



Board of Directors Minutes  
Hillcrest Business Improvement Association  
December 12, 2023, 3pm

1601 University Ave., San Diego, CA 92103

Board Members in attendance: Ryan Bedrosian, Byron Ross, Adam Gillman, Gary Wong, Mike Bernett, Kyle Mathews, Sheila Kazemini, Andrei Lechert-Kelly, Cecelia Moreno, Adam Gilman, & Shanna Valencia, Gioia Marino, Paris Sukomi Max,

Board Members absent:

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Michael Donovan, Lu Rehling

Minutes

- R. Bedrosian opened the meeting with introductions.
- R. Bedrosian invited everyone to hang around after the board meeting. The HBA and the Parking District are hosting a little holiday celebration.
- Please remember that the HBA has a Board and Staff training from 9am until 1pm on January 11. Please save the date. It is required by the City.
- B. Nicholls noted that Taste 'n' Tini ticket sales are well underway. 110% of the sales goal has been reached
- Shop Hillcrest for the Holidays is also seeing high participation from the business community. There are 27 participating businesses. All businesses have been promoted online, supplied with materials such as retail bags and posters.
- HBA hosted an Instagram promotion starting on Small Business Saturday designed to boost engagement with a competition to give away two pairs of tickets to TNT.
- The imminent domain court hearing for the driveway closure on Normal Street occurred on January 1 at SD superior court. The judge ruled in our favor. The driveway will be closed.
- B. Nicholls participated in the City's annual contract monitoring meeting last week. There were a couple of notes they had for changes to the website which we made.
- He also attended a Cultural District community meeting in the neighborhood last month and our consultant attended the recent Planning Commission presentation of Plan Hillcrest last week.
- The Planning staff have been responsive to our efforts regarding the cultural district.



# HILLCREST

## BUSINESS ASSOCIATION

- Motion (Younger/ Ramon): Approve the Consent Agenda including minutes from November and financials from October and November 2023.
- *No conflicts were reported.*
- The motion carried with all in favor.
  
- A representative of the Uptown Planners made a presentation concerning their efforts to become recertified as the City recognized Uptown Community Planning group.
- A discussion concerning Hillcrest Planning Committee proposals was held.
- There was no action taken at this time.
  
- B. Nicholls presented the FY25 BID and MAD proposed budgets.
  - Motion (Mathews/ Ross): Approve FY25 BID and MAD proposed budgets and agree to enter into a contract with the city to manage these contracts. .
  - *Everyone reported conflicts.*
  - The motion carried with all in favor.
  
- B. Nicholls presented the FY23 annual independent audit
  - Motion (Moreno/ Ross): Accept the FY23 annual independent audit.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- A. Gilman discusses the idea of a new security contract. The discussion was concerning changing the security program in the MAD from an on-call service to a patrol.
- There was a robust conversation on this topic. The group agreed to take no action.
  
- T. St Louis gave a report on the work of the Beautification group.

The meeting was adjourned.