



Board of Directors Minutes  
August 11, 2020, 5pm

Board Members in attendance:

Ryan Bedrosian, John Husler, Cecelia Moreno, Tina Shirley, Kirsten Rindal, Paul Smith, Jerry Strayve, Trent St. Louis, , Matt Ramon, and Glenn Younger.

Board Members absent: Jessica Magers, & Jeff Jackson.

Staff in attendance: Benjamin Nicholls

Public in attendance: Kyle Amdahl & Tyler Renner.

### Minutes

- P. Smith called the meeting to order and roll call was conducted.
- P. Smith introduced the group to ongoing financial tracking and cleared up some internet rumors.
- The HBA has passed a significantly modified revenue positive budget and is currently conforming to the budget.
  
- B. Nicholls reported that the 2020 audit has begin, as required by the City.
- Staff are working with a variety of Hillcrest businesses to help them with their temporary patios.
  - Motion to approve of minutes from July 2020 and financials for June 2020. (G. Younger/ R. Bedrosian). Motion passed unanimously.
  
- P. Smith conducted a review of FY20 year end finances showing how much Covid 19 has impacted HBA.
  
- B. Nicholls conducts a discussion concerning the “West End” MAD proposal.
- He states that over the last several years the HBA has been conducting a lot of work and spending a lot of money to create a MAD that would have paid for enhanced security and cleaning throughout the neighborhood
- Last week it became clear that New City America had been working with number of property owners on Normal Street to include Normal Street in a MAD that is being proposed for El Cajon Blvd. That MAD will be called “The West End”. A map is introduced.



- There is a broad discussion about the proposal.
- B. Nicholls notes that Market continues to see positive and growing income.
- K Amdahl made a presentation concerning a new brand for Hillcrest.
- B. Nicholls reports that a stakeholder group is forming to review and refine the presentation and board members are welcome to participate.
- The meeting adjourned.