

**North Park Main Street
Board of Directors
January 12, 2011
Minutes**

ATTENDANCE

Board Members Present

David Muscat (President), Jeff Horvitz (Treasurer), Kate Ross (Secretary), John Anderson, Lea Caughlan, Patrick Edwards, David Gamboa, Christopher Bittner, Linda Morris, Amy Paul, Matthew Cirello, Jason Noble, and Alma Rodriguez

Board Members Absent

David Cohen, Ken Pecus

Staff and Guests Present

Amy Colony (Assistant Director), Roni Kleinhenn (Bookkeeper), David Surwilo, Todd Gloria, Anthony Bernal, Paige Hazard, John Gibbons, Walt Vasquez, Maz Ebrahimi, Lucky Morrison, Bertha Klann, Larry Stein, Chris Willemin, and Martin Calderon

Staff Absent

Elizabeth Studebaker (Executive Director)

CALL TO ORDER

Meeting called to order at 7:30 a.m.

INTRODUCTIONS AND AGENDA

Patrick Edwards requested that an item be added to the agenda regarding the nomination of a NPMS representative to the North Park Project Area Committee (PAC). Edwards reported that this was an emergency item that could not wait until the next meeting.

*****PROPOSED MOTION: ADD ITEM TO THE AGENDA REGARDING THE NOMINATION AND ADOPTION OF A NORTH PARK MAIN STREET REPRESENTATIVE TO THE NORTH PARK PROJECT AREA COMMITTEE (PAC). (Edwards/Gamboa) 11/0/0 Motion Passed***

*Lea Caughlan arrives to the meeting.

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Chris Willemin from Engineers Without Borders reported that their organization will be hosting a scavenger hunt in North Park called the "Great North Park Hunt" on Saturday, February 5th. Willemin reported that they are offering business sponsorship opportunities for the scavenger hunt. Willemin reported that all proceeds from this event will go towards providing solar power to a newly built technology center in rural Kenya. To register as a participant you can go to: www.ewb-sandiego.org/hunt.

POLICE REPORT

David Surwilo reported that shift change has taken place at the police station so we might see different officers during different times of the days. Surwilo reported that now is a good time to make calls and reports so that the new officers can get associated with the particular problems of their areas.

Captain Walt Vasquez reported that the bike team will continue for the next four months and throughout the summer. David Muscat reminded the board that in order for the police to evict loiterers from private

property or to stop vandalism, the business owner must fill out an **authorization form every 6 months that authorizes police to take action when the business owner is not present.**

PRESIDENT'S REPORT

Action Item: Nominations and Election of 2011 Executive Committee

Amy Colony reported on behalf of Nomination Chair Ken Pecus, who was absent, that no nominations were submitted for any of the four executive committee positions. Colony reported that nominations can also be made at this time during the meeting. Colony reported that the current Executive Committee officers are all willing to remain in their positions for an additional term, but that the board needs to re-nominate them for those positions and vote to approve their continuation. David Gamboa nominated David Muscat, David Cohen, Jeff Horvitz and Kate Ross to remain in their respective officer positions as President, Vice President, Treasurer, and Secretary. Nomination was presented to the board as a motion:

*****PROPOSED MOTION: TO APPROVE THE NOMINATION OF THE STANDING EXECUTIVE COMMITTEE OFFICERS TO CONTINUE IN THEIR POSITIONS FOR ONE MORE YEAR: DAVID MUSCAT AS PRESIDENT; DAVID COHEN AS VICE PRESIDENT; JEFF HORVITZ AS TREASURER; KATE ROSS AS SECRETARY (Edwards/Gamboa) 9/0/3 Motion Passed. David Muscat, Kate Ross, and Jeff Horvitz abstained.***

*Alma Rodriguez arrived to the meeting.

Presentation of Annual Report

Amy Colony presented a draft of the Annual Report to the board and passed out copies for review. Colony reported that the Annual Report is completed except for a letter from the board president and final review of the Executive Director. Colony requested that the board review the report and submit any edits by next Tuesday.

Tree Grate Installation Update

Colony reported that the Tree Grate Installation Project that was funded through a \$50,000 Community Development Block Grant will be completed within a few days. The board reported that they would like to see some kind of temporary commemorative flier or ribbon next to the new tree grates so that the public is aware that it was a North Park Main Street project.

NPMS Representation to the Project Area Committee (PAC)

Patrick Edwards reported that the NPMS Board of Directors needs to approve the continuation of Jim Tinsky acting as the NPMS representation to the PAC. Jim Tinsky has been representing NPMS to the PAC for the last year and is willing to continue in this role.

*****PROPOSED MOTION: APPROVE JIM TINSKY AS NPMS REPRESENTATIVE TO THE NORTH PARK REDEVELOPMENT PROJECT AREA COMMITTEE (PAC) ADVISORY BOARD, SERVING IN A COMMUNITY ORGANIZATION SEAT. (Edwards/Rodriguez) 13/0/0 Motion Passed***

Information: Councilmember Todd Gloria and Martin Calderon

Councilmember Todd Gloria and Captain Walter Vasquez presented a proclamation to Martin Calderon and thanking him for his generous donation of funds that aided in the purchase of the equipment and bicycles for the new bike team that has been surveying downtown North Park in the evenings. Councilmember Gloria also thanked Captain Vasquez for taking an interest in North Park and following through with his commitment to address crime concerns in this district.

Martin Calderon spoke and stated that he decided to help North Park even though he is a Hillcrest resident because he wants everyone to feel safe when walking in District 3 and he hopes that it will prevent the spreading of crime to other communities.

Information: Update on Ballot Campaign for Community Benefit District

Colony reported that the first round of surveys has been completed and results show that 70% of the property owners surveyed would be willing to pay for enhanced maintenance services. Colony reported that in addition to surveying property owners located within the current BID boundaries, we also decided to survey the surrounding residential areas to get an idea of what improvements they are interested in seeing and if they would also be willing to pay for enhanced services. Colony reported that the next step will be for us to refine the list of proposed services and give that to the engineer so he can produce prospective assessment levels. Colony reported that once we have possible assessment levels, we will host a second meeting for all surveyed property owners.

Information: Farmers' Market Budget Update

Market manager, Catt White, reported that the North Park Farmers' Market total income in December was \$7,400. White reported that the market income has been steadily increasing each month. The increase is due to the expansion of the market onto the street and the addition of new booths. White reported that they sent out a market newsletter recently to surrounding residential neighborhoods to promote the market and widen the customer base. White reported that the winter months are always slower because of the shorter days, but on March 20th the days will be longer and attendance should increase throughout the spring and summer. White reported that the next thing they would like to do is to print posters and door hangers to further promotional efforts.

Financial Reports / Budget & Finance Committee Update – Jeff Horvitz

Balance Sheet as of December 31, 2010

Income vs. Expense Summary - Statement of Activities, December 2010

Income vs. Expense Detail - Statement of Activities, December 2010

Taste of North Park – Profit & Lost

Jeff Horvitz reported that total current assets are \$102,754.84. Horvitz reported that we are waiting for the BID reimbursements for September and October in the amount of \$14,544.61. Horvitz reported that we are also waiting to receive SBEP funding. Horvitz reported that we are still liable for the \$25,000 Theatre Grant which will be due in August 2011.

****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**

(Matthew Cirello/Lea Caughlan) 13/0/0 Motion Passed

CONSENT ITEMS (3 Min. Time Limit)

****PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING.**

(Jeff Horvitz/Jason Noble) 13/0/0

Approval of Minutes

****PROPOSED MOTION: APPROVE THE MINUTES FROM THE DECEMBER 8, 2010 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

REPORTS (5 Min. Time Limit for Each Report)

BID Council (Patrick Edwards)

No report.

Senate District 39 (Sean Wherley)

No report.

County District 4 (Woo-Jin Shim)

No report.

Council District 3 (Anthony Bernal)

Anthony Bernal reported that Councilmember Todd Gloria's State of the District report will be held on January 25th at 6:30am the North Park Theatre.

North Park Maintenance Assessment District (MAD) (Amy Colony)

Colony reported that the MAD approved the adoption of a tree trimming schedule that would address all palm trees within the district on a three year rotating schedule.

North Park Redevelopment Project Area Committee (PAC): (Jim Tinsky)

Patrick Edwards reported that the PAC approved a proposal for the Woolworth building that would result in a complete restoration of the building and would have retail designated for the first floor and apartments on the second floor.

Design Committee (Liz Studebaker)

Colony reported that the Design Committee will now be focusing on installing bikes with the \$40,000 Community Development Block Grant. The Design Committee will be working on identifying the current bike rack locations and creating a plan for installation.

Economic Restructuring Committee (Ken Pecos)

The ER Committee did not meet in December. The ER chair position is open.

Organization Committee (Patrick Edwards)

The Organization Committee is currently not meeting.

Promotion Committee (David Cohen & Kate Ross)

Kate Ross reported that the Promotion Committee discussed partnering with North Park for the Arts with the next production of the Arts and Gallery Guide. The committee has also been discussing planning for the upcoming Festival of the Arts.

EXECUTIVE DIRECTOR'S REPORT

See report in January Packet

OLD BUSINESS

Lea Caughlan and Jason Noble reported that they wanted clarification on Carl DeMaio's Eight Business Strategies and they wanted to revisit the issue at the February board meeting. Colony reported that as of the December board meeting the NPMS board voted to support only strategies #2 and #3. Colony reported that the motion presented to support all eight of DeMaio's business strategies did not pass.

NEW BUSINESS/OPEN DISCUSSION

ADJOURNMENT

Meeting adjourned at 8:45 a.m.

Next meeting is February 9th, 2011

Respectfully submitted,
Amy Colony, Assistant Director