

Hillcrest Town Council Advisory Meeting

Date: April 24, 2023

Time: 7:00pm

Location: Zoom

Present:

Jason Frey, Chairman

Alex Marin, Vice-Chairman

Michael Donovan, Treasurer

Edgard Portela, Secretary

Adrian D'Mirez

Gail Friedt

Jeff Alexander

Peter Raymond

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Agenda:

https://docs.google.com/document/d/1nSufiWPxAGo0zt4qvWLo6am_eUGCt8PwTXI12x64WVw/edit

Call to Order

Meeting called to order by Jason Frye, 7:03pm .

Approval of the Agenda

- Motion to approve the agenda by Michael Donovan, seconded by Edgard Portela. All in favor, none opposed.

Approval of the Previous Meeting Minutes

Motion to approve the minutes from April 11, 2023 by Edgard Portela, seconded by Alex Marin. All in favor, none opposed.

- Michael Donovan suggested that we move agenda and minutes approval to a consent agenda.

Neighborhood Issues Forum

- Alex Marin: Each quarter, the HTC participates in an event in the community. We can start off by doing that twice a year and build up.
 - Jason: This touches on a later agenda item, the Hillcrest United Mutual Aid Network
- Jason Frye: Public defecation and human waste in our Hillcrest neighborhood. Set up a temporary restroom facility with a handwashing station, northeastern corner of Vermont and University.
 - Provide a facility that can limit the amount of people relieving themselves on the sidewalk.
 - Michael Donovan: Coordinate with the city and the HBA to have permanent public bathrooms, see what options are available there.

- Jason Frye: A matter of human dignity, we need a semblance of helping maintain public health and human dignity, give folx an option to use public restrooms.
 - 30 min standing meeting with Councilman Stephen Whitburn to deliver concerns on this matter.
- Jason Frye: A permanent trashcan at the corner of University and Vermont, waste disposal across Hillcrest, more trash cans, more public facilities for waste disposal.
- Adrian D: More options for a trash can and dog poop bags around the neighborhood to help dispose of dog poop. Poop being more prolific around lawns, neighborhoods, include trash cans for the disposal of dog poop.
- Jeff Alexander: Used to have dog bags in the perimeter around Ralph's complex, people would come in and take all the bags and deplete them completely, creating a big expense. Flagging issue as we discuss this matter.
 - Jason Frye: Maintenance district discussed with HBA may provide enough funding for us to deploy toilet facilities, trash cans, dog bag dispensers, etc.
- Jason Frye: Put a form on our website and on our social media profiles that allows people to suggest things they would like to change in Hillcrest as well as to celebrate good things about the neighborhood.
- Adrian D: Organization that deals with public housing to set up an area where the homeless can shower, get new clothes, help, and resources. See if we could enlist their help, give us a presentation, and partner with them. We could make this a monthly thing so we can help the homeless.
 - Gail: Knows the organization, based in Oceanside, she follows them on Instagram and can see if she can share the profile.
 - www.humanityshowers.org - North County based, would be great to do this in Uptown.
 - Adrian: San Diego Rescue Mission, Oceanside: showers@sdrescue.org
- Micheal Donovan: Two parts of homeless initiatives by the Council - one is the ban on encampments near schools and other public areas and another separate one where it will create safe sleeping areas for the homeless. Locations have not been determined yet, but we can suggest one of those locations in Hillcrest to get city funding for bathrooms and other funding to help the homeless.
 - Jason, Peter: House folx in areas where valuable parking spaces won't be taken up and force folx to park in neighborhoods. There are open fields and facilities in Balboa Park, the concern would be to ensure that these hookups to power and water and such would be present.
 - Monday May 1st, 12:30p-2:30pm: Meeting with Stephen Whitburn, any of us can join and bring up these concerns.

Organizational Business

- Financial report from Mary - Mary has resigned, the report was due today but Mary has not delivered the report. Jason will reach out to lawyers and staff needed to move forward and get the organization current with taxes and other financial obligations.

- Access to mailchimp, website, and emails: Edgard and Micheal to get access from Jason for the organization's online infrastructure.
- **HTC Strategic Planning Guide:**
 - Jason: Presented an open document to start planning for the long term success of the HTC, will enlist help of Benny Cartwright, who was Chair of the HTC and has a degree in nonprofit management.
 - Homework: Review the plan, make changes and edits as needed. The plan is open to all of the HTC folx as co-authors and co-owners, calling upon everyone to add to the plan to build a legacy in the community and make clear what we offer to the community.
 - Micheal Donovan: Strategic planning meetings are best to take place in person to ensure that we can connect well and ensure greater success for the plan.
 - We can use the conference room facilities in the HBA to meet in person, HBA has a conference room and whiteboards.
 - Meetings could be monthly or bi-monthly.
 - Adrian: Would this be a subcommittee task?
 - Jason: Yes, we will create a committee for Strategic Planning; after no claim to chair, Jason will chair with Michael as co-chair.
 - Have a solid plan for the organization with budgets and projects by December 2023.
- **LGBT Cultural District Committee:** HTC has been invited to be part of the committee, Jason has been invited to the committee along with several community stakeholders. Jason to keep us updated with what's going on with that committee had its first meeting.
- **Upcoming meetings:**
 - Meetings - hybrid v. in person, what can we do better?
 - Alex, Edgard: let's keep hybrid because it helps people feel like they can join, increasing accessibility.
 - Adrian D: Moving hybrid meetings to a conference room where we can improve connectivity, sound, and allow everyone to see everything both in person and hybrid. Encourage people to bring their own devices to connect to Zoom to help connect and view everything presented on Zoom.
 - Micheal Donovan: Board members should be in person to meet with members of the community that show up. Improve technology, careful with phone and devices to reduce feedback.
 - Jason: Increase technological proficiency and come up with a better setup in time for May 9th with a sound system and central camera. No kicking people off abruptly like in the last meeting, where the host was kicked off and disrupted the meeting severely.
 - Set goal: By May 1st, to have everything in place for a good hybrid meeting so that we can be ready to go by May 9th, just in time for the next meeting.
 - Jason: Find a good room in the AWOL building, conference room.

- Alex: Conference room is taken by a current tenant and cannot be used. We have other options that can be explored where we can set up a laptop, TV, and a microphone to ensure meetings can be hybrid and accessible.
 - Adrian D: Talk to Ben at the HBA to see if we can borrow space and equipment at the HBA, if it is not being used, to do hybrid meetings.
- Jason Frye: According to Benny Cartwright, we own a projector that may be in the possession of Daniel or Mary or someone else.
- Neighborhood Birthday Party:
 - Alex: Good way to get us all together
 - Michael Donovan: Needs to be clearer that it is a birthday party for people in the community not for Hillcrest itself.
 - Adrian D: promote around the neighborhood by board members, put up flyers around neighborhood, in Lestat's, Starbucks and any other establishment in the area that allows us.
 - Flyer by 1st of May for community birthday party;
 - Add QR codes to the flyer for people to scan and obtain more information.
 - Jason: See if business owners can donate items and services to raffle off birthday gifts for people who have birthdays at the birthday party, invite elected officials, turn the birthday party into a big production. Join with ArtWalk to get the community together as well.
- General Focus in Affordable Housing: Focus for speaker and action during next month in May.
 - Adrian D: Another topic to consider can be diversity.
 - Micheal D: We may want to center the topic of the meeting orbit around affordable housing, keep it to one topic. Alex agreed with Micheal and said it was smart to focus on one topic at a time.
- Big Gay Picnic: Added to list of things to talk about Stephen Whitburn, Joshua Simmons to take up the organization of the Big Gay Picnic with the help of the Hillcrest Town Council.
- Sunday Funday:
 - Update from Alex Marin: Permits in progress, branding planning in progress, making sure sponsors and activities come through. Working on organizational details continuously.
 - June 11th, Hillcrest Sunday Funday, sponsored by HTC.
 - Public music act will be Soleil.
- Adrian D: Runs Hillcrest facebook page, well praised by Jason Frye and Alex Marin.
 - <https://www.facebook.com/groups/715920585913186/?ref=share>
- Jason: Best Pizza in Hillcrest Contest - can help promote local restaurants in Hillcrest, engage the community, see who has the best pizza in Hillcrest as another HTC sponsored event.

- Micheal Donovan, Gail: Best coffee, tacos, etc in Hillcrest, ongoing contests
- Adrian D: How would it benefit HTC?
 - Would get the community involved and highlight local restaurants, encourage people in our community to visit local businesses and spend money in the neighborhood. Could possibly be done in partnership with the HBA to get the community out and together, fun social aspect, we can bring community services in if we can make this a central event.
 - Jason: Idea incubator, encourage our community and people to come together.
 - Micheal Donovan: The event would bring visibility to the HTC, which has disappeared, would change our relationship with the community and get them to buy into HTC events and efforts, build better partnerships with businesses and community. Could do it chili cook-off style.
 - Jason: Event could require tickets and donate money to charity, the winning business can determine which charity gets the money, would be a really good way to get the community involved and better connected.
- Jason: The HTC becoming an idea incubator to cultivate a sense of inclusion and promote membership to the HTC, encourage people to bring ideas and if they have merit, we can take it up.
- Jason: Dogs Days of Hillcrest event, could include contests for cutest dog, “biggest bitch in Hillcrest” vaccination stations, resources for pet owners, pet health. Attract folx that have dogs in the community. We could have a fundraiser to install dog bag dispensers and dog bags for the neighborhood. Link up with the Humane Society and include them as part of this event. Great way to get neighbors together, talk about issues related to dogs, promote best dog walking, dog sitting services.
 - Micheal Donovan: Sponsored by Breakfast Bitch?
- Alex: If we will do these events, we will need to make sure that all of these events are putting money into the HTC coffers, because we need to buy board insurance and become current on our finances.
 - Sunday Funday raffle with a large group of people earlier, Alex saw a sports team easily raise \$300 in a few hours.
 - Jason: Agrees, money for flyers and events are needed, get community buy in to make HTC more dynamic.
 - Mary and Daniel did not fundraise during their tenure, we will need to build a fundraising network where we show people what we want to do and show people what we want to do.
- Jason, Micheal: We need Hillcrest merch, partner with businesses in University St that have core Hillcrest merch.
 - Fundraise to have our own merch.

- Adrian: Polls in the websites and online to collect emails, create an event similar to Taste of Hillcrest where we can fundraise money, participating businesses can pay a fee to enter the event and we can direct tons of traffic and customers to businesses.
 - Jason: Set up a Hillcrest Town Council fund within the HBA for donations and fundraising to bring us into harmony with the HBA.
- **Community Calendar**
 - Jason: Build a community calendar (tasked to Edgard as Secretary), have a long list of upcoming events to blast out to the community.
- **Hillcrest float in Pride: work together HTC, Kiwanis, and HBA**
 - As a Pride partner, we have a float spot available to us to create something for Pride.
 - **Alex:** Concerned that it would be too ambitious, suggests that we focus on membership and funding, until we are stronger in all of our parts.
 - We will table the float for now and focus on building the organization up, we will do the float next year until we are in better shape.
- **Social Media proposal:**
 - Look at Edgard's social media plan and enact it as soon as possible.
 - Micheal: How can we monitor social media activity, have basic rules of behavior and standards where we delete content that is offensive and racist.
 - Adrian D: Likes Nextdoor because it does reveal who is racist and bad in the neighborhood and make people aware of events.
 - Jason: Partnering up with Rick Cervantes, Hillcrest Instagram page.
- **Hillcrest United Mutual Aid Network Initiative:**
 - Edgard presentation about HUMAN.
 - Adrian D: Rebuilding Together.
- **Open Board Positions:**
 - We need more people, represent the community, need more representation.
 - Gail Friedt: demonstrated interest in joining the board.
 - Adrian D: social media management, demonstrated interest to lead the social media part.
 - Create a social media and marketing committee, chair can be social media leader guru.
 - Finding more folx to join the board and leadership positions.