefit in some way from this budget.*
 - The motion carried with all in favor.
- B. Nicholls reports staff are working on a Valentine's Day giveaway also where folks will enter via our social media accounts to win valentine's day gift packages. Businesses donate gift certificates for Valentine's Day prize packages. Winners will be drawn from people who interact on our social media.
 - Motion (Smith/ Ross): Approve Valentine's Day promotion.



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- *Ryan Bedrosian, Paul Smith, Mike Burnett, Kyle Matthews, Paris Quion reported conflicts as they wanted to participate in the promotion.*
- The motion carried with all in favor.
- T. St. Louis gave a Beautification Committee update
- The meeting adjourned.