

North Park Organization of Businesses, Inc. DBA  
**NORTH PARK MAIN STREET**  
Board of Directors Meeting  
Wednesday, April 11, 2012  
7:30 a.m. – 9:00 a.m.  
3076 University Avenue, San Diego, CA 92104  
Phone (619) 294-2501

North Park Main Street (NPMS) welcomes participation in its monthly Meetings of the Board of Directors. The procedure for public comment on Board items is the following:

(1) Item opened for public comment, not to exceed three minutes per person, with a maximum time per item not to exceed fifteen minutes. If testimony should exceed fifteen minutes, the President may close the item and reschedule it as a public hearing/separate meeting in the future at a future date. (2) Public discussion session closed. (3) Board discussion. (4) Call for a vote and vote.

Public comment on items not on the agenda is limited to three minutes per person and not to exceed 15 minutes per Board meeting. Persons wishing to address the Board are requested to so indicate prior to the beginning of the meeting. Written comments are welcomed.

**NOTE: BOARD MEMBERS SHOULD NOTIFY THE PRESIDENT OR THE EXECUTIVE DIRECTOR IF THEY CANNOT ATTEND A MEETING TO RECEIVE AN EXCUSED ABSENCE. THREE CONSECUTIVE UNEXCUSED ABSENCES REQUIRE THAT A MEMBER BE DROPPED FROM THE BOARD.**

\*\*Denotes Action Item

- A. **CALL TO ORDER**  
Quorum established
- B. **INTRODUCTIONS**
- C. **ADOPTION OF AGENDA**
- D. **PUBLIC COMMENT FOR ITEMS NOT AGENDIZED (3 Min. Time Limit per Person)**
- E. **POLICE REPORT**
- F. **PRESIDENT'S REPORT**

Action: Nominations for Vacant Seats

David Cohen

*Vote on slate of nominees to fill vacant board seats and seat new members. Nominees include: Matt Gordon, Sara Morrison, and Cheryl Dye.*

Action: Board of Director Meeting Time

Angela Landsberg

*Discuss and take action on whether to change the board of director's meeting time or keep it at 7:30am.*

Info: Festival of Arts Update

Amy Colony/Angela Landsberg

*Discuss volunteer and promotion needs from the board.*

Action: Approve advertising budget for Festival of Arts

Angela Landsberg

*North Park Main Street requests a budget of \$1,250 for advertising for the 2012 Festival of Arts.*

Action: Request for Outreach and Promotion Expense Budget

*Vote to amend Executive Director's contract to include a stipend in the amount of \$50.00 a month for business promotion and outreach.*

Jack in the Box Update

Roger Lewis

*Discuss current position of North Park Planning Committee on the redesign of the Jack and the Box at Upas Street and 30<sup>th</sup> Street.*

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Maintenance Endowment District

Discuss North Park Main Street's funding and implementation of a program designed to address security and maintenance issues in the business district.

David Cohen

Info: Farmers Market Budget Update

Catt White, Manager

Financial Reports / Budget & Finance Committee Update

Balance Sheet as of March 31, 2012

Income vs. Expense Summary - Statement of Activities, March 2012

Income vs. Expense Detail - Statement of Activities, March 2012

Jeff Horvitz

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**\*\*PROPOSED MOTION: APPROVE THE TREASURER'S REPORT.**

**G. CONSENT ITEMS (3 Min. Time Limit)**

**\*\*PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING.**

Approval of Minutes

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**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE MARCH 14TH MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

**H. REPORTS (5 Min. Time Limit for Each Report)**

CA State Senate, Christine Kehoe, District 39 (Sean Wherley)

Assembly member Toni Atkins, District 76(Lindsey Masukawa)

County of San Diego Board of Supervisors, District 4 (Lauren Prescott)

City of San Diego, Council District 3 (Anthony Bernal)

North Park Planning Committee (David Cohen)

BID Council (Patrick Edwards)

North Park Maintenance Assessment District (Amy Colony)

Design Committee (Steve Codraro)

Economic Restructuring Committee (Trent Riley)

Organization Committee (NA)

Promotion Committee (David Gamboa)

**I. EXECUTIVE DIRECTOR'S REPORT**

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**J. OLD BUSINESS**

**K. NEW BUSINESS/OPEN DISCUSSION**

**L. ADJOURNMENT**

**Next Meeting: May 9, 2012  
3076 University Avenue, San Diego, CA 92104**