



Board of Directors Minutes
Hillcrest Business Improvement Association
May 9, 2023, 3pm

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

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

Board Members absent: Cecelia Moreno & Glenn Younger

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Jason Weiss.

Minutes

- R. Bedrosian opened the meeting with introductions.
- He reported that HBA had hosted the first meeting of the LGBT Cultural District working group. It was well attended. The second meeting will be on May 17 and the Planning Department has agreed to attend.

- B. Nicholls that he is working on the final draft of the GHMAD Management Plan.
- Staff are working with the UCPD to create new bicycle friendly business collateral. This included maps and new window decals.
- Staff came to a truce with the City concerning installing new sidewalk trees. City staff will be planting trees in the next few weeks. They may remove some of the flexipave.
- B. Nicholls encouraged them not to create trip hazards when they do.
- Planning for Pride Block Party and CityFest is well underway.
- The staff person for the Farmers Market information booth has resigned. HBA Staff are working with the market manager to bring on someone new who can also work to enhance our t-shirt sales and recruit vendors for the HBA. It'd be a part time person who'd work 8 hours a week for the market and 10-12 hours for HBA on vendor recruitment.
 - Motion (Gilman/ Ross): Approve the Consent Agenda including Financials from February.
 - *No conflicts were reported.*
 - The motion carried with all in favor.



HILLCREST

BUSINESS ASSOCIATION

- Motion (Mathews/ Ross): Approve nomination of G. Younger to be Board Treasurer.
- *No conflicts were reported.*
- The motion carried with all in favor.

- R. Bedrosian reported that J. Strayve resigned from the board and his Treasurer position. G. Younger has agreed to step forward and become Treasurer, though he is sick today.

- A Discussion concerning a proposal to fly the Bear Cubs Pride Flag was tabled.

- B. Nicholls reported that the City has revised the budget for the MAD and the HBA organizational budget has yet to be approved. B. Nicholls walked through the budget.
- A discussion occurred regarding the budget.
 - Motion (Ross/ Mathews): Approve the FY 24 budget and authorize the HBA board to enter into contracts with the City to manage the HBIA and HMAD.
 - *All members reported conflicts because they will benefit in some way from the budget.*
 - The motion carried with all in favor.

- A discussion occurred concerning a letter to support fully funding the SBEP program.
- B. Nicholls presented a letter concerning the SBEP funding within the City budget.
- Based on the discussion at City Hall last week it appears that the funding that had been threatened will be restored. He would still like to send this letter.
 - Motion (Gilman/ Ross): Approve the FY 24 budget and authorize the HBA board to enter into contracts with the City to manage the HBIA and HMAD.
 - *All members reported conflicts because they will benefit in some way from the budget.*
 - The motion carried with all in favor.

- B. Nicholls gave an update concerning Normal Street Promenade delay.
- The Normal Street Promenade has been in limbo for some time. Staff have now discovered that the owner of 1440 University has been holding up the project. The owner is trying to get money for his driveway. The City has offered him reasonable compensation.
- The City is planning on conducting eminent domain processes for his driveway and closing it.
- The City Council Meeting is on May 23rd and he strongly urges people to attend.

- T. St. Luis gave an update on the activities of the Beautification Committee.

The meeting was adjourned.