



Board of Directors Minutes
Hillcrest Business Improvement Association
February 14, 2023, 3pm

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

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

Board Members absent: Cecelia Moreno, Monica Montano, Shanna Valencia, & Glenn Younger

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Jason Weiss, Adam Ruhl & Mike Hansen.

Minutes

- R. Bedrosian called the group to order and introductions occurred.
- Several members of the public and government reps made comments.
- R. Bedrosian welcomed everyone and wished them a happy Valentine's Day.
- He reported that a couple of weeks ago the Hillcrest Sign was removed. It is being restored currently and will be installed on the morning of the 21st.
- A celebratory relighting of the sign will occur at 6pm at Don Cabron Tacos y Chelas at 5th and University.
- B. Nicholls reported on the completion of a Valentine's day promotion on social media. Donations from a variety of businesses were received and it's being promoted on Instagram.
- HBA crew chief Ramiro Navarro has been in the hospital for over seven weeks now.
- Planning for event season is well underway. Staff are about to launch the CityFest vendor portal. and the Taste of Hillcrest ticket portal.
 - Motion (Valencia/ Ross): Approval of minutes from January 2023 and financials from December 2022.
 - *No conflicts were reported..*
 - The motion carried with all in favor.
- R. Bedrosian reported that considerable work has been undertaken to have the LGBT Cultural District/Entertainment District included as part of Plan Hillcrest. Staff are proposing hiring a subject matter expert to coordinate a working group that can pull together all the City



HILLCREST

BUSINESS ASSOCIATION

Departments. They would also create language that can be adopted that meets the needs of these districts but also addresses the ongoing concerns about the Hillcrest Historic District.

- This contract would be funded by private donations.
- Mike Hansen is with City Forward and is the former Director of the City Planning Department. M. Hansen introduced himself.
 - Motion (Smith/ Ross): Approve the agreement as presented.
 - *Ryan Bedrosian, Mike Burnett, Kyle Matthews, Trent St. Louis, Paris Quion Gary Wong and Adam Gilman reported conflicts are they're property owners that might be included in the district.*
 - The motion carried with all in favor.
- B. Nicholls presented the FY23 HBA budget and outlined priorities established at the recent board planning session.
- T. St. Luis gave an update concerning the committee's activities.
- B. Nicholls introduced an agreement with Hillcrest Kiwanis Club
- HBA has been approached by the Hillcrest Kiwanis as wanting to partner on the program. A proposed agreement is in the packet.
- They would deploy the flags and use it as a fundraiser and HBA would store and continue to own the flags.
 - Motion (Ross/ Gilman): Approve the agreement as presented.
 - *Ryan Bedrosian, Paul Smith, Mike Burnett, Kyle Matthews, Paris Quion, Gary Wong & Adam Gilman reported conflicts where the flags are installed in front of their properties and businesses.*
 - The motion carried with all in favor.
- B. Nicholls gave an update concerning the restoration of the Hillcrest Sign.
- B. Nicholls gave an update concerning the Greater Hillcrest Maintenance Assessment District.
- R. Bedrosian introduced HBA's partnership agreement with SD Pride
- Elements of the agreement include: Assisting with permitting for SheFest, producing Pride Block Party, and allowing Stonewall Rally to use the infrastructure of the Block Party. SD Pride would promote Block Party as an official part of SD Pride and allow the use of the Pride Logo.
 - Motion (Bedrosian/ Ross): Approve the agreement.
 - *All members reported conflicts as they'd all benefit to varying degrees if Pride is successful.*
 - The motion carried with all in favor.



- The meeting adjourned.