



Board of Directors Minutes
Hillcrest Business Improvement Association
November 14, 2023, 7pm

1601 University Ave., San Diego, CA 92103.

Board Members in attendance: Ryan Bedrosian, Trent St. Louis, Mike Burnett, Glenn Younger, Bryon Ross, Kyle Matthews, Paris Quoin, Gary Wong, Gioia Marino, Shanna Valencia, Andrei Lechert-Kelly and Sheila Kazemain, Adam Gilman.

Board Members absent: Cecelia Moreno, Matt Ramon

Staff in attendance: Benjamin Nicholls

Public in attendance: Mike Donovan, Logan Braydis, Jason Weiss, Rhea Aguinaldo, Zach Thompson

Minutes

- R. Bedrosian called the meeting to order.
- R. Bedrosian gave an update concerning the LGBTQ+ cultural district. He referenced the letter that is being discussed later on the agenda. He also mentioned that tomorrow night, a coalition of groups will host a community discussion concerning the district.
- B. Nicholls stated that that Nightmare on Normal Street occurred a couple of weeks ago. Staff are still tallying the numbers.
- Taste ‘n Tinis tickets are selling. About 184 have been sold so far.
- Staff are recruiting for the Shop Hillcrest for the Holidays promotion.
- A. Gilman and B. Nicholls has been working to bring Carmel, Fenton, and others into the fold for the MAD.
- Lights were installed in the trees on Fifth Ave. replacing the light strings.
- Trees were trimmed on 5th Ave.
- The MAD area was pressure washed.
 - Motion (Ross/ Younger): Approval of the September and October Minutes and Financials from September.
 - *No conflicts were reported.*
 - Motion carried with all in favor.
- A presentation was made by representatives from Vibrant Uptown.



- B. Nicholls made an announcement of required Board and Staff training. He stated that the training is required for all board and staff. The training will be in the morning of January 11th 9am-1pm. Breakfast pastries and coffee will be provided.
- B. Nicholls walked through a draft coalition letter concerning the Hillcrest Focused Plan Amendment.
 - Motion (Bedrosian / Younger): Approve the letter in concept.
 - *Ryan Bedrosian, Mike Burnett, Kyle Matthews, Paris Quoin reported conflicts as they contributed to the consultant contract.*
 - Motion carried with all in favor.
- B. Nicholls stated that staff are planning on hosting a special booth at the farmers market. The project would take an underperforming booth space and provide for three uses. First, selling the space to mid level corporate sponsors as an income stream; second, allowing HBA members to book into the booth space for free; third, the market manager will be able to sell the space if the space is unused.
 - Motion (Bedrosian / Younger): Approve the proposal.
 - *No conflicts were reported.*
 - Motion carried with all in favor.
- A discussion was held concerning modification of MAD security program. There had been several discussions concerning changing the security program. The current on-call service is from 4am through 4pm. The new program would be a patrol service. However it would be budget restricted and would only be 6 hours a day 5 days a week or 4 hours a day 7 days a week. The will patrol the MAD area.
- The contract was bid out a couple of months ago.
- The subscription program would have to be revised. Only businesses close to the MAD (within walking distance) would be able to sign on.
 - Motion (Younger / Gilman): Approve the proposal.
 - *Gary Wong, Gioia Marino, Shanna Valencia, and Adam Gilman reported conflicts as they benefit from the security program.*
 - Motion carried with all in favor.
- T. St. Louis gave an update on the Beautification meeting work.

The meeting adjourned.