



Board of Directors Minutes
April 14, 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, J. Hale

Public in attendance: Unrecorded

Minutes

- B. Nicholls introduces Zoom etiquette stating the group will be following parliamentary procedure as close as we can. They'll be following the Brown Act as best possible. He requests folks be patient.
- The meeting is called to order and roll call occurs.
- P. Smith thanks everyone who made it on the call today. He reported that the board meeting today will be much like any other board meeting.
- He states that though all business operations have been re-arranged, he wants everyone to know that the HBA has continued providing services to its members in a similar fashion as it has. Jonathan Lopez is continuing his supervision of the security, steam cleaning, sidewalk cleaning, and gardening contracts. Those services are still being provided. Walkabouts are continuing. He is also attending to trouble tickets
- B. Nicholls reports staff have been working with other BID EDs on a grant to the San Diego Foundation to cover costs of additional work that the BIDs have had to undertake in these difficult times.
- Staff have distributed a number of Pick-up Zones signs made by the UCPD and HBA to businesses. 25 signs have been distributed at this point.
- Minutes from March, 2020 and financials for February, 2020 are tabled.



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- A discussion occurs concerning the budget revision. It is reported that almost all the income streams for the organization have been halted or reduced.
- The Executive committee has been looking at a number of ways to cut costs in order to stretch out the reserves we have.
- The group prioritized continuing services to the membership such as security, sidewalk, cleaning, and emptying trashcans.
- The group reduced all staff wages and contractors that are not related to the MAD in order to make the reserve last as long as possible.
- With the cuts, and assuming the City holds to its obligations, it is anticipated the HBA lasting another six months before having to close its doors.
- Projects that have been halted include the AT&T mural project, the tree planting project, the tree surround project, and banner program.

- There has been a vacancy on the board that we have been interested in filling. Trent St. Luis has been chairing the Beautification Committee for about six months now and would like to join the board.
 - Motion to appoint Trent St. Luis to the board. (Bedrosian/ Younger) Passes unanimously.

- There has been a vacancy on the board of the UCPD that we have a responsibility to fill. Linda Hanna from Salon Anton has been involved in the Normal Street Promenade project for some time now and we would like to nominate her to the board.
 - Motion to appoint Linda Hanna to parking district board.(Bedrosian/ Younger) Passes unanimously.

- Since the start of the Covid 19 crisis, HBA has been serving as an information conduit for the membership concerning the virus and the rapidly developing programs and resources for businesses. J. Hale gave a brief update.
- The HBA has undertaken the creation of a series of brief videos targeted to be distributed through social media. The videos focus on businesses and HBA services that are still up and running.

- Ben reports, the Farmers Market was canceled back in March and since then, the market managers have been advocating to have the markets re-opened. The governor has classified markets as an essential service and part of the food distribution network.
- The City and County has provided new guidelines for re-opening markets.



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- There are a number of changes that need to be made. Staff have on a soft launch for this weekend. There will be a cap of 50 people in the venue at any time and he is committing to a break even market. A priority will be made to not lose money.
- Taste of Hillcrest was obviously postponed. It was originally pushed back to May 23rd. It has been postponed indefinitely.
- Adjourn.