



Board of Directors Minutes
May 11, 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, Gary Wong.

Board Members absent: John Husler, Patric Stillman, Shanna Valencia, Matt Ramon,

Staff in attendance: Benjamin Nicholls

Minutes

- P. Smith called the meeting to order and a roll call was conducted.
- P. Smith thanked everyone who came out and participated in the second Walk in ART event this past Thursday. There is a great deal of positive feedback the event is sold out for the event through July.
- He reported that Taste of Hillcrest is happening in a few short weeks. It will occur on Saturday May 22nd. Banners are up, social media is ongoing.
- B. Nicholls reported he had been working with the Planning Department on their new rules for patios. They're creating a menu of options that will work well with the new ABC rules that are working their way through Sacramento. They will be offering revised PROW Program, street closure, sidewalk expansion, and a method for bringing existing patios into compliance.
- He has been working to make sure that the creation of the proposed management structure of the GHMAD moves forward in a way that the HBA wants. He reported that he has been hosting a series of meetings to create a compromise on going forward.
 - Motion Approval of minutes from April 2021 and Approval of financials for March 2021 P. (Bedrosian/ Younger). The motion was approved with all in favor.
- B. Nicholls presented the latest draft of the FY22 budget. He reported that the last chance to review the budget is in June.
- B. Nicholls presented a budget showing the financials if no MAD funds were included.
- The group tables action until June.
- B. Nicholls reported that HBA has been approached by San Diego Pride regarding July 10 for SheFest on Normal Street. They were seeking HBA's support with equipment and permitting.



HILLCREST
BUSINESS ASSOCIATION

- The group discussed supporting the event.
 - Motion: Approve the partnership. (Bedrosian/ Younger). The motion was approved with all in favor.
- R. Bedrosian and B. Nicholls discussed the calendar for upcoming events as events re-open. The proposed dates are Pride Block Party July 16, CityFest August 8, Nightmare on Normal Street October 30 and December 9.
- The group discussed expanding the Block Party into a two day event.
 - Motion: Approve the calendar and the expansion of the Block Party into two days. (Smith/ Younger). The motion was approved with all in favor.
- T. St. Louis stated Beautification would like to produce several temporary “Welcome to Hillcrest” Signs at the entrances to the neighborhood. The committee would like to complete the design of the sign for \$300 and print 20 signs for \$15 each. Installation would be completed in-house. Total request is \$600. Please come to Beautification to review the final design.
 - Motion: Approve the letter. (St. Louis/ Rindall). The motion was approved with all in favor.

The meeting was adjourned.