



Board of Directors Minutes
Hillcrest Business Improvement Association
March 12, 2024, 3pm

1601 University Ave., San Diego, CA 92103

Board Members in attendance: Cecelia Moreno, Byron Ross, Gary Wong, Glenn Younger, Mike Bernett, Kyle Mathews, Sheila Kazemini, Andrei Lechert-Kelly, Matt Ramon, Shanna Valencia, Gioia Marino, Paris Sukomi Max, & Trent St. Louis.

Board Members absent: Ryan Bedrosian & Adam Gilman

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Thomas Vajda, Aki Akiari, & Masayuki Ueda

Minutes

- C. Moreno opened the meeting with introductions.
- C. Moreno thanked everyone who came out for our first Open House of the year. Over 80 people attended with the Mayor and Congress person.
- Save the date for the next one on April 16.
- B. Nicholls reported that the GHMAD will be presented at the City Council's Community and Neighborhood Services Committee on March 21st.
- The Taste of Hillcrest tickets are selling well.
- Staff attended the recent IDA Conference and In Tents farmers market held Downtown San Diego.
- He reported that the Normal Street Promenade has been put on hold and he is encouraging people to reach out to our representatives on SANDAG board and ask them to release this log jam.
 - Motion (Younger/ Ramon): Approve the Minutes from January 2024 and Financials from January 2024.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- The group received a presentation for the Connect Hillcrest Plan from the Daruma organization. They would like to receive a letter of support for the concept and present at the next HBA Open House on April 16.



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- There was a robust discussion about the presentation and it was suggested that the presentation be made at the April 16 meeting.
- The item was tabled.
- B. Nicholls presented the contract for the new steam cleaning contractor South Bay Power Washing. They are the contractor for the Downtown San Diego Partnership. Their fee \$2,300 for 19 blocks in the MAD.
- No subscription services are being envisioned right now.
 - Motion (Ross/ Marino): Approve the contract as presented.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- B. Nicholls presented the outline for the GHMAD steering committee formation.
- He described the documents and starting committee members.
 - Motion (Younger/ Ross): New SOP for the formation of the committee as presented and seat Laura Borenstein Hoffman from Regency Centers, Adam Gilman of KG Ventures, Gary Wong, Monica Montano from Scripps Health, Sheila Kozimani from U Click Properties, and Chris Shaw from Urban Mo's with one seat left vacant.
 - *Conflicts were reported.* Gary Wong, Mike Bennett, Sheila Kazemaini, Andrei and Lechert-Kelly will all be paying into the district if it is created..
 - The motion carried with all in favor.
- B. Nicholls presented a request from Vibrant Uptown to sponsor a Plan Hillcrest community meeting on April 10 to discuss the final draft of the Hillcrest Focused Plan Amendment.
 - Motion (Ross/ Wong): Approve the contract as presented..
 - *No conflicts were reported.*
 - The motion carried with all in favor.

The meeting was adjourned.