



Board of Directors Minutes
May 12, 2020, 5pm

Board Members in attendance:

Ryan Bedrosian, John Husler, Jeff Jackson, Jessica Magers, Cecelia Moreno, Matt Ramon, Kirsten Rindal, Tina Shirley, Paul Smith, Jerry Strayve, Trent St. Luis, and Glenn Younger.

Board Members absent:

Staff in attendance: Benjamin Nicholls

Public in attendance: Unrecorded

Minutes

- P. Smith called the meeting to order and roll call was conducted.
- P. Smith noted that the Farmers Market had successfully relaunched albeit in a different format. He stated four market events had been held and each one has been profitable.
- He reported there are currently 23 curbside pickup zones installed throughout the neighborhood and more are expected
- Radio campaign has been initiated that will be played on several I Heart Media stations promoting the curbside spots.
- B. Nicholls reported on advocacy concerning Federal Covid funding, setting up SBA roundtable discussion concerning business reopening strategies, and a discussion concerning creation of San Diego Mobility Department, and SLOW streets initiative.
- He reported that the Hillcrest Focused Plan Amendment Process is starting and that he participated in their first meeting.
- He reported on the Get Back to Fabulous promotional campaign which includes social media, email, radio, and hashtags.
- Approval of minutes from April, 2020 was tabled.
 - Motion: Approval of financials for March, 2020. (Bedrosian/ Younger) Passes unanimously.
- P. Smith and B. Nicholls introduce the ongoing concerning budget revision. They report the budget is being monitored on a month by month basis. They report that currently spending is tracking to have the organization continue through mid October.



HILLCREST

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- They report that the FY21 budget assumes that things will have returned to normal by then. B. Nicholls introduces the budget and notes the changes. He states that it will need to be approved in June.
- B. Nicholls gives a report on the Hillcrest Farmers Market. He state that staff continue to request expansions, stating that staff are requesting that the city allow 10' of spacing between booths instead of 15'.
- He reports that promotions and volunteer recruitment and management have been taking a large amount of time.
- B. Nicholls introduces Taste of Hillcrest At Home Edition. He reports that staff have determined that there isn't the enthusiasm for efforts like this right now.
- T. St. Louis introduces the The Walk Your Wheels campaign which installs decals throughout the neighborhood.
- The Parking District is seeking support for the locations and the graphics. The Beautification Committee reviewed this information at its meeting last week.
- A discussion occurs.
 - Motion: support the logo with the one change which would replace the "Access Hillcrest" logo with the Hillcrest logo. (Smith/ Younger). The motion passes with all in favor.
- Adjourn.