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BOARD OF DIRECTORS MEETING MINUTES

Tuesday, August 13, 2013  
Joyce Beers Community Center  
1220 Cleveland Ave., San Diego, CA 92103

**Board members in attendance:** Ron Baranov, Jillian DiCola, Johnathan Hale, Alonzo Ortiz, Eddie Reynoso, Dalour Younan, Glenn Younger (7 Members )

**Board members absent:** Michael Brennan, Pete Katz, Robert Lane, Cecelia Moreno, Fred Belinski, Nicholas Papantonakis

**Others in attendance:** Matt Whalstrom, Sam Khourish, **Christopher Ward, Donnel Yascochi, Morgan Freeman, Elizabeth Studebaker**

**Staff in attendance:** Megan Gamwell, Mary Joseph, Benjamin Nicholls, Cassandra Ramhap

**Public comment**

- C. Ward from Senator Marty Block's office gave updates about the parking situation at the DMV, the CalTrans planning grant stating that grant review should come through by September 2013, and that the Covered California program enrollment will begin in October.
- D. Yascochi, a farmers market vendor, approached the board about unfair treatment by the Market Manager. He requested succor.
- M. Whalstrom from Robert's Electric asked if public comment went into the minutes, he then asked how many openings since the October 2012 election there have been on the board of directors.
- E. Studebaker introduced herself to the board as the new BID Advocate in the Office of Economic Development, as a liaison between the City of San Diego and the various BID's throughout.

**President's report**

- G. Younger congratulated and thanked the CityFest committee, noting that we are one of the largest events in the city of San Diego with an estimation of over 150,000 in attendance. He reminded the meeting that there are two vacancies on the board of directors, mentioning that he wants to wait until the election on October 8. He also stated SANDAG's bike route completion project has been rolled out and expressed concern that it will impact Hillcrest strongly. He is looking to have further education on the plan to come from SANDAG.

**Executive Directors report**

- B. Nicholls stated that staff hosted an open house with 45 attendees at Champion Ballroom in July, he thanked the board members that volunteered their time for CityFest. He testified for the Uptown Community Parking District at city hall last month, where the City Council held up the UCPD as a model for other groups in the city to follow. He has



been actively participating in meetings regarding the future of the BID Council, since their funding has been pulled and their functions have adjusted accordingly. He noted that he will be moving on from the HBA come October 2013, and will be searching for a replacement ED immediately.

#### **Action items**

- G. Younger presented the consent agenda, which included the July 2013 Board of Directors' meeting minutes and the June 2013 financials.
  - Motion to approve the July 2013 Board of Directors' meeting minutes and the June 2013 financials. D. Younan / A. Ortiz. 5/0/1. The motion passed.
- G. Younger struck new board appointments from the agenda.
- B. Nicholls presented a review of the HBA and Uptown Parking District election process. In September a nomination committee is formed, a newsletter is distributed to the membership explaining how to and encouraging participation in the upcoming October election. Nominations can be accepted up until the date of the election, with the vote at the meeting. To be elected a nominee must receive 50% of the votes cast and there must be a three percent quorum of the membership for the election to be valid.
- S. Khourish and M. Freeman expressed interest in becoming a part of the newest board.
  - J.Hale moved to approve the process. J. Hale/R. Baranov 6/0/0. The motion passed.
- B. Nicholls presented the formation of a Hillcrest CDC, to allow the HBA to continue to do the good work in Hillcrest for today, while the CDC builds the Hillcrest of tomorrow. He asked for the authorization to engage in a contract with MFJ systems, to revise the ED job description to ensure the future ED has experience with CDC's, and begin to build a slate of candidates for the new board.
  - Motion to approve a future CDC in Hillcrest J. Hale/ J. DiColla 6/0/0. The motion passed.
- G. Younger brought up the Egyptian Quarter Movie night
- M. Freeman presented the concept for the event. Looking to liven up the block now called the Egyptian Quarter, from University to Robinson on Park Blvd, and playing off the history of Hillcrest during the early 1900's.
- B. Nicholls requested a preliminary \$4,000 set aside to manage the logistics of the Egyptian Quarter movie night.
  - Motion to approve a quarterly movie night in the Egyptian Quarter J. Hale/ A. Ortiz 6/0/0. The motion passed.
- **J. Hale gave a special events committee update** by saying that Pride of Hillcrest Block Party had a net profit of about \$27,000. He also told the board that there is \$10k in reserve for future flag projects. CityFest 2013 preliminary attendance numbers looked like 33% more than CityFest 2012. **He presented the opportunity to the Board to support a 'Fat Tuesday' event during Mardi Gras 2014.**



- Motion to approve authorization for B. Nicholls to start production on Fat Tuesday 2014. R. Baranov/D. Younan 6/0/0 the motion passed.
- B. Nicholls introduced Megan Gamwell as the new Marketing and Communications Program Manager.
- J.Hale reported that the art work for the electrical boxes is being applied around Hillcrest.

The meeting adjourned at 6:12 p.m.