



Board of Directors Minutes  
Hillcrest Business Improvement Association  
December 10, 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, Bryon Ross, Kyle Matthews, 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 meeting to order.
- R. Aguinaldo gave an update from the City including notes concerning the Storefront Improvement Program and additional MAD funding.
- R. Bedrosian wished everyone a happy new year and welcome to the first meeting of the year. He reported successful discussions with the Mayor's office concerning the proposed Entertainment District.
- B. Nicholls reported that HBA's cleaning crew chief came down with pneumonia over the Christmas break. He is in the hospital.
- He stated that he had canceled the steam cleaning contractor after he received another fine.
- He reported that he'd successfully argued for the use of 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 a success with over \$16,830.00 and 573 tickets sold.
- Shop Hillcrest for the Holidays raffle was completed with many many folks donating and participating. 750 people participated and over \$3,000 in prizes were donated.
- The Amazing High Heel race is scheduled for May. It will be a fundraiser for HBA projects.
- The Hillcrest Sign is scheduled to be removed next week for repairs.
- HBA restarted weekly neighborhood walkabouts last week.
- He reported that he was elected president of the Uptown Community Parking District.



# HILLCREST

## BUSINESS ASSOCIATION

- J. Strayve reported that while he and staff are still working through some cash flow challenges, HBA is on a good path.
- He presented the financials for approval.
  - Motion (Strayve/ Ross): Approval of the minutes and financials.
  - *No conflicts were reported.*
  - Motion carried with all in favor.
- R. Bedrosian introduced the idea of concerning altering SOP#12 concerning the use of the Hillcrest Pride Flag.
- Staff have 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/Strayve): Approval of the changes to the policy as described.
  - *No conflicts were reported.*
  - Motion carried with all in favor.
- R. Bedrosian stated staff are proposing adding a clarification to HBA Committee Structure with a policy to allow for hybrid meetings and to clarify that most of our meetings are non decision making bodies.
- 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 the changes to the policy as described.
  - *No conflicts were reported.*
  - Motion carried with all in favor.
- A discussion concerning FY23 HBA Budget Process and Strategic Planning was held.
- It was reported that the City has asked HBA to begin the budgeting process a little early this year. They need our budget for the BID and MAD by 1/23.
- B. Nicholls introduced the BID and MAD budget.
- A discussion occurred about a strategic plan for the next three years including an organizational budget and project priorities for the organization.
- The group agreed to hold a special meeting to consider strategic planning and project priority.
  - Motion (Smith/Strayve): Host a special meeting to consider strategic planning and project prioritization.
  - *No conflicts were reported.*
  - Motion carried with all in favor.
- B. Nicholls reported the group was discussing a Valentine's Day promotion. Folks will enter via social media accounts to win valentine's day gift packages.
- Businesses donate gift certificates for Valentine's Day prize packages.



- Winners are drawn from people who interact on our social media. Donations would be received through 1/31. The promotion would be conducted through 2/9 with an announcement of the winner at that time.
  - Motion (Smith/Strayve): Endorse the promotion.
  - *No conflicts were reported.*
  - Motion carried with all in favor.
- The meeting adjourned.