



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ January 10, 2017, 4pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Minutes

Board in attendance:

Tami Daiber, Jessica Baro Ryan Bedrosian, Paul Smith, Bryan Lovering, Cecilia Moreno, Jeff Jackson, Larry Malone, Glenn Younger, Maggie Roland

Staff in attendance:

Marisa Romero, Benjamin Nicholls.

Public in attendance

Brittany Bailey, Mary Joseph, Diego Barriga

- T. Daiber called the meeting to order.
- T. Daiber gave the president's report and announced that the HBA had produced a successful Taste n Tinis event bringing in over 600 ticket purchasers and raised over \$6,000 for neighborhood improvements.
- T. Daiber announced the winner of the Shop Hillcrest for the Holidays was chosen from Cody's Home and Gifts and was awarded \$3,000 in prizes.

- B. Nicholls gave the Executive Directors report. He reported that Mardi Gras ticket sales were launched that week and promotions were being executed.
- B. Nicholls gave an office report for the UCPD.
- B. Nicholls announced that the HBA is working with the City to conduct a business survey throughout the neighborhood. A walking survey and HBA quarterly mixer will be taking place on 2/16.

- M. Roland presented the consent agenda.
 - Approval of minutes (December 2016)
 - Approval of financials (November 2016)
 - R. Bedrosian/ G. Younger 10/0/0

- B. Nicholls gave a report on available seats on the Uptown Community Parking District board. Announced that Jessica Baro would like to be nominated.
 - T. Daiber/G. Younger 10/0/0



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- B.Nicholls presented City's plan on expanding the SanDag bike plan to 10th and Park Blvd. Bike lanes will add an additional 20 lanes to the neighborhood for the loss of parking in front of business storefronts.
 - B. Nicholls requests a support of City's project.
 - T. Daiber/R. Bedrosian 10/0/0
 - B. Nicholls gave report on the San Diego Pride partnership agreement for 2017 Block Party. States that funds from Block Party will be used towards the maintenance of the Pride Plaza and all future projects in that Normal Block area.
 - R. Bedrosian requests that SD Pride still includes HBA promotions in all Pride advertisements
 - R. Bedrosian/G. Younger 10/0/0
 - M. Roland gave the final report on the BID FY18 budget and no changes have been made to this year's budget.
 - M. Roland requests that we approve City contract to manage the Hillcrest BID.
 - T.Daiber/G. Younger 10/0/0
 - B.Nicholls gave an update on the proposed Cityfest 5k with partnership of David Perloff and Pacific Magazine.
 - C. Moreno makes a statement that since D. Perloff is not present at Board Meeting the action item can not be set in motion

Meeting Adjourned



February 14, 2017

Minutes

Board in attendance:

Tami Daiber, Jeff Jackson, Brian Lovering, Paul Smith, Pete Katz, Delour Young, Maggie Roland, Ceceila Moreno, Glenn Younger, and Ryan Bedrosian.

Staff in attendance:

Benjamin Nicholls, Michael Cox, and Marry Joseph.

Public in attendance

Brittany Bailey from the office of Councilman Chris Ward, Jason Wise from the office of Toni Atkins, Elizabeth Studebaker, Patrick and Lilain from Ride Clay TV Media.

- The meeting was called to order by T. Daiber.
- Public comments were made by Brittany Bailey on the efforts by the office of Councilman Chris Ward's fight on homelessness and equal pay for contracts.
- Jason Wise spoke about Toni Atkins stance on Californias representatives fighting for Healthcare in DC.
- Elizabeth Studebaker (EDD) spoke about the upcoming business walk in cooperation with the Hillcrest Business Association.
- Patrick and Lilian from Ride Clay TV Media spoke about their business model and offered services to the Hillcrest neighborhood.
- Tami Daiber announced the first HBA Open House of the year, which would be held at California Fruit Wine. She stated that Councilman Chris Ward would be in attendance with staff from the Economic Development Team.
- Tami Daiber thanked all those working hard on preserving the parking spots left in the Hillcrest neighborhood while attempting to add more in addition to the bike lanes.
- Benjamin Nicholls announced the sale of tickets for Taste of Hillcrest.
- Benjamin Nicholls spoke on the issues the new pipeline installation has to cause the neighborhood. The company has been leaving their equipment and pipes in the farmers market area, which has impacted the business.
- Benjamin Nicholls said that he has spent much time mitigating new parking spots in conjunction with the city's implications of new bike lanes.
- Maggie motioned to proposed to approve financials of last month and postpone the minutes of January until next meeting. It was seconded by Glenn Younger. 1 Abstained and 9 Approved.



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- Updates on Hillcrest Mardi Gras was changed to information only by Tami Daiber.
 - Maggie motioned to approve public meeting presentation of the EMAD expansion after the next month's meeting. It was seconded by Delour Young. It was approved anonymously.
 - Benjamin Nicholls said he met with the City of San Diego and the largest property owner in Hillcrest (The Hub) last week and they are both on board with the city timeline.
 - Benjamin Nicholls announced the draft management plan which would need to be held in a public meeting next month at 5 pm.
 - Benjamin Nicholls discussed the letter regarding reviving the parking district grant program. The motion was made by Glenn Younger and seconded by Maggie Roland. It was approved anonymously.
 - Benjamin Nicholls announced this program would help the HBA subcontract with community groups like other BID's do such as Little Italy and Gaslamp. The last plan was rejected by the city and this time we plan on moving forward with the new one.

Meeting adjourned.



March 14, 2017

Minutes

Board in attendance:

Tami Daiber, Glenn Younger, Alphonso Tsang, Maggie Roland, Jessica Baro.

Staff in attendance:

Benjamin Nicholls and Marisa Romero

Public in attendance

Brittany Bailey from the office of Councilman Chris Ward, Jason Wise from the office of Toni Atkins.

- The meeting was called to order by T. Daiber. It was announced that no quorum was established and no action will be taken as a result.
- Representative from Todd Gloria's office gave an announcement about their office hosting a healthcare town hall meeting on March 25th.
- G. Younger gave a report on the progress made on Cal Trans maintenance near the freeway.
- Representative for the Hillcrest CDC reported on the plans for affordable housing and private partnerships with Greenwald Holdings. There is a meeting that will be held on March 9th at 4pm at the KTU+A office.
- T. Daiber gave a presidents report on the results of Hillcrest Mardi Gras. The event sold more tickets than in previous year and financial report will be available at the April board meeting.
- T. Daiber reported that restaurants on the west side of Hillcrest were receiving ADA lawsuits. A committee will meet to discuss plan of action and share resources for combating claims.
- B. Nicholls gave his Executive Directors report. The progress with SANDAG and CRA's bike plans for 4th and 5th Ave are being reviewed by the HBA. Nicholls will be working on some of the issues within the SANDAG plans.
- B. Nicholls updated the membership on his progressive efforts to correct issues at the Hillcrest Farmers Market and comply with some of the DMV's requests.
- T. Daiber made a comment on the DMV operational hours and the farmers market does it's best to not conflict with the business hours.
- G. Younger suggest the HBA contact state legislation to assist collaborative efforts.



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- B. Nicholls reported that over the past month the HBA has worked with media affiliates to show the positive progress on Hillcrest Farmers Market, ADA lawsuits and homeless issues.
 - Consent agenda items could not be voted on due to the quorum stature. The HBA will need to review action items at the April meeting.
 - The Board could not vote on the Florence Elementary trash can program due to lack of quorum. This agenda item to be moved to April agenda.
 - M. Roland gave a update on the EMAD meeting. She stated that the first public meeting was to be held after the March 14th HBA Board Meeting. She stated that the meeting will be outlining how the MAD works, project timelines and answering property owners questions. M. Roland stated that the second meeting is to be held on April 22nd.
 - B. Nicholls further stated that the HBA has a management plan. The City will supply information on policies and procedures. The HBA will have campaign flyers mailed out with rent checks to assist in program outreach.
 - Hillcrest Car Show proposal vote is postponed until the April Meeting vote.
 - Endorsement of nomination of Hillcrest Business rep to UCPD vote is moved to April meeting.

Meeting adjourned.