



Board of Directors Minutes
Hillcrest Business Improvement Association
January 9, 2023, 3pm

1601 University Ave., San Diego, CA 92103

Board Members in attendance: Cecelia Moreno, Ryan Bedrosian, Matt Ramon, Andrei Lechert-Kelly, Mike Burnett, Trent St. Louis, Gioia Marino, Sheila Kazemaini, Glenn Younger, Kyle Matthews, Paris Sukomi Max, Gary Wong, and Byron Ross.

Board Members absent: Shanna Valencia & Adam Gilman.

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo

Minutes

- R. Bedrosian opened the meeting with introductions.
- R. Bedrosian wished everyone a happy new year and reminded all about the training on Thursday. This training is required by our bylaws and agreements with the City.
- B. Nicholls reported that Shop Hillcrest for the Holidays promotion was successful. There was also the first drawing of the Hillcrest Farmers Market punch card promotion
- He reported on the Valentine's Day promotion being planned.
- Farmers Market Concession sales were up by a factor of ten since the new staff person had come on board in July.
- He reported he was conducting staff reviews.
- Approval of minutes from August 2023 and Financials from July 2023
 - Motion (Ross/ Winters): Approve the Consent Agenda including minutes from December 2023 and Financials from November 2023.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- B. Nicholls reported that over the last two months the board has had two presentations from the two groups seeking to become certified as a City recognized Uptown Planning Group.
- He reports that he has spoken to the City staff person in charge of this process and invited him to join the meeting today.



- C. Moreno and B. Nicholls I came up with a standard that these two groups could meet. This position would advocate for both groups rather than continuing to have these groups compete.
 - Motion (Younger/ Ross): Endorse the statement:
 - Hillcrest businesses are seeking the following from their City Recognized Planning Group:
 1. **Proportional representation in the make-up of the board.** There should be a defined number of residential and business seats on the board for each community that reflects the population of each community. Hillcrest makes up the largest part of Uptown and often Hillcrest has been underrepresented on the Uptown Planners.
 2. **A neighborhood should vote for its own seats.** Voters from one neighborhood in Uptown shouldn't be able to vote for candidates from other neighborhoods. Because all the seats on the Uptown Planners are currently at large, it makes it very difficult for individuals to overcome a large block of voters from one neighborhood.
 - *No conflicts were reported.*
 - The motion carried with all in favor
- B. Nicholls presented the New Resident Welcome Package.
 - Motion (Ross/ Winter): Approval to allow staff to work on the New Resident .
 - *Cecelia Moreno, Gioia Marino, Sheila Kazemaini reported as their businesses and tenants would be eligible for the program.*
 - The motion carried with all in favor.
- B. Nicholls presented the FY24 Organizational Budget and updated the group on the changes from the committees.
- The board will need to approve the budget before June 30th.
- T. St Louis stated that there is a beautification volunteer project this weekend. The group will be cleaning up the Little Spot at 9am! He invited the board to volunteer.

The meeting was adjourned.