



Board of Directors Minutes
Hillcrest Business Improvement Association
July 11, 2023, 3pm

1601 University Ave., San Diego, CA 92103

Board Members in attendance: Ryan Bedrosian, Byron Ross, Adam Gillman, Gary Wong, Mike Bennett, Kyle Mathews, Paul Smith, Andrei Lechert-Kelly, & Matt Ramone

Board Members absent: Cecelia Moreno, Shanna Valencia, Paris Sukomi Max, Monica Montano, & Adam Gilman.

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo & Jason Weiss

Minutes

- R. Bedrosian opened the meeting with introductions.
- R. Bedrosian stated that he is excited to see that tickets are selling well for Pride Block Party. Presale goals were surpassed yesterday so we're competitive with 2022 in terms of tickets.
- B. Nicholls reported that trees have been planted throughout the neighborhood by the City.
- He has been working with the UCPD to get micro promotions going around bike lanes and bus lanes. This includes a bike corral for CityFest.
- Much of the work is about rebuilding relationships with the active transportation community.
- A new staff person has been hired to work the information booth at the market and manage non-event concession sales. Natalie Starr works 20 hours a week.
- HBA recently completed the BID and MAD contracts for FY 24.
 - Motion (Younger/ Ross): Approve the Consent Agenda.
 - *No conflicts were reported.*
 - The motion carried with all in favor.
- R. Bedrosian updated the group concerning the LGBTQ+ Cultural District introducing the concept of the certification program for culturally significant businesses.
- B. Nicholls walked through the 2023 Election Process and announcement of the Annual Meeting. A discussion was held about the location of the annual meeting and the election announcement was presented.



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- Motion (Younger/ Ross): Approve the election timeline and notice as presented. .
- *All those running for re-election reported conflicts.*
- The motion carried with all in favor.

- T. St. Louis briefed the group on the progress of the Beautification Committee.
- B. Nicholls presented a letter concerning a broken curb at 6th and University. A discussion occurred regarding the broken curb at the NE corner of 6th and University.
 - Motion (Younger/ Ross): Approve the letter.
 - *No conflicts were reported.*
 - The motion carried with all in favor.

- B. Nicholls gave an update concerning GH Maintenance Assessment District.
- He reported on an excellent meeting with EDD staff concerning the Management Plan. They offered some final comments.
- A meeting with the Mayor's staff and Council Offices is happening tomorrow.

- B. Nicholls gave a positive review of Sunday Funday event financials.

The meeting was adjourned.