



Board of Directors Minutes

March 8, 2022, 5pm

Board Members in attendance: Ryan Bedrosian, Paul Smith, Jerry Strayve, Glenn Younger, Kyle Matthews, Trent St. Louis, Shanna Valencia, Gary Wong, Mike Burnett. & Matt Ramon

Board Members absent:, Pete Katz, Carlos Franco, Patric Stillman, & Cecelia Moreno,

Staff in attendance: Benjamin Nicholls

Public in attendance:

Minutes

- P. Smith called the meeting to order.
- P. Smith thanked everyone who came out for the mural unveiling event on Thursday. State Senator Atkins, Assemblymember Ward, Chair of the Board of Supervisors Fletcher, and Council Member Whitburn were all in attendance. Senior VPs at AT&T and three TV stations were also there. AT&T announced sponsorship for CityFest, Pride Block Party, and the Patriotic Flag Program.
- B. Nicholls reported that a community clean up day was held on 2/26. The area at 6th and University was cleaned up by 16 volunteers.
- Over 150 US flags were installed on Veterans Day. The Hillcrest Kiwanis Club assisted with installation. About \$3,000 in sponsorship was raised for the program. The next flag installation will be Memorial Day.
- Taste of Hillcrest tickets are now on sale. Promotions for the 4/9 event have begun and several businesses have signed up.
- Walk in ART returned last week. B. Nicholls reported that a profit occurred for that event even though it rained.
- He reported that he was in the process of hiring a special event coordinator to assist with Walk in ART and our summer season. P. Smith and R. Bedrosian are going to help with final interviews.
- A motion to approve financials from December 2021 and January 2022, and minutes from February 2022 was made by G. Younger and endorsed by R. Bedrosian. *No conflicts were reported.* The motion passed with all in favor.
- T. St. Louis gave an update concerning the Beautification Committee.



HILLCREST

BUSINESS ASSOCIATION

- B. Nicholls reported that we have changed cleaning crews. The previous contractor was let go and, for the time being, cleaning crews are being hired through the BID Alliance.
- This way a clear indication can be gained of how the cleaning program is going, how long it takes to clean the routes, and a better understanding of the situation will be gained.
- He made it clear that this was an experimental period.
- B. Nicholls reported that the steam cleaning program has been modified. New hours and a standard routine has been deployed. J. Lopez inspects the sidewalks each morning and leaves this flier on door handles where the cleaning took place.
- P. Smith led a discussion concerning new HBA office space. The current office is being renovated and the landlord gave a 60 day notice to vacate. Staff have come up with a proposal to rent a space at 1601 University. This would be a larger space that could accommodate a variety of storage and project uses.
 - A motion was made by G. Younger and endorsed by G. Wong to authorize the Executive Committee and Executive Director to negotiate with the owner at 1601 University Ave.
 - *M. Ramon and M. Burnett reported conflicts stating that they owned businesses close to the new property.*
 - The motion passed with all in favor.
- A discussion occurred regarding the FY23 budget.
- R. Bedrosian and B. Nicholls made a presentation concerning changes to Hillcrest CityFest. There was a discussion concerning this.

The meeting adjourned.