



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

Minutes—Board of Directors

Thursday, March 10, 2016 6:00p.m.

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

BOARD OF DIRECTORS

Helen Rowe Allen, 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)

CALL TO ORDER—6:00P.M.

ADMINISTRATIVE BUSINESS

1. Attendance—Board of Directors: Helen Rowe Allen, Lauren Carter, David Espinosa, Penny Giacalone, Anthony Nyikos, Bob Rast, Belinda Smith
Staff: Carol Schultz, Executive Director
Guests: John Hartley, Hugh Boyle, Chevelle Newell, Kevin Melton
2. Approval of Minutes
 - a. Dec. Board meeting. Not yet done (B. Smith).
 - b. Feb. Board meeting. Motion to approve, D. Espinosa, seconded by S. Gehl; passed unanimously.
3. Acceptance of financial report. Motion to accept by Bob Rast, seconded by Helen Rowe Allen; passed unanimously.

B. COMMENTS ON NON-AGENDA ITEMS—Belinda Smith, President

1. Public
 - Kevin Melton, candidate for State Assembly- District 78, introduced himself and some of his platform. He would welcome a debate forum with Todd Gloria if MHTC would like to coordinate the effort.
 - Chevelle Newell, field representative for Toni Atkins(Assembly Speaker Emeritus), introduced herself and distributed Ms. Atkins' most recent Newsletter. She also reminded the Board that this year, April 18 is the deadline to file taxes not the usual April 15.
2. Neighborhood organizations—MH BID, MH Garden Club, MH Heritage, Neighborhood Watch
 - MH BID liaisons, Sharon Gehl and Anthony Nyikos stated that BID wants to use money from parking funds to initiate a study for improvements and concepts on Reynard Way
 - MMH liaison, Helen Rowe Allen, referred our Board of Directors to the MHH website for relevant information.
3. Board members
 - a. Results of Uptown Planners election,Mar.1, 2016 – 545 votes cast and seven member selected as follows: Roy Dahl, Hillcrest (305); Bill Ellig, University Heights (268); Cindy Thorsen, University Heights (257); Soheil Nakhshab, Bankers Hill/Park West (250); Amie Hayes, Bankers Hill/Park West (248); Maya Rosas, Mission Hills (247); Tim Gahagan, Hillcrest (241). *Contributed by Helen Rowe Allen, J.D.*

- b. Public
still



safety
update—Sharon is
working with
Neighborhood

Watch on the doorhanger project and will work with our IT consultant to add Neighborhood Watch to our website.

- c. Yard signs for Town Halls will be posted by volunteers Lauren Carter (East MH), Bob Rast (West MH), Penny Giacalone (South MH), and David Espinosa (Western Slopes).

C. NEIGHBORHOODS FOR CLEAN ELECTIONS

1. Presentation by representatives of Neighborhoods for Clean Elections, John Hartley and Hugh Boyle

Action Item—Motion to endorse the 2016 Clean Elections Initiative offered by Bob Rast, seconded by Penny Giacalone. Final vote resulted in 5 in favor, 1 opposed, 2 abstentions.

D. CONCERT FUNDING

1. Advice on getting concert donations and sponsorships from Lara Gates (who was not present but related information to Belinda) that BOD send out emails soliciting donations for \$30,000 and set up a table at July 4 celebration.

E. UPDATES

1. President's update. See Agenda Attachment E.1.
2. Executive Director's update. See Agenda Attachment E.2.

F. MHTC FINANCING PLAN—

1. Following adoption of the 2016 budget, the Executive Committee has outlined a financing plan that addresses an increased level of expenditure and cyclical fund raising associated with the summer concerts.

Action Item—The Board discussed expanding the draft plan outline and agree on a financing plan without making a specific decision.

G. MHTC MARKETING STRATEGY

1. At its February meeting, the Board accepted Carin Canale's *pro bono* offer to facilitate a branding workshop on March 25, 2016, from 1:00-4:00 p.m. at Canale Communications, 4010 Goldfinch Street. MHTC Board is looking for an intern to assist in developing materials that express the workshop outcomes.

Information Item—Attendees will be B. Smith, H. Rowe Allen, D. Espinosa, S. Gehl, P. Giacalone, L. Shuchter and C. Schultz.

H. MHTC MEMBERSHIP PLAN

1. Questions for the Development/Membership Committee to consider. What are the most appropriate dues categories? What are the best ways to solicit memberships? (See Membership section of draft financing plan outline in agenda item F for suggestions.)

Action Item—The Board discussed a membership plan without making a specific decision. Anthony offered to help Carol as well as other committee members and will post committee and members on the website.

I. SUMMER CONCERTS

1. Events Committee's update, including: Sound and stage contract; Sponsorship and fundraising for the concerts; Band lineup.

Action

by



Item—Board members agreed consensus to confirm a concert

fundraising plan, including a list of contacts to be made by Board members not on the Events Committee. Of the Board members present, each agreed to solicit funds from a list of suggested potential donors.

J. APRIL TOWN HALL & CANDIDATE FORUM ON APR.21, 2016

1. The Town Hall meeting will include a SANDAG update on the Uptown bikeway plan.
2. From 7:00-8:00p.m., Omar Passons, Vice President, Community Development & Policy at Jacobs Center for Neighborhood Innovation, will moderate a forum for Council District 3 candidates Anthony Bernal and Chris Ward.

Action Item—Board agreed by consensus to confirm agenda for Town Hall and plans for candidate forum on Apr.21, 2016. Signs for the Town Hall Meeting are to be posted prior to the meeting.

K. CONTINUING BUSINESS & UPDATES

1. Rock 'n 'Roll Marathon organizers presented the proposed route through Mission Hills to the Board on Feb. 11. 2016, and to the public at a Town Hall on Mar.3, 2016.

Action Item—The Board took no action.

L. 2016 PRIORITIES BY MONTH|ATTACHMENT L | Information Item – Deferred until next meeting.

M. NEXT STEPS – Not discussed due to time constraints.

8:15 P.M.—ADJOURNMENT

Submitted by Penny Giacalone, Secretary