

**North Park Main Street
Board of Directors Meeting
October 13, 2016
Minutes**

ATTENDANCE

Board Members Present

Matt Gordon (President), Rich Geisler (Treasurer), Steve Codraro (Secretary), Johan Engman, David Gamboa, Jason Noble, Garrick Oliver, Alma Rodriguez, Patric Stillman, Paris Landen, Travis LeGrand

Board Members Absent

Joseph Balistrieri, Brijet Myers, Lynn Susholtz

Staff in Attendance

Angela Landsberg (Executive Director), Jake J. Romero (Assistant Director)
Roni Kleinhenn

Guests Present

Alejandra Zaragoza - University Pipeline Project Liason, Monica Munoz - City of San Diego, Tom Jones – SLNSD, Nino Tutino-San Diego Property Management, Justin Sims-Waypoint Public

I. Call to Order and Self-Introductions

- Meeting Called to Order at 8:03 AM

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

- A. No public comment

III. Consent Items

A. Approval of Agenda and Minutes:

- 1. *PROPOSED MOTION: Move agenda item discussion on Nork Park Mini Park to next meeting*
 - a. Motion approved by David Gamboa, seconded by Rich Geisler
- 2. *PROPOSED MOTION: Motion to revise consent agenda, remove item on Director's contract*
 - b. Motion approved by Garrick Oliver, seconded by Patric Stillman

B. Approval of Financial Report : Financials presented in Executive Committee

IV. Community Reports

A. Police Report (Officer Jenny Hall)

- 1. No report

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

- 1. No Report

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

- 1. 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 reported on the efforts of Councilman Todd Gloria's office during the last remaining 54 days of his term. This includes addressing homeless issues in San Diego and North Park, F.T.A trolley extension through UTC, and the progress via City Council of the Community Plan Update. Plan goes to City Council October 25, 2016.

F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)

No Report

G. **North Park Planning Committee** (Steve Codraro)

1. Reporting for Steve, Angela reported that during the University Avenue Mobility Plan meeting, the biggest item of discussion was the University Avenue median.

H. **Maintenance Assessment District** (Angela Landsberg)

1. Angela reported that money for trees in last year's budget was not spent. NPMS is working on making sure funding gets used.
2. She reported that NPMS is advocating for weekend trash service in North Park.
3. Angela reported that NPMS is working with St. Lukes and their request for trees installed in front of the property.

I. **North Park Thursday Market** (Brijet Myers)

1. Brijet was not in attendance but will give a report covering 2 months next meeting.

V. **Guest Presentation: University Avenue Pipeline Project**

Alejandra Zaragoza and Monica Nuzoz: Alejandra and Monica gave a presentation on the pipeline project, a timeline of the project, and what the community can expect as the project moves forward.

VI. **Presidents Report:**

1. Discussion of mini-park moved to November meeting
2. Board of Directors Election: Slate of 2016 election was presented and approved:
 - Steve Codraro
 - Rich Geisler
 - Troy Geyer
 - Jason Noble
 - Garrick Oliver

VII. **Standing North Park Committee Reports**

A. **Design Committee** (Angela Landsberg)

1. A presentation was given by Jonathan Hanwit of Think Parallax and his mural project, Campaign for Good. The project seeks to install murals in North Park at no cost to NPMS. The committee was supportive of the project.

B. **Promotions Committee** (David Gamboa and Angela Landsberg)

1. Taste of North Park: Will look at 2-day event next year. Will discuss increasing number of tickets. Paris offered to sell tickets in the box office of the theater, and Garrick brought up the idea of selling

separate food, beverage and combined food and beverage taste tickets.

2. Concierge event October 25, 2016. Second year doing the event.
3. Ciclodias: NPMS participating by hosting hub with music, a DJ and and free hot dogs.

C. Business Development Committee (Angela Landsberg)

1. Kelly Etner gave a presentation on business services she offers to North Park business owners.

VIII. Executive Director's Report (Angela Landsberg)

A. Executive Director's Report

1. See Attachment A

IX. Announcements

1. Patric announced open studios and the holiday market at The Studio Door.
2. Tom Jones of the survivors network asked for NPMS support of their street fair.
3. Garrick announced the opening of branch law office in Portland. Working on connecting with Portland Main Street.
4. Matt announced his event that evening.

X. Adjournment

1. PROPOSED MOTION: ADJOURN MEETING at 8:58 AM
 - a. Motion by David Gamboa, Seconded by Rich Geisler, all in favor.

Executive Director's Report October 2016

****Proposed action items**

Abbreviations:

"BID" = Business Improvement District

"CAMSA" = California Main Street Alliance

"CD3" = City Council District 3 (City Councilmember Todd Gloria)

"NPPC" = North Park Planning Committee

"MAD" = Maintenance Assessment District

"NPCA" = North Park Community Association

"NPMS" = North Park Main Street

"OSB" = Office of Small Business

"PBID" = Property Business Improvement District

"PROW" = Public Right of Way Enhancement Use Program

PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

EVENTS

- Taste of North Park will take place on Saturday October 15th
- NPMS will host the 2nd Annual Concierge Event on October 25th
- Ciclos Dias is scheduled to take place on October 30th
- NPMS will hold a PBID information event on Saturday November 5th sponsored by Urbn Coal Fired Pizza

35 North Park businesses attended the Quality of Life meeting held at Queen Bees and organized by NPMS and Community Relations Officer Jenny Hall. This forum was designed to discuss ways businesses can deal with issues associated with Homeless. SDPD attended as did the San Diego City Attorney, Representative Jason Weise and future Councilmember for District 3, Chris War. Alpha Project presented with pertinent information and plans are being made for a follow up meeting.

NPMS STAFF & BOD PROJECTS:

NPMS staff continues gathering signatures on PBID petitions over the next 3 months.

NPMS staff is working to develop an economic analysis of North Park. SANDAG is providing quotes for service.

MEDIA OUTREACH

Taste of North Park was featured in San Diego Magazine ads, CityBeat, The Reader, North Park News, Hale Media, San Diego Tourism Authority Website and over 25 other calendar listings throughout the region. This year yielded more promotions for the businesses and the event than any past year.

BUSINESS ASSISTANCE

Breakfast Republic, Georges Camera, Chuck Alek Brewery, Poke One N a Half, North Park Carpets.

BUSINESS and COMMUNITY OUTREACH

NPMS continues to work with City staff on oversight of the North Park Maintenance Assessment District. Current issues are tree replacement, tile replacement along red sidewalks, powerwashing and attaining weekend service for the BID.