

North Park Main Street
Minutes of the Board of Directors Meeting
Meeting held at 3925 Ohio Street, San Diego CA 92104
October 12, 2017

ATTENDANCE

Board Members Present

Matt Gordon (President), Rich Geisler (Vice-President), Steve Codraro (Secretary), Joseph Balestrieri (Treasurer), Brijet Myers, Patric Stillman, Lynn Susholtz, David Gamboa, Alma Rodriguez, Steve Blasingham, Jason Noble, Troy Geyer

Board Members Absent

Johan Engman, Paris Landen, Garrick Oliver

Staff in Attendance

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

Guests Present

City of San Diego Councilmember Chris Ward, Tyler Renner (Office of Councilmember Chris Ward), Andy Fields (City of San Diego Parks and Rec), Elizabeth Studebaker (City of San Diego), Officer Jenny Hall SDPD, Jason Weisz (Office of Senator Toni Atkins), Peter Hill (North Park MAD, NPPC), Dorothy Duprey (Victoria House)

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:05

II. Adoption of Agenda

- A. Motion to adopt agenda by Lynn Susholtz, seconded by Rich Geisler, all in favor.

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

- A. No comment

IV. Consent Items

- A. Motion to approve minutes, financials and consent items made by Rich Geisler, seconded by David Gamboa, abstention by Jason Noble, remainder in favor.

V. Presentation: Councilmember Chris Ward

- A. Councilmember Ward gave an update on North Park. He spoke on issues of homelessness, the Hepatitis-A outbreak, and San Diego homeless emergency housing tents. He also spoke on landscaping issues with the University Avenue Mobility Plan, Target coming to North Park, the new ball park at the North Park Recreation Center, and offered his congratulations on the NPPBID.

VI. Presentation: Andy Fields , Assistant Director, San Diego Parks and Recreation Department

- A. Andy gave an overview presentation of the upcoming North Park Mini-Park including information and design drawings of the park and took comments, addressed issues, and answered questions from meeting attendees.

VII. Community Reports

- A. Police Report: Jenny Hall
 - 1. Officer Hall announced a prescription drug take back day and reported on robberies and homicides in North Park.

- B. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. Jason reported on legislation that Senator Atkins is currently working on (SB 2 and SB 179), ABC issues, and the River Conservancy Bill.

- C. Assembly Member Todd Gloria, District 78: Nick Serrano
 - 1. No report

- D. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun
 - 1. No report

- E. San Diego Council Member Chris Ward: Tyler Renner
 - 1. Tyler deferred to previous comments by Councilmember Chris Ward.

- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
 - 1. Elizabeth reported on the NPPBID's first management grant allocation of 20K, backup exhibits to define responsibilities in the NPPBID, urban farming tax incentives, and the placemaking ordinance.

- G. North Park Planning Committee: Peter Hill
 - 1. Peter reported on Deco Bike relocations and parking loss issues.

- H. North Park Maintenance Assessment District: Peter Hill
 - 1. Peter reported on the draft budget for next year and the tree well filling project (phase 1).

- I. North Park Thursday Market: Brijet Myers
 - 1. Brijet reported on the performance of the Thursday market, the NPMS booth at the market, and promotional posters and door hangers. She noted that some other farmers markets have closed, which is good for the Thursday Market (increased number of vendors for the market).

VIII. Presidents Report:

- A. NPPBID
 - 1. Angela gave a report on the NPPBID. She spoke on coordinating baseline City services with the North Park MAD and the new NPPBID. The NPPBID will fill in the holes between the levels of existing services.

- B. NPMS Board Restructuring
 - 1. *MOTION:* Motion to approve the outlined changes to the bylaws of the Board of Directors of North Park Main Street made by Rich Geisler, seconded by David Gamboa, with all in favor.
 - 2. *MOTION:* Motion to form a five member nomination committee to be comprised of North Park property and business owners made by David Gamboa, seconded by Jason Noble, with all in favor.

3. *MOTION*: Motion to approve NPMS BID and PBID election timeline made by Rich Geisler, seconded by Lynn Susholtz, with all in favor.

C. Mistletoe Market

1. Angela gave an overview of the new Mistletoe Market Holiday event. Event to be held on November 30 from 3-9:00 pm with music, snow, and Christmas trees. Poster coming out soon.

D. Lawsuit

1. Meeting with the attorney defending the BIDS to be held at the College Area BID (date TBD).

IX. Standing North Park Committee Reports

A. **Design Committee** (Lynn Susholtz)

1. Lynn reported on street banner designs, a prototype standardized a-frame sign for the district, arts marketing, and the development of a NPPBID priorities list.

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

1. Maria of Citrus PR gave an overview of public relations thus far and distributed a handout.

C. **Business Development Committee** (Troy Geyer)

1. No meeting

X. Executive Director's Report (Angela Landsberg)

A. See attached

XI. Announcements

A. Patric Stillman announced open studios and a November 4 postcard workshop.

XII. Adjournment

A. *PROPOSED MOTION: ADJOURN MEETING at 10:15AM*

B. Motion approved by David Gamboa, seconded by Rich Geisler. All in favor.

NEXT MEETING: November 9, 2017 at 8:00 AM, North Park Main Street Administrative Office

Respectfully Submitted by: _____

Steve Codraro, Board Secretary