



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, 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.
  - He wished all the best for the holidays despite this new lock-down.
  
  - B. Nicholls reported that he was promoting how customers can support businesses during the shut down.
  - He also discussed working with the City and business associations on a process to make the Covid 19 improvements permanent.
  - He was working with the city to examine and repeal bills being sent out for entertainment licences that aren't able to be used.
  - Shop Hillcrest for the Holidays is underway and he is continually resupplying businesses with shopping bags and tickets.
    - Motion: Approval of minutes from September, October, & November 2020, and approval of financials for October 2020 (Younger/ Bedrosian). Motion passes 11/0/1 (Stillman abstaining) .
  
  - The group discussed a proposal to contract with New City America concerning the formation of the Greater Hillcrest MAD.
  - P Smith summarized a number of meetings meeting with NCA, MAD committee, and the Executive Committee. He introduced Marco LiMandri from NCA.
  - B. Nicholls walked through the agreement.
  - A number of board member asked questions and a discussion occurred.
    - Motion: Approve the contract as presented and authorize the spending of \$10,000 to begin the work (Younger/ Katz). Motion passes unanimously .
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- B. Nicholls discussed the budget for the management of the University Ave. MAD. He reported that one item of note is the \$5,000 from the parking district to the MAD for the maintenance of the Normal Street Median. He reported that the City Dept of Ec Dev is planning on cutting this contribution.
  - Motion: Write a letter to the City of San Diego supporting the budget and requesting that the \$5,000 from the parking district be maintained. (Younger/Moreno). Motion passes unanimously .
- The meeting was adjourned.