

**North Park Main Street
Board of Directors Meeting
August 12, 2015
Minutes**

ATTENDANCE

Board Members Present

David Gamboa (President), Matt Gordon (Vice President), Rich Geisler (Treasurer), Steve Codraro, Mike Fish, Alma Rodriguez, Mario Sanchez, Lynn Susholtz, Jason Noble, Dang Nguyen

Board Members Absent

John Pani, Garrick Oliver, John Stewart McGaughy, Trent Riley, Lea Caughlan

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Councilmember Todd Gloria, Adrian Granda, Jenny Hall, Lt. Valentine, Vicki Granowitz, Peter Hill, Ed Cronan, Elizabeth Studebaker, Marlon Pangilinan, Bernard Turgeon, Brijet Myers, Catt White

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:35 AM

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

- A. Angela Landsberg announced the Explore Magazine launch party will be tomorrow from 5-7 in the Art Produce Garden

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA WITH ITEM IX.D TO BE MOVED TO ITEM VII.B IN THE PRESIDENT'S REPORT

Motion by Matt Gordon, Seconded by Rich Geisler (10/0/0)

IV. Consent Items

A. **Approval of Minutes**

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

Motion by Matt Gordon, Seconded by Mike Fish (7/0/3)

V. Financial Report (Roni Kleinhen)

Roni Kleinhen presented the Financial Report.

PROPOSED MOTION: APPROVE THE FINANCIAL REPORT

Motion by Jason Noble, Seconded by Rich Geisler (10/0/0)

VI. Community Reports (3 minute limit per person)

A. **Police Report** (Officer Jenny Hall)

1. Incidences:

- a. Oh My Dog! Photography break-in: window smash and theft, no video surveillance
- b. Zensei Sushi: window smash, register taken – no eyewitnesses

- c. 2 pedestrian robberies within 1.5 hours
 - i. University and Iowa – 2 males robbed a male and female with handgun
 - ii. 3000 Landis 12:30am – same description
 - iii. 2 black males, dark clothing, dark pants and hoodies – no leads yet
 - d. Contact Jenny Hall to connect with detectives and case numbers
 - 2. Graffiti reporting has changed –Urban Corps is no longer taking hotline calls
 - a. Contact directly through the city via app SD311 to report
 - b. 3 taggers arrested Monday night 3030 University on the roof
 - i. DTS / DTK paint on fingers and markers
- B. **State Senator Marty Block, District 39** (Sarah Fields)

New North Park rep Sarah Fields reported that the Senate is on summer recess right now, so if you have legislative ideas now is a great time to contact their office

*If you ever have issues with ABC or licensing and permitting issues please contact 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 ceded time to Councilmember Todd Gloria’s presentation
- F. **City of San Diego** (Elizabeth Studebaker)

There are 400 bike racks on the way! If you have ideas about where you would like them installed – will be ready by the end of August
- G. **North Park Planning Committee** (Dang Nguyen)

Dang Nguyen reported that the North Park Planning Committee is working to determine how to spend Balboa Park money. The Draft Community Plan Update is open for comments – must submit by October 5. Vicki Granowitz announced that a stop sign will be installed at the corner of 29th and North Park Way to make it a 4-way stop, and the single green zone 20 minutes spot at 30th and Upas Street will be removed entirely and instead will be a dedicated right turn lane
- H. **Maintenance Assessment District** (Jillian Wolter)

Jillian Wolter reported that the MAD has released an updated Powerwashing schedule and corresponding map. NPMS will post on website and distribute to business owners as soon as it is finalized. The MAD will be adopting a new process for taking requests – Business owners will need to fill out a request form with background information on the request to be evaluated by the MAD board – more information to follow
- I. **North Park Farmers’ Market** (Brijet Myers)

Catt White reported that market revenue was slighting down this summer – will conduct a survey to find out why, although there has been an increase number of new vendors

 - i. Layout could be a problem – merchant booths pay higher fee to subsidize farmers but are not getting enough attention on Herman Ave

- ii. Lynn Susholtz suggested to stay open later during summer while it stays light out later
- iii. Alma suggested changing the location
- iv. Catt replied that they are always exploring new options – the current location is challenging but the new Art Produce tenants and senior housing project might help boost in coming months

J. **Ray at Night** (Mike Fish)

Mike Fish announced that Ray at Night is going extremely well under Brian’s leadership – be sure to check it out!

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

A. **City Council Member Todd Gloria – District 3**

- a. Todd Gloria joined us in our meeting to share the following information:
 - b. Explore North Park Launch last night – your hard work is paying off, great job!
 - c. Community Plan Update – first draft will have many kinks but now is the opportunity to alter it for the better
 - d. PBID renewal – strong supporter of our efforts; downtown just renewed PBID for 10 years
 - e. Graffiti reporting changes due to auditor suggestions
 - f. Infrastructure – \$80 million in projects – will cause inconveniences but will payoff
 - i. UAMP, Red Sidewalks, Georgia Street Bridge
 - ii. Please reach out with contractor issues and they will help monitor and remedy
- Non-emergency answer times are a big problem!

He will be here until December 2016, still tons of time to make positive change

B. **Community Plan Update - Zoning Changes – Elizabeth Studebaker + City Planning Department**

- a. In replacing old zoning / updating to new types, certain commercial zones would now have additional restrictions on allowable uses aka alcohol licenses
- b. Will turn North Park into a more standard City-wide zoning; replaced old types with the most similar match of city
- c. Public Process – comments accepted through October
 - i. Submit directly to City Planning via website
- d. New Community CN to replace CL-5
 - i. Business must close by midnight
 - ii. No drive-thrus
 - iii. Limitation on live entertainment
- e. Comments and Discussion:
 - i. Vicki Recommends we make a faster motion and recommend we also look at the Economic Prosperity Element
 - ii. Ed Cronan as a homeowner is not opposed to heavier limitations on liquor and development in commercial/residential nodes
 - iii. Peter Hill asked about drive-thru issues and alcohol – will certain business lose their ability to operate with full liquor privileges
 - iv. Many are concerned with stifling development for hospitality
 - v. Must work in committee meetings this month – Liz and City are happy to attend to contribute to the conversation and provide information and answer questions

- vi. Rich Geisler recommended that we provide information about what a “Process 4” is – what it requires and costs and process to go before council if challenged
- vii. Jason Noble recommended also breaking down what “industrial” means in code

PROPOSED MOTION: TO DRAFT A FORMAL RECOMMENDATION ON BEHALF OF NORTH PARK MAIN STREET TO BE VOTED UPON NEXT MONTH

Motion by Matt Gordon, Seconded by Alma Rodriguez (10/0/0)

C. October Elections and Nominating Committee

- a. Election eligibility and term status – Any business owner or representative within the district boundaries that are up to date on their BID assessment fees as of June 30, 2015 are eligible to run. Applications are due Tuesday, September 1 at 12 noon.
- b. Selection of Nominating Committee (at least 3 members)
 - i. Lynn Susholtz, Rich Geisler and Jason Noble volunteered, and were approved by consensus

D. Vacant Buildings

- a. UPDATE: Ramona Theater – 3020 University Avenue is available for rent. The new listing agent has been responsive and can be reached with questions. Rental information is available at northparkmainstreet.com

E. New North Park Businesses

- i. New Businesses: Pete’s Seafood and Sandwiches
- ii. Now Open: Crazee Burger, Lucha Libre, Breakfast Republic

VIII. Standing North Park Committee Reports

A. Design Committee (Lynn Susholtz)

- i. Cultural Assets Map
 - 1. This month, the committee heard presentations from three design teams and is moving forward with the work submitted by Karen Morrison
 - 2. Working on editing content and map features as well as a web version
 - 3. Ideally will be ready to distribute by early 2016
- ii. Meeting Time / Date Change
 - 1. Committee agrees upon moving monthly meetings to 9:00AM on the first Tuesday of each month (same day of week, new time)

PROPOSED MOTION: APPROVE THE TIME CHANGE FOR THE REGULARY MONTHLY DESIGN COMMITTEE MEETING TO FIRST TUESDAYS AT 9:00AM

Motion by Lynn Susholtz, Seconded by Matt Gordon (10/0/0)

B. Organization Committee (Matt Gordon)

- i. Associate Membership Policy Update
 - 1. Org Committee is working on reviewing preliminary fee structure, membership benefits and approval process
 - 2. Updated policy and application form will be presented next month
- ii. Conflict of Interest Policy is also under review and will be discussed in detail in coming months

C. **Promotions Committee** (David Gamboa)

- i. Festival of Arts – thank you to our sponsors, participating businesses and volunteers for making 2015 a huge success!
- ii. Taste of North Park 2015 will take place on Saturday, October 17
 - 1. Tickets are on sale now for \$25 while supplies last

D. **Business Development Committee** (Jillian Wolter)

- i. Jillian Wolter reported that the Business Development Committee is moving forward with Civic San Diego and ACE Parking on a wayfinding signage program. RFP has been released for design work – more updates to come
- ii. Red Sidewalk Project Update – Selected contractor has withdrawn from the project – timeline will need to be reevaluated with new agency upon selection
- iii. Business Mixer was a big success – about 50 attendees! Thank you to Carnitas' Snack Shack and Fall Brewing Co for supplying refreshments

IX. **Executive Director's Report** (Angela Landsberg)

- A. Presentation: Explore North Park Campaign
 - i. Staff presented an updated report on the elements of the campaign
- B. Social Media Recap
 - i. Staff is not managing the North Park Main Street Facebook Page in-house
 - ii. Likes campaign brought over 500 likes to the North Park Main Street Page
 - iii. Good amounts of engagement and interaction on Facebook
- C. PROW Update – Tabled to next month due to lack of time

X. **Announcements**

- o Queen Bee's – North Park Parking Signs
 - North Park Senior Dance – 1 to 4 on Sundays
- o Performing artists residency program at the airport – auditions tonight
 - Public launch party tomorrow night at Art Produce

XI. **Adjournment**

PROPOSED MOTION: ADJOURN MEETING at 9:22 AM

Motion by Matt Gordon, Seconded by Mike Fish (9/0/0)

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