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Hillcrest Town Advisory Committee Meeting Minutes 28 August 2023

- **Time:** 28 August 2023, 6:30pm
 - **Location:** Zoom
 - Zoom Invite Link: <https://us02web.zoom.us/j/87905960269>
 - **Email:** info@hillcresttc.org
 - **Website:** <https://www.hillcresttc.org>
 - **Bylaws:** <https://www.hillcresttc.org/bylaws>
- I. Call to Order
- A. The meeting was called to order by Jason Fry, chairman.
 - B. Roll call was conducted. All board members were present, Miah, Peter Raymond, Mary McKenzie, Meesh Mori, several business owners and community residents. Total of 12.
- II. Approval of Agenda
- A. The agenda was presented for approval.
 - B. Motion to approve the agenda was made by Alex, seconded by Edgard.
 - C. The agenda was approved unanimously.
- III. Approval of Minutes.
- A. The minutes from the previous meeting were reviewed.
 - B. Motion to approve the minutes was made by Michael, seconded by Alex.
 - C. The minutes were approved with no objections.
- IV. Non Agenda Public Comment
- A. Comments from the public on non-agenda items were invited.
 - B. Several members of the community provided comments regarding:
 - 1. Trash in neighborhood alleys, illegal dumping by nearby businesses, what can people do.
 - 2. Fixing University Ave so that it is more welcoming, beautiful, and attractive, Plant more trees.
- V. Updates from Electeds and Organizations
- A. Upcoming LGBT Center events by Sammantha Schwimmer.
 - B. Benny reminded HTC about Kiwanis meetings and upcoming events.
- VI. Review of the past month:
- A. Website Update:

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1. The HTC website is currently being updated and refreshed. There are a lot of agendas and minutes missing from the past, Edgard is collecting them and putting them up on the website.
 2. Website now has links to volunteer forms, community calendar, and several new features.
 3. Instagram and Facebook drive a lot of traffic, but traffic is mostly from people Googling us.
- B. Hurricane Preparedness
1. Hurricane Hilary:
 - a) Discussion about putting together a hurricane preparedness plan, seeing where we can connect with the City to be a helpful community organization during any disaster.
 - b) Discussion then turned to general disaster preparedness - see if City can work with us so we can establish a center in the neighborhood for supplies in case of an emergency for the community.
 - c) Work on HUMAN, a proposed mutual aid network, disaster preparedness can be first task.
 - d) Resources were shared with the community - use of the GetItDone app, SDCountyEmergencies.com
- C. Social Media Growth
1. Social media campaigns have resulted in a 1,400% growth in followers on Instagram, 1,666% reach in Facebook, and over 3,000 accounts reached on Instagram.
 2. Our information posts for the hurricane were a big hit and drove a lot of people to follow us and share our updates.
 3. We posted information coming from NOAA and the county before many of our very own elected officials.
- D. Bathroom Survey
1. Public survey of Hillcrest bathroom needs was launched, and has collected over 75 responses in the matter of two weeks.
 2. Results will be collected and presented to the office of Councilmember Stephen Whitburn to see if we can get a public restroom in Hillcrest.
 3. The results of the bathroom survey were presented, highlighting that there is a huge concern with public restrooms and that the public wants them, but they have key concerns:
 - a) Unhoused encampments or presence in bathrooms;

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- b) Bathrooms that are adequate and maintained;
- c) Who will pay for it?
- 4. Reactions are more mixed but generally more in favor of tax incentives for businesses to open their bathroom doors to the public.

VII. Committees

A. Events:

- 1. Upcoming events were discussed, and subcommittees were formed for planning.

B. Beautification:

- 1. Stay tuned for upcoming plans from Benny and partner organizations.
- 2. GetItDone app surveys by the HBA weekly, encouraging neighbors and community members to use the City's GetItDone app.

C. Operations

- 1. Strategies for building a volunteer base were discussed, including:
 - a) Directing volunteers to help with HTC events and meetings;
 - b) Responses to HTC Volunteer Form on website discussed, so far we have 5 candidates for volunteering.
- 2. Financials
 - a) Grant Opportunity: A potential grant opportunity with Say San Diego was discussed for HTC to obtain grants in exchange for support in Strategic Planning sessions for a comprehensive tobacco retail policy.

(1) Board voted on the proposal, and the proposal was accepted unanimously, HTC will proceed.

VIII. Upcoming Events:

A. Friday Party

- 1. Converting our third Friday of the month neighborhood birthday parties into a wider, more general event to highlight businesses, food, and people in our community.
- 2. Plans for converting the Friday Party into mini "Tastes of Hillcrest" were elaborated on, each night will have a specific theme or cuisine as follows:
 - a) Best Pizza
 - b) Best Taco
 - c) Best Burrito
 - d) Best Vegan Options

B. AIDS Walk

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1. HTC will be participating, led by Mary McKenzie. Partnering up with HBA. Team Hillcrest's participation and partnership details were shared.
- C. D-4 Debate
 1. Options and ideas to explore a D-4 debate with the two general election candidates was discussed. Idea was discussed, but no action was taken.
- D. Holiday Party
 1. Preliminary planning for the Holiday Party was discussed.
 2. Jason - Miah to assist, and join the Board later on as Events Committee head.
- E. Dog Days of Hillcrest
 1. Initial concept for Dog Days of Hillcrest, an event focusing on Hillcrest's dogs, was discussed.
- IX. Neighborhood Issues Rap Session
 - A. Cleaning up Hillcrest
 1. Actions taken and future plans for cleaning up Hillcrest were debated and discussed.
 2. Use of GetItDone app, coordination with HBA to join their efforts for beautification, greater involvement and action with them and Kiwanis.
 - B. Gentrification and Affordable Housing
 1. The impact of gentrification and strategies for affordable housing were discussed, especially with recent visits by city planners presenting Plan Hillcrest.
 2. Rents are being raised in the neighborhood to unaffordable levels, people notice more unhoused people. Neighborhoods becoming unaffordable.
 - C. Unsheltered Individuals
 1. Approaches to support unsheltered individuals in the neighborhood were examined.
 2. Jason attends regularly an effort in Gaslamp/downtown to feed the unhoused and care for them when needed, HTC should get involved and create a similar initiative.
 - D. Public Works Issues
 1. Concerns regarding potholes and street lights were raised.
 2. Recent repaving of streets in Hillcrest was noted and recognized by many attendees.
- X. Adjourn

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