



Board of Directors Minutes
January 8, 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.
- P. Smith welcomed people to the first meeting of the year. He invited folks to the first open house of the year. This will be a virtual open house to talk about the government's response to covid 19. Natthan Fletcher, Stephen Whitburn, and the Mayor's Tsar on Covid19 will be there.
- B. Nicholls reports that he has been working on a number of neighborhood clean up efforts. Cleaning crews have painted out graffiti on the Pernicarno's bld. with a couple of murals. Consultants have been working on tree lights on Fifth Ave. and Robinson Ave.
- He secured design services for the little spot pocket park.
- Approval of minutes from December 2020 Approval of financials for October & November 2020
 - Motion: Approval of minutes from December 2020 and financials for October & November 2020 (Younger/ Katz). Motion passes unanimously.
- B Nicholls introduced the budget process and walked through the BID and MAD proposed budget.
- P. Katz asked that the MAD budget be held and discussed at committee.
 - Motion: Approval of BID budget as presented and authorize the HBA to be the BID advisory board. MAD budget referred to committee. (Younger/ Bedrosian). Motion passes unanimously.



HILLCREST

BUSINESS ASSOCIATION

- B. Nicholls reports that a new round of PPP funding is available to 501c6 organizations. As PPP is technically a loan, it requires board approval to apply.
- There was some discussion concerning what to use the funds for if received.
 - Motion: Authorize staff to apply for PPP loan. (Younger/ Moreno). Motion passes unanimously.
- P. Katz reports that the MAD committee has been meeting to discuss the borders of the Greater Hillcrest MAD. The northern boundary will include the School District site and Park Blvd south of El Cajon Blvd.
- T. Saint Louis presented the new AT&T mural concept and summarized the Beautification discussion. Need motion to approve going forward with concept.
- The group had a wide ranging discussion concerning the changes
 - Motion: Endorse the proposal as presented including the committee recommendation that one of the models in the mural be overtly black. Advance the proposal to AT&T. (Moreno/Younger). Motion passes unanimously.
- B. Nicholls presented the First Thursday Art Walk concept
- He presented the map for the first Thursday Art Walk and discussed the event elements.
 - Motion: Approve the event concept and map and plan for an April start date. (Younger/ Bedrosian). Motion passes unanimously.
- B Nicholls stated that the farmers market management contract is due for renewal or renegotiation in March.
- Due to the chaos of Covid 19, staff are proposing that the current contract be extended for one year through March 22.
- Market manager has agreed to this idea and points out that the recent two weekends saw the best income dates for the post covid era.
 - Motion: Extend the market manager's current contract for another year and begin the process for negotiation of a new contract in six months. (Younger/ Bedrosian). Motion passes unanimously.
- B. Nicholls reports that Shop Hillcrest for the Holidays is underway and he is continually resupplying businesses with shopping bags and tickets.
 - The meeting was adjourned.