



Board of Directors Minutes  
Hillcrest Business Improvement Association  
September 12, 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, Adam Gilman, & Paris Sukomi Max,

Board Members absent: Cecelia Moreno, Shanna Valencia & Monica Montano.

Staff in attendance: Benjamin Nicholls

Public in attendance: Rhea Aguinaldo, Sheila Kazemini & Jason Weiss

Minutes

- R. Bedrosian opened the meeting with introductions.
- R. Bedrosian reported that CityFest was held last month and it was one of the most successful ever. More vendor spaces were sold and there was increased revenue on concession sales. He thanked everyone who helped make that happen.
- B. Nicholls stated that the bidding process for the Normal Street Promenade is moving forward. SANDAG isn't waiting for the outcome of court cases to be resolved.
- Construction could begin in August 2024.
- The tile sale campaign is getting ready and will launch with groundbreaking.
- The City is still deliberating on the GHMAD effort.
- Ticket sales are starting for Nightmare on Normal Street tomorrow.
- He had been working to clean up North Alley.
- He is working with the Mayor's office on management agreement for Normal Street Promenade
- Approval of minutes from August 2023 and Financials from July 2023
  - Motion (Younger/ Ross): Approve the Consent Agenda including minutes from June and July 2023.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
- R. Bedrosian introduced the Proxy Ballot. B. Nicholls reported that one of the candidates dropped.



- Shelia **Sheila Kazemaini** introduced herself, presented her nomination, and requested she be added to the ballot.
  - Motion (Younger/ Ross): Approve the Proxy Ballot with the addition of **Sheila Kazemaini**.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- B. Nicholls discussed two companion events for Nightmare on Normal Street that would leverage the permit and rental equipment.
- Two event contracts were presented for The Boo Bash and a concert hosted by Rich's Nightclub.
- A discussion occurred regarding creating more opportunities for leverage.
- Any additional expenses related to the respective events would be borne by the organizations.
  - Motion (Younger/ Ross): Approve the agreements as presented.
  - *R. Bedrosian declared a conflict.*
  - The motion carried with all in favor.
  
- B Nicholls presented a letter to the City concerning moving forward with the GHMAD.
- There was a summary of a recent mixer relating to the MAD.
  - Motion (Younger/ Ross): Approve the letter as presented.
  - *No conflicts were reported.*
  - The motion carried with all in favor.
  
- The Preliminary financial review of Pride Block Party was tabled.

The meeting was adjourned.