

**North Park Main Street
Board of Directors Meeting
March 11, 2015
Minutes**

ATTENDANCE

Board Members Present

David Gamboa (President), Matt Gordon (Vice President), Trent Riley (Secretary), Rich Geisler (Treasurer), Lea Caughlan, Mike Fish, Alma Rodriguez, Dang Nguyen, Lynn Susholtz, Garrick Oliver, Jason Noble, John Pani, John Stewart McGaughy

Board Members Absent

Steve Codraro, Mario Sanchez

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Catt White, Elizabeth Studebaker, Adrian Granda, Lucky Morrison, Barbara Capizzi, Rebecca Harver

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:37 AM

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

- Barbara Capizzi of Webble SmartSpot introduced herself and briefly discussed her company's business services. For more information visit <https://www.webble.com/>

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Rich Geisler, Seconded by Matt Gordon (13/0/0)

IV. Consent Items

A. Approval of Minutes

PROPOSED MOTION: APPROVE THE MINUTES FROM THE February 11th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET

Motion by Lea Caughlan, Seconded by Jason Noble (11/0/2)

V. Community Reports (3 minute limit per person)

A. Police Report (Officer Jenny Hall)

Officer Hall reported that most North Park incidents have been occurring late at night or in early morning hours – Officer Hall is encouraging local patrol to be present here during those times to prevent activity.

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

Hilary Nemchik reported that this will be her last month as the representative from Senator Block's Office.

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

NO REPORT

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 Council Member Todd Gloria's Office is gearing up for a North Park Cleanup on Saturday, April 18 in conjunction with North Park Main Street and other community groups. City Council is continuing work on allocations for public funding.

F. BID Council (Angela Landsberg)

Angela Landsberg reported that the BID Council is working in committees to tackle projects throughout all districts. Council voted down a funding allocation request for drug testing of maintenance employees.

G. North Park Farmers' Market (Catt White)

Catt White reported that the North Park Farmers' Market is now accepting EBT at non-prepared food booths. The marketing materials are continuing to circulate and the SD Weekly Market team is conducting outreach to our local schools.

H. Ray at Night (Brian Beevers)

Brian Beevers reported that Ray at Night is coming along great with the increase advertising efforts. More live music and food to come!

I. North Park Hospitality Group (Lea Caughlan)

Lea Caughlan reported that the Hospitality Group's Mixer at Underbelly was a big success with a high turnout of attendance. Thank you to all who attended and donated raffle prizes!

VI. Financial Report (Roni Kleinhen)

Roni Kleinhen presented the Financial Report.

VII. President's Report (David Gamboa)

A. Presentation: Climate Action Campaign (Kath Rogers)

Kath Rogers presented the goals of the Climate Action Campaign and requested a letter of support from the Board.

PROPOSED MOTION: PROVIDE A LETTER OF SUPPORT FOR THE CLIMATE ACTION CAMPAIGN

Motion by Lea Caughlan, Seconded by Lynn Susholtz (13/0/0)

B. BID Contract Amendment

PROPOSED MOTION: APPROVE THE BID CONTRACT AS AMENDED

Motion by John Stewart McGaughy, Seconded by Mike Fish (13/0/0)

C. New North Park Businesses

- i. The Good Life Eatery – 30th Street
- ii. Dark Horse Coffee – 30th & North Park Way
- iii. Salvage Salon – Ray Street

VIII. Standing North Park Committee Reports

A. Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the Economic Restructuring Committee is looking into parking programs in the area. Next month's meeting will include a discussion with parking garage supervisor Mike Vargason of Ace Parking.

B. Design Committee (John Stewart McGaughy)

John Stewart McGaughy reported that the Design Committee discussed identifying mural walls for spaces to create public art projects. Next steps include budgets and fundraising opportunities. Next month the committee will decide the winner of the Featured Artist contest for the Festival of Arts based on the Top 10 submissions via Facebook voting.

C. Promotions Committee (Dani Jimenez)

Dani Jimenez reported on the progress of Festival of Arts - Vendors spaces are filling up quickly! Environmental Services has approved our proposal for live art and subcommittees are working on music and stage booking. We still need day-of volunteers both for the Craft Beer Block and North Park Main Street booth!

D. Organization Committee (Matt Gordon)

No New Report since last month

IX. Executive Director's Report

A. PBID Update

Intercept Survey results were completed ahead of schedule and we will be moving forward with the Engineer's Report in the coming months pending funding availability. Overall, we are on track, following behind the Downtown PBID effort.

B. Presentation: Explore North Park Campaign

Angela Landsberg gave a presentation on the Explore North Park Campaign which will include Explore North Park Magazine and print advertising, Explore North Park Banner Program, tourism outreach and Social Media components.

X. Announcements

- Rebecca Harver of Accion San Diego introduced herself as the new North Park representative for Accion, a small business loan organization. For more information visit <http://www.accionsandiego.org/>

XI. Adjournments

PROPOSED MOTION: ADJOURN MEETING at 9:33 AM

Motion by Lea Caughlan, Seconded by Trent Riley (13/0/0)

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