



Board of Directors Minutes
Hillcrest Business Improvement Association
March 8, 2023, 3pm

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

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

Board Members absent: Cecelia Moreno, Ryan Bedrosian, Monica Montano, & Glenn Younger

Staff in attendance: Benjamin Nicholls

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

Minutes

- G. Wong reported that R. Bedrosian and C. Moreno are out of town so is running the meeting.
- He thanked and congratulated everyone for the successful relighting of the Hillcrest Sign. Around 300 people come out.
- Stay tuned for the end of the month for the first color changing event with transgender awareness week starting March 31.

- B. Nicholls noted that Taste of Hillcrest tickets went on sale a week ago.
- Vendor booth sales for CityFest went on sale also.
- Ramiro Navarro, HBA cleaning staff crew chief and the manager of the BIDA special equipment program died. Staff went to his funeral a couple of weeks ago. He had worked with the BIDs for at least twenty years.
- Staff have continued the process of branding our cleaning activities. The “Welcome to Hillcrest Heart” has been added to the truck we use and our cleaning vests.
 - Motion (Gilman/ Ross): Approve the Consent Agenda.
 - *No conflicts were reported.*
 - The motion carried with all in favor.

- G. Wong introduced a discussion concerning the proposal to fly the Non-Binary Flag on 7/13/23 and 7/14/23. He notes that this is a new flag and that the date requested is the Thursday and Friday of Pride during the first day of the block party.
- Guests from the SDLGBT Center spoke concerning the request.



- A discussion occurred.
- B. Nicholls made a final presentation concerning the FY23 budget narrative.
- T. St. Luis gave an overview of the Beautification meetings' work.
- B. Nicholls introduced an agreement with Studio Verone Architecture for donated services. Studio Verone has been donating their time to design The Little Spot. They would like a formal agreement. The agreement was included in the packet.
- S. Varone introduced herself and the project.
- Their designs will assist in applying for a lease with CalTrans to use the space.
 - Motion (Gilman/ Ross): Approve the agreement.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- B. Nicholls reported on the progress of the Greater Hillcrest Maintenance Assessment District. Staff have have modified the maps for the GHMAD based on what makes sense and feedback from the property owners.
 - Motion (Gilman/ Ross): Approve the revised map.
 - *Mike Burnett, Gary Wong, Matt Ramon, Adam Gilman reported conflicts as they're property owners within the district.*
 - The motion carried with all in favor.
- A discussion concerning producing a Cinco de Mayo event was tabled.
- The meeting adjourned.