

**North Park Main Street
Board of Directors Meeting
April 8, 2015
Minutes**

ATTENDANCE

Board Members Present

David Gamboa (President), Matt Gordon (Vice President), Trent Riley (Secretary), Rich Geisler (Treasurer), Lea Caughlan, Steve Codraro, Mike Fish, Alma Rodriguez, Mario Sanchez, Lynn Susholtz, Garrick Oliver, John Stewart McGaughy

Board Members Absent

John Pani, Jason Noble, Dang Nguyen

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Catt White, Adrian Granda, Barbara Capizzi, Kara Kong, Kathleen Ferrier, Bob Kelsner, Carole Beason, Becky Kaplan

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:32 AM

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

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Matt Gordon, Seconded by Garrick Oliver (13/0/0)

IV. Consent Items

A. Approval of Minutes

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

Motion by Rich Geisler, Seconded by Mike Fish (11/0/2)

V. Financial Report (Roni Kleinhen)

Roni Kleinhen presented the Financial Report.

PROPOSED MOTION: APPROVE THE FINANCIAL REPORT

Motion by Lea Caughlan, Seconded by Garrick Oliver (13/0/0)

VI. Community Reports (3 minute limit per person)

A. Police Report (Officer Jenny Hall)

Officer Hall introduced Lt. Valentine to the North Park crew! Mid-City also has a new Captain, Captain Chris McGrath. Officer Hall reported that La Creperie experienced 2 break-ins on March 18 and 26. Suspects entered and hit the register and got away with cash and loose change – captured on video surveillance – owners suspect it was somebody they know.

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

NO REPORT

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

Jason Weisz reported that the state of California has issued a mandatory 25% water reduction from amount used in 2013. The San Diego County Water Authority will meet on April 23 to discuss reduction in universities, medians, etc. by means of drought-resistant landscaping. The Earth Day Fair will be held at Balboa Park on April 19!

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. City of San Diego (Elizabeth Studebaker)

NO REPORT

G. North Park Planning Committee (Steve Codraro)

Steve Codraro reported that the North Park Planning Committee

H. 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.

I. Maintenance Assessment District (Jillian Wolter)

Jillian Wolter reported that the MAD

J. 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.

K. 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!

L. 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!

VII. President's Report (David Gamboa)

A. Presentation: Rock n' Roll Marathon (Kara Kong)

Kara Kong presented information and discussed the route of the 2015 Rock n' Roll Marathon on Sunday, May 31 2015

- B. Presentation: Circulate San Diego Vision Zero Initiative** (Kathleen Ferrier)
PROPOSED MOTION: BE A COLLABORATIVE PARTNER OF CIRCULATE SAN DIEGO BY PROVIDING A LETTER OF SUPPORT FOR THE VISION ZERO INITIATIVE
Motion by Lea Caughlan, Seconded by Steve Codraro (12/0/1)

C. New North Park Businesses

- i. Red Brontosaurus Records – North Park Way
- ii. Mimi + Red – EXPANSION, University Ave
- iii. Hello Birdie Nail + Lash Lab – University Ave

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.

PROPOSED MOTION: TO CHANGE NAME OF ECONOMIC RESTRUCTURING COMMITTEE TO BUSINESS DEVELOPMENT COMMITTEE

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

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.

UAMP Update

C. Promotions Committee (Dani Jimenez)

Dani Jimenez reported on the progress of Festival of Arts - Vendors spaced 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 – April meeting still to come on April 13

IX. Executive Director's Report (Angela Landsberg)

A. Explore North Park Campaign Update

- i. Banners
- ii. Explore North Park Magazine Ads

B. UAMP Update

C. Spring Clean-Up: Saturday, April 18 from 8am to 11am

X. Announcements

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

XI. Adjournment

PROPOSED MOTION: ADJOURN MEETING at 8:34 AM

Motion by Lynn Susholtz, Seconded by Matt Gordon (12/0/0)

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