



## MINUTES

Mission Hills Town Council Trustee Meeting  
Thursday, February 10, 2011 6:00 PM  
@ Francis Parker School, 4201 Randolph St

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**Present:** Fehlman, Gates, Gehl, Valentino, Benke, Disraeli, Nordstrom, Sandel, Shafer, van der Lee

**Absent:** Foreman

The meeting was called to order at 6:02 by President Mark Fehlman. Minutes from the previous meeting were approved (Dec. 8<sup>th</sup>, Shafer/Sandel, unanimous). Name tags, courtesy of Dick Disraeli, were distributed. Gary Nordstrom provided business cards for the Town Council.

### BOARD OF TRUSTEES

Mark Fehlman	PRESIDENT
Lara Gates	VICE PRESIDENT
Sharon Gehl	TREASURER
Karen Valentino	SECRETARY
Jasper Benke	
Richard Disraeli	
Karen Foreman	
Gary Nordstrom	
Scott Sandel	
Warren Shafer	
Frans van der Lee	

Item	Responsible Person	Due Date
Read and mark-up bylaws	ALL	03/10/11

**President's Report:** Mark Fehlman started the meeting by reviewing the 2011 priorities for the Town Council. He would like the Board to focus on three projects: the Pioneer Park expansion, the Goldfinch Overlook refurbishment, and to work with the Mission Hills Foundation to expand the Concerts in the Park. The vehicles to accomplish these goals will be a strong website, appointing a head of Public Relations, and forging strong relationships with local businesses. We also need to focus on increasing residential membership. Additional projects include: improving cell phone reception, the 5K run for 2012, a tree-planting day, the street light project, and the Arts Committee.

**Washington Street MAD Budget Report:** Steve Shushan provided a status report: the Washington St MAD is responsible for landscaping and maintenance along the Washington St. corridor and the two blocks of Goldfinch in the central core. The committee was formed by the MHTC, and met last week to review the FY 2012 budget. One of the current concerns is that the large palm trees on Washington have a parasitic disease and will eventually need to be replaced. The committee will review and discuss proposals and bring them to the Town Council at the appropriate time. We will also add information on the committee to the website; Steve will provide content to Frans. Lara Gates and Scott Sandel will attend the next committee meeting to discuss possible alternative trees to some of the jacarandas planted in front of the businesses on Washington St.

### Pioneer Park Discussion

- Status of Park picnic bench project: Lori Orr-Bianco discussed the previous history of the project, including the fund-raising to upgrade the playground, and subsequent interactions with the City regarding ADA upgrades. The current status is that the money from the City for upgrades to the bathrooms is no longer available, and the remaining funds will be used for an upgrade to the picnic table area. Additional picnic tables will be provided, and there will be upgrades to the walkway and some aesthetic improvements. There are many constraints on the plans due to the graveyard in the park, so no work can be done below the surface. The project has gone out for a design bid, and the bids should be back by mid-March. If the timing works out, the new plans will be presented at the April Town Hall meeting. Anyone with suggestions for landscape architects for the project should send them to Lori.
- Joint use facility at Grant Elementary: Lara Gates looked into the old auditorium at Grant School, listed on the Community Plan update as a joint use facility, meaning it would be available to residents. It is currently being leased to day care for Grant School students. It turns out that the designation as joint use is erroneous and the City will issue a correction. There was some thought that this facility could be used to store stage equipment for the Concerts in the Park.

### Concerts in the Park

- Fundraising efforts: Patty Ducey-Brooks described the function of the Mission Hills Foundation, which is a 501 3(c) non-profit organization that funds the Concerts in the Park (now in its 18<sup>th</sup> year). The Town Council cannot be a 501 3(c) organization, and therefore donations to the Town Council cannot be tax deductible. The Town Council would like to expand the Concerts in the Park, and in an effort to move forward in this regard together, Lara Gates, Gary Nordstrom and Frans van der Lee will form a working committee and will attend the next MH Foundation Board meeting on March 1<sup>st</sup>.
- 4<sup>th</sup> of July BBQ planning: Frans spoke about enhancing the 4<sup>th</sup> of July event with a BBQ, potentially a competition, that would be free for MHTC members. He met last week with Aaron Lomac, GM of Phil's BBQ, who is interested in helping with the event. Steve Shushan has organized the event in past years and will continue to do so. He is looking for sponsors, including the Town Council, and Frans will work with Steve in this regard. Lara mentioned that M-Theory Music is interested in the Concerts program, and she also suggested a possible "Taste of Mission Hills" event with local restaurants participating during one of the concert dates.

**Cell Phone Reception Update:** Sharon Gehl reported that thanks to an article in the Presidio Sentinel asking for residents to contact her with locations of poor reception, she has received a number of calls and emails, which has helped her to fill in her map. There is now a new cell phone tower on Hawk St (behind Wood's Automotive), thanks to the persistence of Jim Scott.

### Website

- Frans asked that Trustees and residents should send "ready to go" content for the website to Lara Gates, who will bundle it and send it to Frans. Everyone was pleased with the quality of the new website.

- Jasper Benke mentioned that they were working out timing and content for the email blasts.

#### **Membership**

- Status of renewal, new member drive: The initial email went out to 344 people, and right now there are 26 members/renewals. We need to point out to residents that the savings in street tree trimming alone would pay for the cost of membership. Mark would like to focus efforts on increasing membership and renewal for the next several weeks.
- Business member drive and new benefits: A possible benefit for business members at the \$100 level would be an enhanced listing in ourmissionhills.com, which can help improve their Google rankings. It was unanimously approved that 30% of the membership fee would go to ourmissionhills.com for web development (Gates, Valentino).

#### **Public Relations**

- Designate PR chairperson: Gary Nordstrom volunteered to be the PR chairperson, and Karen Valentino will be the point person for the Town Hall meetings.
- Articles on important Town Council events: Elena Buckley, from Uptown News, has written an article for the paper about the MHTC; it did not run in the last issue because of space but will run soon. She will discuss 2010 accomplishments and projects for 2011, and add membership information at the end. Mark Fehlman suggested that the paper publish the latest approved elevations for the new Vons store on Washington and Dove. Gary will make contact with Lauren Ventura, the editor of Uptown News.

**Goldfinch Overlook and W. Lewis Pocket Park Update**: Lara stated that the City has put the Pocket Park improvements out to bid, after years of delay which have greatly reduced the budget for the project. The Arts Committee is working on the vision for the Goldfinch Overlook: organize a neighborhood clean-up of the site, restore the posts and add a new post in honor of the donor, and put in a platform with a bench overlooking the canyon. Exploration into further plans for the area was authorized (Shafer/van der Lee).

#### **No Committee Reports**

The meeting was adjourned at 8:00 PM.

Respectfully submitted,  
Karen Valentino, Secretary