



Board of Directors Minutes  
Hillcrest Business Improvement Association  
April 11, 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, Gary Wong, Shanna Valencia, Matt Ramon, Ryan Bedrosian, & Adam Gilman.

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

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo & Jason Weiss.

Minutes

- R. Bedrosian opened the meeting with introductions.
- R. Bedrosian reported that the Taste of Hillcrest was a success this past weekend.
- Gross sales were over \$40,000 with almost 1200 tickets sold and 34 businesses participating.
- Special thanks to Matt, Shanna, Cecelia, and Kyle for their help.
- B. Nicholls reports that the BID contracts for FY 24 are at City Hall as we speak. He has been participating in a number of City Council hearings on the BID and Parking District contracts.
- He attended a City Hall meeting on the Gaslamps Quarter's Slow Streets effort in the hopes we might repeat it here in Hillcrest. This allows for street closures without the need for a special event permit.
- V. Armas attended the International Downtown Association conference in San Jose a couple of weeks ago. The registration fees were paid for by the City.
- She focused on seminars concerning special events and public space activation.
- B. Nicholls has completed the application requesting CalTrans begin discussions with HBA and UCPD concerning the little spot. This process will probably take about two years.
- HBA is about to send a petition to all our property owners in the new MAD to ask them to sign to support the MAD at City Council.
- J. Strayve gave a Treasurer's report
- Approval of minutes from February & March 2023 and financials from February 2023



# HILLCREST

## BUSINESS ASSOCIATION

- Motion (Wong/ Ross): Approve the Consent Agenda including February & March 2023 and financials from February 2023.
- *No conflicts were reported.*
- The motion carried 0/1/0 with Strayve voting in opposition.
  
- A discussion continued from last month regarding a conversation as to whether to fly the non-binary awareness in the days before SD Pride.
- Folks from the LGBT Community Center attended and spoke.
- It would cost about \$500 additional dollars to realign the halyard to fly two flags.
  - Motion (Gilman/ Ross): Approve the request to allow the non-binary awareness flag on the Thursday/Friday of Pride
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- B. Nicholls reported that the HBA annual audit for FY 22 is in the packet. It is the Board's responsibility to accept it.
  - Motion (Mathews/ Ross): Approve audit.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- A discussion occurred concerning a letter of support for the SDPD camera program. Suggestions were made concerning the directions of the camera.
  - Motion (Ross / Burnett): Approve the letter with the requested changes.
  - *M. Ramon, M. Burnett reported conflicts due to the proximity of the project.*
  - The motion carried with all in favor.
  
- T. St. Luis presented a proposal concerning installing art in the large abandoned planters on 400 University block. HBA received an unsolicited grant recently from a foundation for \$1,500 thanking the HBA and Trent specifically for beautification work and he would like to apply these funds to this project.
  - Motion (Gilman/ Mathews): Approve the deployment of the art project and assignment of up to \$1,500 to match the grant received.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- T. St. Louis is asking for support for a pop-up art project. The proposal to re-create the "Before I Die" mural from the Alibi.
- The Beautification Committee would like to bring back the mural and have it added to the wall at HBA at Herbert.
- The project would be entirely conducted by volunteers and would use paint and other materials that the HBA already has.



- B. Nicholls reported that Paris directed HBA to the original artist's website.
- The artist's website encourages groups to set up the murals and has a free "How to" kit available online. HBA would be following the rules for how to deploy the mural.
  - Motion (Ross/T. St Louis): Approve the project and volunteer day.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
- T. St. Louis gave an update on the activities of the Beautification Committee.

The meeting was adjourned.