

**North Park Main Street
Board of Directors Meeting
January 14, 2015
Minutes**

ATTENDANCEBoard Members Present

David Gamboa (President), Matt Gordon (Vice President), Trent Riley (Secretary), Lea Caughlan, Steve Codraro, Mike Fish, Rich Geisler, John Stewart McGaughy, Jason Noble, John Pani, Alma Rodriguez

Board Members Absent

Lesley Anderson, Dang Nguyen, Garrick Oliver, Mario Sanchez

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Hilary Nemchik, Jason Weisz, Brijet Myers, Adrian Granda, Tee Taylor, Wes Hsu, Corbin Lewis, Stephanie Hardman, Meredith Rouillard

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:34 AM

II. Public Comment on Items *Not* on the Agenda (3 minute limit per person)

- None

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Lea Caughlan, Seconded by Mike Fish (11/0/0)

IV. Consent Items**A. Approval of Minutes**

PROPOSED MOTION: APPROVE THE MINUTES FROM THE December 10th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET

Motion by Matt Gordon, Seconded by Trent Riley (11/0/0)

V. Community Reports (3 minute limit per person)**A. Police Report** (Officer Jenny Hall)

Officer Hall reported on a number of attempted break-ins in North Park. Break-ins included 3201 University Ave, 2811 University Ave, 3801 30th Street, North Park Way, and Ray Street. The majority of incidents occurred between 3 and 5 AM, most suspects were armed and looking for money or electronics.

- i. Board is concerned about high number of incidents and requested extra patrol cars in the area, especially around 5AM.

B. State Senator Marty Block, District 39 (Hilary Nemchik)

Hilary Nemchik reported that supported bill B15 has passed, which will put a halt on the UC tuition increase of 5%. This bill will also offer financial incentives to students for completing units on time. The Senator's office is putting together its Legislative Idea packet to be completed in February. Upcoming Cal Grants and FAFSA filing workshops will educate parents and students on college financing options.

C. State Assemblywoman Toni Atkins, District 76 (Jason Weisz)

Jason Weisz reported that California is working on Small Business policy to ensure that California is a safe, healthy, affordable state for small business owners to be successful. Open enrollment for Covered California ends February 15! This is the first year that a tax penalty for not having health insurance could be in effect so be sure to get covered now.

- D. **County Supervisor Ron Roberts, District 4** (Lauren Prescott)
NO REPORT
- E. **San Diego City Council Todd Gloria, District 3** (Adrian Granda)
Adrian Granda reported that City Council has a new Council President, Sherri Lightner. Councilman Gloria and the Budget Committee are working to add the following services and priorities: police retention, homelessness, environmental policy and climate action plans, public transportation, smart growth, and referenda reform. Councilman Gloria is also working as a member of the new Charter Review Committee, tasked with reviewing and editing the Charter Policy.
- F. **City of San Diego, BID Advocate** (Elizabeth Studebaker)
NO REPORT
- G. **North Park Planning Committee** (Dang Nguyen)
NO REPORT
- H. **BID Council** (Angela Landsberg)
Angela Landsberg reported that the BID Council has not yet met in January.
- I. **North Park Maintenance Assessment District** (Jillian Wolter)
The MAD approved the FY16 budget at the January 12 meeting. The group has requested that our major contract holders, Landcare Logic and SD PowerWash, attend an upcoming meeting to review contracts and answer questions.
- J. **North Park Farmers' Market** (Brijet Myers)
Brijet Myers reported on some new Farmers' Market laws for the State of California:
1. Flowers must be in the Certified section of the market
 2. All vendors must have a sign posted guaranteeing that they grow what they sell (this has always been a policy of San Diego Weekly Markets, but is now a statewide policy)
 3. Packaged Beer may now be sold by brewers at local markets as of January 1, 2015. A separate ABC permit will be required, however permit requirements and application forms have not yet been released by ABC.
- Brijet also announced a new marketing campaign which has been generously sponsored by Farmers Insurance, Urban Solace, Waypoint Public, and Ritual Kitchen & Tavern.

VI. **Financial Report** (Roni Kleinhen)

Roni Kleinhen presented the Financial Report. Roni also announced that beginning next month she will be providing a monthly 1-page budget breakdown for Board Meetings.

VII. **President's Report** (David Gamboa)

A. **New Business: SwingByFood.com** (Wes Hsu & Corbin Lewis)

Wes Hsu and Corbin Lewis made a presentation on their new food deliver service SwingByFood.com. They currently cover most of Uptown as well as UTC, and are continuing to expand throughout San Diego. Visit www.SwingByFood.com for more details!

B. **New Business: ExploreThatStore.com** (Stephanie Hardman)

Stephanie Hardman made a presentation of behalf of ExploreThatStore.com, a startup out of the Union Cowork space that offers business solutions, branding and web design. Check out www.ExploreThatStore.com for more information about how they can help grow your business!

C. **Nominations and Election of 2015 Executive Committee**

Nominations are opened for Officer Positions: President, Vice President, Secretary and Treasurer for the 2015 Board of Directors. The stated slate of nominees will be designated check signers for North Park Main Street and will have the ability to enter into contracts for the organization.

- Lea Caughlan nominated the following slate:
 - President: David Gamboa, Vice President: Matt Gordon, Secretary: Trent Riley, Treasurer: Rich Geisler
- Call for other slate nominations or self-nominations
- Seeing none, Slate is presented as listed above.

PROPOSED MOTION: APPROVE THE SLATE OF NOMINEES FOR THE EXECUTIVE COMMITTEE: DAVID GAMBOA (PRESIDENT), MATT GORDON (VICE PRESIDENT), TRENT RILEY (SECRETARY), AND RICH GEISLER (TREASURER)

Motion by John Stewart McGaughy, Seconded by Steve Codraro (11/0/0)

D. Proposed Bylaw Change

PROPOSED MOTION: CLOSE REGULAR MEETING AND ENTER INTO CLOSED SESSION

- Board Members reviewed proposed language; however no vote could be taken due to lack of required 80% supermajority. Tabled to February.

VIII. Standing North Park Committee Reports

A. Economic Restructuring Committee (Trent Riley)

Angela Landsberg reported that the website update is well underway, and many changes can already be seen on northparkmainstreet.com. Main focus has been to remove excess verbiage and add more photos for an overall more user-friendly site.

B. Design Committee (John Stewart McGaughy)

Design Committee was dark in January.

C. Promotions Committee (Dani Jimenez)

Dani Jimenez reported on the progress of Festival of Arts. Vendor Applications have been emailed to our vendor lists (about 600 vendors) and so far the response has been great! Committee is working on a new layout to include 50+ new booth spaces, new beer gardens and a live art exhibition. We are also excited to announce that SDCCU has generously agreed to sponsor the 2015 Festival with a donation of \$25,000!

D. Organization Committee (Matt Gordon)

Organization Committee was dark in January.

IX. Ad Hoc Committee Reports

A. Ray at Night (Mike Fish)

Mike Fish reported that the first Ray at Night after the transition was a great success due to Brian's new leadership and social media marketing campaign.

B. Sustainable NPMS / Eco-District (Angela Landsberg)

The Sustainable NPMS / Eco-District Committee is on hiatus until further notice.

C. North Park Hospitality Group (Lea Caughlan)

Lea Caughlan reported that the Hospitality Group is moving forward with a more formal structure. Meetings will continue to be held the second Tuesday of each month at 10AM, however, the location will rotate weekly among North Park establishments.

X. Executive Director's Report

A. PBID Update / Intercept Survey Recap

Thank you to our amazing volunteers for helping us pull this off in such a short amount of time! We appreciate you more than you know! Survey results were completed ahead of schedule and we will be moving forward with the Engineer's Report in the coming months.

B. EDTS Grant – Re-appropriation of event funding

PROPOSED MOTION: APPROVE THE REAPPROPRIATION OF EDTS GRANT FUNDS FROM THE BALBOA PARK CENTENNIAL EVENT TO THE 2015 FESTIVAL OF ARTS

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

XI. ADJORN TO CLOSED SESSION – Executive Director Performance Discussion

PROPOSED MOTION: CLOSE REGULAR MEETING AND ENTER INTO CLOSED SESSION

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

>> **Board of Directors meets in Closed Session** <<

XII. Re-open Regular Session

PROPOSED MOTION: ADJOURN CLOSED SESSION AND RETURN TO REGULAR SESSION

Motion by Jason Noble, Seconded by John Pani (11/0/0)

PROPOSED MOTION: APPROVE EXECUTIVE DIRECTOR COMPENSATION

PROPOSED MOTION: APPROVE ABOVE MOTION AS AMMENDED: APPROVE EXECUTIVE DIRECTOR COMPENSATION EFFECTIVE OF JANUARY 1, 2015

Motion by Lea Caughlan, Seconded by Matt Gordon (10/0/1)

XIII. Announcements

- A. Lea Caughlan announced that URBN Pizza has set aside \$1/pizza sold during National Pizza week to be donated to North Park Main Street!
- B. Jason Noble announced that Wing Week, sponsored by City Beat, starts today! Visit 30 local restaurants who will be serving \$5 baskets of wings all week long.
- C. David Gamboa announced that the North Park Theater has changed ownership. He met with new owners who are very supportive of our neighborhood and are excited to get involved in community events.
- D. John Pani announced that he would like to set measured goals for each committee going forward so that committee members will be able to forecast their responsibilities and the work accomplished by committees can be tracked and evaluated. Committee agreed and will work on a structure format for upcoming meetings.

XIV. Adjournments

PROPOSED MOTION: ADJOURN MEETING at 9:18 AM

Motion by Jason Noble, Seconded by John Pani (11/0/0)