

**North Park Main Street
Board of Directors Meeting
June 8, 2016
Minutes**

ATTENDANCE

Board Members Present

Matt Gordon (President), Rich Geisler (Treasurer), Steve Codraro (Secretary), Brijet Myers, Jason Noble, David Gamboa, Alma Rodriguez, Travis LeGrand, Joseph Balestrieri, Lynn Susholtz, Patric Stillman, Paris Landen, Mario Sanchez, Garrick Oliver

Board Members Absent

Staff and Guests Present

Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director), Roni Kleinhen (Bookkeeper), Jenny Hall, Adrian Granda, Johan Engman, Simon Andrews, Chris McCampbell, Lia Garcia

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)

- A. Lia Garcia of ChuckAlek announced the Grand Opening Celebration for the new ChuckAlek Biergarten will be held on Saturday June 18 - all day festivities including an official ribbon cutting ceremony. ChuckAlek is also sponsoring / hosting the North Park Business Mixer on June 28 from 4 to 7pm
- B. Carlos of Chase Bank introduced himself and hopes to transition onto the board to represent Chase Bank in place of Mario Sanchez in future months

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Travis LeGrand, Seconded by Patric Stillman (14/0/0)

IV. Consent Items

A. Approval of Minutes

B. Approval of Financial Report

- i. Roni Kleinhen gave a brief financial report

C. ACE Parking Letter of Support

PROPOSED MOTION: ADOPT CONSENT AGENGA

Motion by David Gamboa, Seconded by Mario Sanchez (11/0/3)

V. Community Reports (3 minute limit per person)

A. Police Report (Officer Jenny Hall)

Jenny Hall reported that she has a new acting Lt. Jordan as Lt. Valentine has now moved to the HOT Team. Overload was held up with a gun to steal a pair of Jordan Sneakers.

B. State Senator Marty Block, District 39 (Sarah Fields)

No Report

- C. **State Assemblywoman Toni Atkins, District 76** (Jason Weisz)
No Report
- D. **County Supervisor Ron Roberts, District 4** (Nerea Urtasun)
No Report
- E. **San Diego City Council Todd Gloria, District 3** (Adrian Granda)
Adrian Granda reported that Chris Ward has been elected to the District 3 Office as of last night. Additionally in San Diego Props A thru I were all approved by voters, which includes an increase in required sick days and a raise in the minimum wage to \$10.50. All new measures will be adopted by City Council after 30 days.
- F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)
No Report
- G. **North Park Planning Committee** (Steve Codraro)
Steve Codraro reported that the North Park Planning Committee has elected a new board and is working on restructuring to include the North Park MAD as a Planning Subcommittee. The committee heard a presentation from SANDAG regarding new bike lanes on Pershing Avenue. The Comment Period on the Community Plan Update and EIR ends July 14.
- H. **Maintenance Assessment District** (Jillian Wolter)
Jillian Wolter reported that the MAD has been making slow progress on the Twinkle Light
- I. **North Park Thursday Market** (Brijet Myers)
Brijet Myers reported that Market income is up about 36% first week and steadily climbing (8% up in May over April). Shopper traffic is high – has attracting lots of press and positive community feedback as well as a new sponsorship from AirBnB. We have now applied for the permit to extend to Utah Street which will allow new vendors from waitlist.

VI. New Business

- A. **Presentation: North Park Wayfinding Signage Program** (Graphic Solutions)
 - i. Designers shared design features of the Wayfinding Program
 - ii. Phase One focuses on leading vehicles to the North Park Parking Garage from all access points to increase usage and reduce street parking demand
 - iii. Other phases will include pedestrian-focused directional signage and neighborhood place making features
 - iv. Partial funding has been committed by Civic San Diego / ACE Parking
 - 1. Project Phasing dependent on additional funding sources – grants, fundraising, etc.
- B. **Wayfinding Program: County of San Diego Neighborhood Reinvestment Grant**
RESOLUTION: *THE BOARD OF DIRECTORS SUPPORTS THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO FOR NEIGHBORHOOD REINVESTMENT PROGRAM FUNDING*
Motion by David Gamboa, Seconded by Alma Rodriguez (14/0/0)

C. Board Vacancies and Executive Committee Positions

- i. Vice Presidency to be filled by Rich Geisler (currently serving as Treasurer)
- ii. Matt Gordon nominated Rich Geisler for Vice President

PROPOSED MOTION: *APPROVE RICH GEISLER AS VICE PRESIDENT OF THE BOARD OF DIRECTORS*

Motion by Jason Noble, Seconded by David Gamboa (14/0/0)

- iii. Position of Treasurer is still available
- iv. 2 Board Member positions are currently unfilled
 - 1. Lynn Susholtz nominated Johan Engman of Breakfast Republic to serve as a board member
 - 2. Johan accepted the nomination and expressed his introduced himself

PROPOSED MOTION: *APPROVE JOHAN ENGMAN TO SERVE AS A DIRECTOR ON NPMS BOARD OF DIRECTORS*

Motion by Rich Geisler, Seconded by Steve Codraro (13/0/1)

D. Discussion of New BOD Meeting Time

- i. Executive Committee proposed to change monthly meeting time to the 2nd Thursday of the month at 8:00 AM

PROPOSED MOTION: *APPROVE CHANGE OF BOARD OF DIRECTORS MONTHLY MEETING TIME TO THE SECOND THURSDAY OF EACH MONTH AT 8:00 AM*

Motion by Rich Geisler, Seconded by Lynn Susholtz (11/0/3)

VII. Standing North Park Committee Reports

A. Design Committee (Jillian Wolter)

- i. American Society of Landscape Architects (ASLA) Grant 2016
 - 1. \$5,000 reimbursable grant has been made available by San Diego ASLA
 - 2. NPMS will be applying for a Community Garden Project
 - a. Depending on negotiations with Saint Luke's, it will be placed in the vacant lot at the corner of 30th Street and Gunn
 - 3. Project is in beginning stages right now – more information at Design

B. Promotions Committee (David Gamboa)

- i. **Explore North Park Magazine – Spring Arts Edition**
 - 1. Magazine is in final stages of editing and will be printed by next month
 - 2. Thank you to all of the participating businesses!
 - 3. Visit www.ExploreNorthPark.com to stay involved in local events

C. Business Development Committee (Jillian Wolter)

- i. **New Business Welcome Packet**
 - 1. Project is complete – hard copy version is now complete and available in the North Park Main Street Office
 - a. Used by staff / board members to educate new / potential upcoming businesses
 - 2. Digital copy and links to web resources will be available at www.northparkmainstreet.com soon

VIII. Executive and Assistant Director's Report (Angela Landsberg + Jillian Wolter)

A. Recap of Executive Director's Report

- i. Review of New Businesses in North Park in 2015 / 2016

B. Festival of Arts 2016

- i. Thank you to all of our sponsors, volunteers, participating businesses, vendors, beer donors, and attendees for making the 20th Annual Festival a huge success!
- ii. Save the date for 2017: Saturday, May 20!

IX. Announcements

X. Adjournment

PROPOSED MOTION: ADJOURN MEETING at 8:51 AM

Motion by Garrick Oliver, Seconded by Brijet Myers (14/0/1)

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