



325 W. WASHINGTON STREET, STE. 2-159 SAN DIEGO, CA 92103

MINUTES – BOARD OF DIRECTORS

Thursday, February 11, 6:00 p.m.

Francis Parker Multi-purpose Room, 4201 Randolph Street, San Diego

CALL TO ORDER – 6:00 P.M.

A. CALL TO ORDER & ADMINISTRATIVE BUSINESS – President

1. Attendance –

- a. Present – Helen Rowe Allen, Lauren Carter, David Espinosa, Sharon Gehl, Penny Giacalone, Belinda Smith
- b. Excused – Anthony Nyikos, Bob Rast
- c. Absent – Gina Barnes, Sarah Goltz, Leah Shuchter
- d. Guests - Anthony Bernal, John Clark, Lee Cottenberg, Natalie Depratte, Kara Kong, Maya Rosas

2. Approval of Minutes

- a. Dec. Board meeting | **NOT AVAILABLE AND WILL BE PRESENTED FOR APPROVAL AT THE MARCH BOARD MEETING**
- b. Jan. Town Hall | **ATTACHMENT A.2.B | MOTION TO APPROVE BY DAVID ESPINOZA, SECONDED BY PENNY GIACALONE, APPROVED UNANIMOUSLY**
- c. Jan. Board planning retreat | **ATTACHMENT A.2.C | MOTION TO APPROVE BY DAVID ESPINOZA, SECONDED BY SHARON GEHL, APPROVED UNANIMOUSLY**

Acceptance of financial report | **ATTACHMENT A.3 | MOTION TO ACCEPT BY DAVID ESPINOZA, SECONDED BY LAUREN CARTER, APPROVED UNANIMOUSLY**

3.

4. Celebrations – Recent MHTC achievements and updates

- Surveyed MHTC members to establish 2016 priorities. This was done online using Survey Monkey and at the January Town Hall Meeting
- Adopted revised By Laws
- Approved proposal to change MHTC to a 501c3 status
- Announcement of Director Mike Zdon's resignation from the board (though he will continue to help with the Grant School Project)

B. COMMENTS ON NON-AGENDA ITEMS

1. Public

- Anthony Bernal - candidate running for City Council, District 3 shared previous projects that he has worked on and his vision for the future
- Maya Rosas - candidate for Uptown Planners Board shared her proposed platform and previous experience. Reminded the Board that the election will take place on Mar. 1, 6:00pm at Joyce Beers Community Center
- John Clark - also a candidate running for Uptown Planners Board who shared his platform proposal and previous experience.

2. Neighborhood organizations – MH BID, MH Garden Club, MH Heritage, Neighborhood Watch

- No presentations

BOARD OF DIRECTORS

- Helen Rowe Allen, J.D.
- Gina Barnes
- Lauren Carter
- David Espinosa, Vice President
- Sharon Gehl, Treasurer
- Penny Giacalone, Secretary
- Sarah Goltz
- Anthony Nyikos
- Bob Rast
- Leah Shuchter
- Belinda Smith, President
- Mike Zdon

* All times, except call to order, are advisory.

3. Board members
 - Sharon Gehl - BID is proposing that money be allocated to future Reynard Way parking projects
 - Mike Zdon submitted his notes from the Grant School Campaign Committee

C. NEIGHBORHOODS FOR CLEAN ELECTIONS –| ATTACHMENT C

- No presentation by representative(s) of Neighborhoods for Clean Elections

D. ROCK 'N' ROLL MARATHON –| ATTACHMENT D

1. Presentation by representatives Kara Kong and Lee Cottenberg of Rock 'n' Roll Marathon.
 - New Course Route is proposed for the June 5 marathon which includes parts of Mission Hills
 - Detailed packets including map routes were given to Directors
 - Representatives addressed questions and concerns from Directors including band locations, access for affected church members who want to attend services, access points of egress and ingress for concerned population, parking and "NO PARK" areas, and cleanup

Action Item – Adopt a procedure for considering endorsement of the 2016 Rock 'n' Roll Marathon route through Mission Hills.

- **Motion to have a special Town Hall meeting sponsored by Rock'n'Roll Marathon was made by David Espinoza, 2nd by Sharon Gehl and approved unanimously.**

E. SUMMER CONCERTS –| ATTACHMENT E

1. Events Committee's update: Sound and stage proposals; Sponsorship and fundraising for the concerts; Graphics and poster development; Band lineup; Website/eblast updates.

Action Item – Review and approve concert dates, revenue and expense estimates, contract for sound and staging for 2016 concert series, and oversight of trash pick-up.

- **Motion was made by Helen Rowe Allen and seconded by Sharon Gehl to have only seven concerts (June 17, 24; July 1,4,8,15,22); remove the July 29 concert date, recalculate the fee accordingly and make it a one year contract. Unanimously approved.**

2. Executive Director's update re City and County grant applications, status of park permits.

Action Item –David Espinoza motioned to authorize Executive Director to pull Pioneer Park permits for summer concerts and to submit City and County grant requests. Motion was seconded by Sharon Gehl and approved unanimously.

F. FUNDRAISING PRIORITIES – 7:20 P.M. | ATTACHMENT F

1. What is the Town Council's financial situation going into 2016? In 2015, the Board raised about \$10,000 more than in 2015 and ended the year with an operating deficit of about \$3,000 (that was paid from cash reserves). *NOTE: The chart shows a \$1,500 deficit because it's only through November.*
2. What is the Board's goal for financing the Town Council in 2016?
3. What is the best way to allocate the Board's and staff's time/efforts to financing the Town Council's work?

Action Item – Decide and schedule the next steps in developing a financing strategy (using staff, Board, consulting).

- **Motion to accept Carin Canale's offer to help fashion a branding for MHTC was made by Helen Rowe Allen, 2nd by Sharon Gehl and unanimously approved.**

G. 2016 BUDGET – 7:40 P.M.

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1. The 2016 budget includes a retainer agreement with White Wonder (Isaiah Walter). Entering this retainer agreement entitles the Town Council to a 20% discount on fees. | ATTACHMENT G.1

Motion to approve retainer agreement with IT consultant White Wonder by Helen Rowe Allen, 2nd by Penny Giacalone and unanimously approved.

2. NOTE: Budget calculations for 2016 reflect past experience, especially with concerts in 2015) and anticipated income and expenses. | ATTACHMENT G.2

Motion was made by Lauren Carter, seconded by David Espinoza and unanimously approved to review and approve 2016 budget.

H. ITEMS FOR FUTURE CONSIDERATION – 8:00 P.M. | ATTACHMENT H

Reviewed items for future consideration.

I. BOARD ADMINISTRATIVE MATTERS – 8:05 P.M.

1. Report from Maintenance Assessment District meeting on Feb. 9, 2016. | ATTACHMENT I.1

Information Item – No Board action required.

2. Board members Gina Barnes, David Espinosa, Sarah Goltz, and Anthony Nyikos need to submit their conflict of Interest statements.

Information Item – No Board action required.

J. NEXT STEPS

- Carol will draft a letter and have Belinda sign it to authorize Carol to be the contact for the sound and stage contract revision.
- Carol will consult and coordinate with Rock'n'Roll presenters regarding a special Town Hall Meeting.

8:15 P.M. – ADJOURNMENT

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