



Board of Directors Minutes
Hillcrest Business Improvement Association
November 8, 2022, 5pm

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

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

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

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo

Minutes

- R. Bedrosian called the meeting to order.
- R. Aguinaldo gave an update from the City including notes concerning the Storefront Improvement Program and additional MAD funding.
- R. Bedrosian announced that Nightmare on Normal Street was a success this year bringing in \$15k more than had been budgeted.
- HBA was also able to support Trans Family Services's Boo Bash under the permit. This enabled Halloween in Hillcrest to expand to include families as well as our regular nightlife crowds.
- Ticket sales are underway for Taste 'n Tinis. 126 tickets have been sold since they launched yesterday.
- B. Nicholls reported on a series of meetings with the City Attorney and Economic Development regarding the GHMAD.
- HBA has modified 60% of the tree wells at the city's request. They had agreed that new trees would be installed in November.
- The City's Office of Economic Development has allocated \$4k of special funding to help cover the cost of the tree well modifications.
- He reported on a large meeting with the State Water Board regarding our sidewalk cleaning program.
- Shop Hillcrest for the Holidays is returning. This shop local campaign encourages shopping locally by creating a raffle where customers enter when they shop locally. The more they shop the more chances they have to win. It kicks off on Small Business Saturday.



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BUSINESS ASSOCIATION

- Amex is sending materials for the promotion.
- B. Nicholls reported that he let Jonathan Lopez go two weeks ago for budget reasons.
- Volunteers with the Kiwanis distributed flags for Veterans Day. Over 120 sidewalk flags were deployed throughout the neighborhood.
- J Stravye noted some changes to the minutes.
 - Motion (Stravye/ Younger): Approval of modified minutes from September 1 & October 2 2022 and financials from August 3 & September 4 2022.
 - *No conflicts were reported.*
 - Motion carried with all in favor.
- A discussion occurred concerning implementing hybrid virtual meetings.
- P. Smith offered his research.
- B. Nicholls proposed that hybrid meetings be available to committees but not for the board.
- The agenda item concerning writing a letter requesting the City assume liability for trip and fall lawsuits within MADs was tabled.
- B. Nicholls reported that auditing services have been bid out.
- Bonk, Cushman, Eagle, and Garcia were the most competitive. Their fee is \$7000. They'll charge \$4,130 to file the Employee Retention Tax Credit and \$2,000 for the regular taxes.
 - Motion (Younger/ Ross): Approval of the agreement for the audit and taxes.
 - *No conflicts were reported.*
 - Motion carried with all in favor.
- A discussion was held concerning reviving the Amazing High Heel Race.
- The event has been discussed in committee.
- The group would like to bring it back to raise funds for a variety of projects that need funding.
- Teams of participants would conduct a scavenger hunt throughout the neighborhood completing tasks as they go to various businesses.
- The teams would raise money for various projects such as new murals. The plan is to host the event on May 20th.
 - Motion (Bedrosian/ Ross): Approval of the Amazing High Heel Race event.
 - *Ryan Bedrosian, Paul Smith, Mike Burnett, and Kyle Matthews reported conflicts as they may participate in the event.*
 - The motion carried with all in favor.
- B. Nicholls presented the preliminary financials for Nightmare on Normal Street
- T. St. Louis gave a Beautification Committee update



- The meeting adjourned.