



Board of Directors Minutes

February 9, 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, Matt Ramon, Patric Stillman, Gary Wong, & Shanna Valencia.

Board Members absent: John Husler

Staff in attendance: Benjamin Nicholls

Public in attendance: None

Minutes

- P. Smith called the meeting to order and roll call was conducted.
- P. Smith thanked everyone that came out for the Quarterly Open House a couple of weeks ago. Over 100 people joined the call.
- He reported that he will be conducting an annual employee review for the executive director and will be contacting board members soon for their feedback.
- B. Nicholls reported that he'd been applying for grants including: CCSD, PPP, County pgm, state programs, and was considering the performer venue grant.
- He reported that HBA has received a PPP loan.
- He has been working on the alleyway event. He stated that he brought on a production assistant to engage with businesses 5-10 hours per week to create attractions.
- He'd been working with BID Alliance to preserve SBEP funding.
- The clean-up "block party" occurred on 1/22. The one on 1/29 was canceled due to rain.
- The HBA is scheduling the next two open houses. The next meeting will focus on the construction of the 4th and 5th Ave. This meeting will occur in Mid March.
 - Motion: Approve minutes from January 2021 and financials for December 2020.
- B. Nicholls presented the FY20 audit and mentioned several highlights.
 - Motion: accept the audit as presented.
- The proposed map of the greater Hillcrest MAD was presented.



- The proposed MAD FY22 budget was presented and discussed. They requested more information and that the item be returned at a later date.
- The Beautification Committee report occurred.
- B. Nicholls presented the Taste of Hillcrest concept. He stated that it'd be a week-long event from May 4th through 8th. Slightly larger portions would be offered at venues that would prompt additional purchases.
- Participating venues would get 50% of funds.
 - Motion: Approve the concept and date as presented.
 - The meeting was adjourned.