



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, September 11, 2012
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Ron Baranov, Michael Brennan, Edward Camarillo, Amy Capano, Sean Cute, Jillian DiCola, Nick Moede, Jonathan Hale, Pete Katz, Alonzo Ortiz, Michael Wright, and Glenn Younger

Board members absent: Dalour Younan,

Others in attendance: Anthony Bernal, Jason Weisz

Staff in attendance: Mary Joseph, Benjamin Nicholls, Lisa Weir

Public Comment

- M. Wright stated that the homeless problem in Hillcrest was becoming more acute and he posed the question “where are the bike cops?”

President’s report

- N. Moede thanked the group for his tenure as Board President. He was awarded a commemorative plaque thanking him for his efforts.

Executive Directors report

- B. Nicholls reported that the staff bowling event is this Friday 9/14 starting at noon. He invited all to join.
- B. Nicholls reported he had completed staff review for C. Ramhap.
- He reported that the public notice for the annual meeting and open house on October 9 at Pita Jungle will be in the newspaper this week.
- He stated that the annual audit work was completed two weeks ago.

Treasures report

- G. Younger presented financials for Taste of Hillcrest 2012. The group had questions concerning the increased expense and requested staff discover why there had been an increase in expenses over last year.

Informational items

- N. Moede stated that parking meter rates on Normal and University have been lowered and signs have been installed.
- A bicycle repair station is being added to the bike corral at Fifth Ave. and University Ave.
- A. Capano stated that the marketing committee is working on an ap that will be a companion to the Your Guide to Fabulous Map. All businesses will be able to get on the



ap, but they'll be starting with the folks who are on the map as the initial content. Marketing is working on creating an advertising campaign on the radio to support the Fabulous Hillcrest campaign that we have created in local print media.

- J. Hale stated that he and N. Moede will be presenting a check to SD pride at their board meeting on 9/19. The check will be for the proceeds for the Pride of Hillcrest Block Party.
- He requested members save the date for Hoedown on 10/7.

Action items

- M. Wright presented the consent agenda, which included the August 2012 Board of Directors' meeting minutes and the July 2012 organizational financials.
 - Motion to approve August 2012 Board of Directors' meeting minutes and the July 2012 organizational financials. G. Younger / J. Hale. 11/0/1 (A. Ortiz). The motion passed.
- N. Moede stated that SanDag has requested representation for its bicycle infrastructure advocacy group. This group will help with the specifics of implementing their regional bicycle plan. M. Brennan has volunteered to represent the HBA.
 - Motion to approve M. Brennan as HBA's representative to SanDag's bicycle group. G. Younger / J. Hale. 11/0/1 (D. Younan).
- N. Moede stated SOP 12 was included in the package. He reported that language from the Pride Flag Site Development Permit states: "The project shall include: a. Construction of a 65 1-high flag pole within ... Normal Street ... to display an 18-foot by 12-foot Pride Rainbow flag;". He also reported that San Diego code states that "No permit is required for... National flags and flags for political subdivisions."
 - Motion to approve SPO#12 and approved of the flying of Transgender Pride Flag. P. Katz / M. Wright. 12/0/0. The motion passed unanimously.
- B. Nicholls reported that the annual contract for special events with McFarlane Promotions was included in the packet. He stated that approving this contract allows McFarlane to better leverage media and solicit business participation.
 - The HBA will be billed on a monthly basis. Motion to approve contract with McFarlane. J. Hale / S. Cute. 11/0/1 (A. Ortiz).
- J. Hale stated that though HBA has begun promoting the Hoedown and the special event committee is enthusiastic to proceed with the event but the board has not approved of the event. The event will occur on 10/7 and several new elements have been added including: casino tables, night time dancing and a country cook-off.
 - Motion to proceed with Hillcrest Hoedown. R. Baranov / M. Brennan. 12/0/0.
- B. Nicholls reported that the Hillcrest light canopy will construct light string s across the street between buildings at University Ave between Fourth and Fifth Aves. Lights would be predominantly white but could be changed with the seasons.



- He stated that the Beautification Committee approved the project. All property owners on the block have approved of the idea.
- He stated that a competitive bidding process occurred where Berg Electric was most competitive. The cost of the project will be around \$75,000 including permits.
- HBA will be required to provide ongoing maintenance and pay for power.
- B. Nicholls reported that next steps would include: the Board authorizing staff to begin preliminary permitting and secure letters of agreement with the property owners. Board will also authorize a contract with Berg so as they can assist with permitting.
 - Motion to direct staff to begin the preliminary permitting of the project and authorize staff to contract with Berg Electric to assist with permitting. J. Hale / M. Brennan. 12/0/0.
- J. Hale reported that the farmers market is changing in anticipation of the DMV redevelopment. Staff's strategy is to modify the footprint well in advance of the construction as to minimize the perception of impact from the construction. B. Nicholls presented a proposed new map. He also stated that D. Larson had been consulted and supported the new map.
 - Motion to approve the new footprint and authorize staff to move forward. R. Baranov / S. Cute. 12/0/0.

The meeting adjourned at 6:30 p.m.