



Board of Directors Minutes

March 9, 2021, 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: John Husler, Matt Ramon

Staff in attendance: Benjamin Nicholls

Public in attendance: David Meir and Robert Clossin

Minutes

- P. Smith called the meeting to order and roll call was conducted.
- P. Smith thanked everyone that came out for the HBA open house last week. He reported a good turn-out and celebrated the final stage of the bike lane project.
- He reported that he was wrapping up B. Nicholls' review. He said he'd offer board members a final chance to look at the review in the next few days.
- B. Nicholls reported that he was working on more funding for the organization. He presented at the Commission for Arts and Culture.
- He reported that he was spending time working with businesses on 4th and 5th who'll lose their patios as part of the bikeway project.
- He stated that the HBA's taxes were being completed.
- He introduced some suggested structural changes to HBA. There has been some discussion about the need to be able to work with an organization to access grants and tax free contributions. He had been working on a proposal to bring the Hillcrest Community Foundation and HBA closer together so that through a partnership the two groups could take advantage of the HBA's 501c6 status and the HCF's c3 status.
 - Motion: Approval of minutes from February 2021 Approval of financials for January 2021. (Bedrosian/ Younger) motion passed unanimously.
- Representatives from UCSD Medical Center made a presentation. David Meir, Director of Health Community Relations and Robert Clossin, Director of Campus Planning presented.



- B. Nicholls walked through a partnership opportunity with Category6LED to make and sell miniature Hillcrest Signs. B. Nicholls presented an agreement.
 - Motion: Approve the proposal as presented. (Bedrosian/ Younger) motion passed unanimously.
- P. Katz gave an update on the Greater Hillcrest MAD. He reported that a presentation from the contractor occurred last week. Due to a request from UH groups, the School District has been removed from the proposal.
- T. St Louis presented a Storefront Pride Flier. The group discussed the flier.
 - Motion: Approve the flier and \$300 for printing. (Bedrosian/ St. Louis) motion passed unanimously.
- B. Nicholls gave an update on the Walk in A.R.T. event. He presented the poster and app. He reported a video coming soon. He stated that vendor sales were at 85%.
 - The meeting was adjourned.