



Board of Directors Minutes  
November 10, 2020, 5pm

Board Members in attendance:

Ryan Bedrosian, Cecelia Moreno, Kirsten Rindal, Paul Smith, Jerry Strayve, Trent St. Louis, and Glenn Younger, Pete Katz, Kyle Matthews, Patric Stillman, Gary Wong, & Shanna Valencia.

Board Members absent: Matt Ramon & David Daniels.

Staff in attendance: Benjamin Nicholls

Public in attendance: None

### Minutes

- P. Smith called the meeting to order and roll call was conducted.
- P. Smith welcomes all new board members. He appreciates them being part of the organization and representing Hillcrest businesses.
- He invites them to get involved with committees: Beautification, Parking, MAD Formation Committee, and our Branding Stakeholder group.
  
- B. Nicholls reports that he hosted the new board member luncheon.
- He reports that the HBA has been brought into a lawsuit concerning an incident that occurred at Nightmare on Normal street back in 2018. He reported that HBA's insurance is picking up our defence.
- He reports that he had begun working with a number of other BIDs to develop the process of grandfathering in the new patios so that after the pandemic. ,
- He states he'd like to get the special events committee up and running to discuss Taste of Hillcrest in April and CityFest in the summer.
  
- The minutes from September and October are not ready.
  - Motion: Approval of financials for September 2020. (Bedrosian/ Katz) Motion passes unanimously.
  
- A discussion occurred concerning formation of Greater Hillcrest MAD.
- The board president, executive director, and members of the MAD formation subcommittee have been meeting with representatives of New City America. The original goal had been to negotiate a way forward after the West End was proposed in the summer.



# HILLCREST

## BUSINESS ASSOCIATION

- The MAD formation subcommittee has met and discussed working with New City America concerning the proposed Greater Hillcrest MAD.
- The HBA had already begun this work in 2019 by conducting a neighborhood-wide survey of property owners.
- The MAD formation committee would like to move forward with the greater Hillcrest MAD that would replace the existing two smaller MADs.
- They'd like to hire New City America to do the work which would be completed by end of FY2022
  - Motion to authorise the Executive Director, Board President, and MAD Committee Representative (Pete) to enter into contract negotiations with New City America for the completion of the Greater Hillcrest MAD. (Katz/ Smith) Motion passes unanimously.
- T. St. Louis gave an update concerning AT&T mural reporting that the artist has begun her work to finish the rendering. Once that's complete (in January) and AT&T have authorized moving forward, installation will begin.
- T. St. Louis gave an update concerning alleyway lighting stating that the lighting project is fully funded and installation is expected in the next few weeks. The installation was delayed this past week due to the wind and rain.
- B. Nicholls gave an update concerning holiday promotions. Small Business Saturday is 11/28 and Shop Hillcrest for the Holidays is our shop local campaign that runs 11/28 through 12/31.
- The meeting adjourned.