

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

ATTENDANCE

Board Members Present

David Cohen (Vice President), Jeff Horvitz (Treasurer), John Anderson, Matthew Cirello, Patrick Edwards, David Gamboa, Jason Noble, Amy Paul, and Alma Rodriguez

New Board Member Seated

Trent Riley

Board Members Absent

David Muscat

Arturo Avila

Christopher Bittner

Linda Morris

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Jenny Hall, Anthony Bernal, Teresa Kennesknecht, Victor Gallet, Stephen Russel, Alision Whitelaw, Soeren Wegener, Lucky Morrison, Karen Lenyoun, Brent Jex, Bob Kelser, and Joseph Balestrieri.

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

*****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
Patrick Edwards/Jeff Horvitz (8/0/0)***

*Matthew Cirello arrives.

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Victor Gallet from Rides by Request reported that they are promoting a driving service program for San Diego as an alternative to taxis. He reported that they have a team of drivers that will pick a patron up and transport them and their car home if they are unable to drive. The goal is to help prevent drunk driving. They operate from Thursday – Saturday from 10pm-3am.

Lucky Morrison reported that Pacific Beach now has the highest crime rate in the City and North Park has the second highest.

Karen Lenyoun from SAY San Diego reported that the DEA has scheduled another National Prescription Drug Take Back Day on Saturday, October 29th from 10am – 2pm. The drop-off location in North Park will be at the Lion's Club.

POLICE REPORT

Officer Jenny Hall reported that North Park is now officially part of the Mid-City Police Division. Officer Hall reported that between September 21st and 24th there were 5 car thefts. She also reported that catalytic converter thefts have been on the rise and several pedestrian thefts have occurred recently. Additionally, there were two “till shop” thefts at local businesses and the perpetrator is still at large and is described as an Asian male approximately 25 yrs. old.

PRESIDENT'S REPORT

Board of Directors Election Results

Jeff Horvitz read the results from the 2011 Board of Director Elections. The board members elected to serve a term from Oct. 2011 to Oct. 2013 are as follows:

John Anderson – re-elected
Alma Rodriguez– re-elected
David Gamboa– re-elected
Linda Morris– re-elected
Patrick Edwards– re-elected
Trent Riley - new
Arturo Avila – new

****PROPOSED MOTION: TO ACCEPT THE RESULTS OF THE 2011 BOARD ELECTION. (Jeff Horvitz/Jason Noble) 9/0/0***

*Trent Riley, newly elected Board Member was seated as a voting member.

Info: Taste of North Park Recap

Angie Landsberg reported that the Taste of North Park was a very successful event and over 1,000 people attended. Landsberg reported that we are still waiting for final numbers on income and expenses, but it is looking good and we may have even done better than last year. Additionally, she reported that we received a lot of great media coverage for the event and there were very little issues or problems that came up. The only issue that came up was that some of the locations ran out of beer and some of the restaurants located near will call ran out of food towards the end of the event. Patrick Edwards reported that he thought everything ran smoothly and there didn't seem to be any problems. David Gamoba stated that his store received a lot of traffic during the event. Jason Noble reported that we need to think of a more secure way to collect, count and transport money.

Info: ArtPlace Grant

Angie Landsberg reported that ArtPlace is a collaboration of major foundations including the National Endowment for the Arts and various federal agencies to accelerate creative placemaking across the U.S. Currently, the Commission for Arts and Culture is working with representatives from different San Diego communities, including North Park, to put together a proposal for the ArtPlace Grant. Angie states that she is currently working with this group to identify a proposal that will benefit North Park and the other communities involved.

Info: Small Business Saturday – Saturday, November 26th

Angie Landsberg reported that North Park businesses will be given the opportunity to participate in "Small Business Saturday", an event that takes place on Saturday, November 26th and is sponsored by American Express which advocates shopping local on the biggest shopping weekend of the year. Landsberg reported that she is working on spreading the word and getting North Park businesses to sign up and promote the event.

Info: Sustainable North Park Main Street

Alison Whitelaw from Platt/Whitelaw Architects gave the board background information on the Sustainable North Park Main Street Program. Whitelaw stated that the recent project funded by the Office of Historic Preservation to develop a Sustainable Study and Implementation Plan was completed and submitted to the State for final review. Whitelaw reported that the purpose of this study was to create a model by which other historic downtown communities can implement sustainable practices and planning. Whitelaw stated that the manual is meant to be open architecture that can be added to and used by other communities.

Steve Russell from Platt/Whitelaw Architects passed out the completed manual to each board member and gave a brief overview of how the book can be used. Russell reported that the goal is that this book can be used as a resource for property and business owners. Additionally, the manual can be used as a resource to secure additional grant funding and also attract sustainable businesses. Russell reported that Sustainable North Park Main Street was nominated for an Orchid Award in Planning Policy. The award ceremony will be held on Thursday, October 29th at the Balboa Theatre in downtown San Diego.

Financial Reports/Budget

Jeff Horvitz reported that our current total assets are \$105,720. Of those funds, \$50,000 is restricted for the Bike Rack grant and \$3,205 is reserved for the Sustainable Grant. Horvitz reported that we have received both June and July reimbursements which totaled \$10,802 and we have received SBEP which is approximately \$18,000. Horvitz reported that we also still have the \$25,000 County Grant liability that was originally secured for design of the mini-park behind the theatre. Patrick Edwards stated that August will be the last month that BIDs will receive assessments on a reimbursement basis. Starting in October we will receive our assessments directly and submit reports on the expenditures.

*****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.
(Patrick Edwards/David Gamboa) 10/0/0 Motion passed.***

A. 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.***

Approval of Minutes

*****PROPOSED MOTION: APPROVE THE MINUTES FROM THE SEPTEMBER 14, 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (David Gamboa/Alma Rodriguez 6/0/4) Amy Paul, Patrick Edwards, Trent Riley, and Jason Noble abstained***

REPORTS (5 Min. Time Limit for Each 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 there will be an Economic Development workshop at Balboa Park on Oct 21st from 8:30am-11am. Bernal also reported that there have been some issues with homeless people migrating from downtown into North Park and other Mid-City communities. Bernal stated that if people notice homeless problems they can call the non-emergency police 531-2000 to make a report.

BID Council (Patrick Edwards)

Patrick Edwards reported there will be a special meeting in which City staff will present on the process by which assessment dollars are collected and distributed to the BIDs. The meeting will be on Oct 27th from 8:30am-9:30am and will be held at the City Center Plaza Building located at 1200 3rd Ave on the 4th floor.

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

Amy Colony reported that the MAD voted to approve the installation of 4 new green ornamental trash cans on the southwest corner of 29th and University Ave, on the northwest corner of University Ave and Utah Street, on the southwest corner of Granada and University Ave, and on the southwest corner of Grim and University Ave.

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

David Cohen reported that the PAC bylaws were reviewed. Additionally, the PAC approved the start of a valet pilot project to take place at the North Park Parking Structure. The valet will be managed by the parking company and the drop-off/pick-up location will be in front of Disconnected Salon. David reported that it is important to draw attention to the parking structure and spread awareness.

Design Committee (Amy Colony)

Angie Landsberg reported that the Design Committee has been discussing the possibility of using the reallocated County grant for the installation of a green wall on the side of the CVS building on Herman Ave. Next steps for the committee are to discuss the concept with CVS management and talk with the County. The committee also talked about getting temporary art installed in the windows of the Woolworth building. The Woolworth building owner is supportive and willing to help. Next steps are to discuss the concept with local artists.

Economic Restructuring Committee (Ken Pecos)

Angie Landsberg reported that the ER Committee discussed goals and objectives for next year. The committee discussed focusing on encouraging new businesses to move into the district. Some priorities are to improve the NPMS website and develop a recruitment package.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen)

David Cohen reported that the committee discussed final logistics for Taste of North Park signage and responsible service practices. The committee also discussed how to continue with the Toyland Parade when funds for the event are continuing to decrease. The committee decided to review the final budget once this year's parade is completed and make a decision on whether or not to move forward with hosting future parades.

EXECUTIVE DIRECTOR'S REPORT

See extended report in October Packet. Patrick Edwards reported that he and Angie Landsberg went to a roundtable with Toni Atkins to talk about bank participation in communities. Banks currently do not have to pay assessments because their headquarters are located outside of the BID. However, they are required by law to contribute to their communities. Edwards and Landsberg are going to follow-up on the issue.

OLD BUSINESS

Bernal reported that this Thursday at 11:30pm, Todd Gloria will be at a groundbreaking for the joint park project at Jefferson.

NEW BUSINESS/OPEN DISCUSSION

Alma Rodriguez stated that she has a new social media project that she has been involved with and would like to further discuss at one of the committees.

ADJOURNMENT

Meeting adjourned at 9:00 a.m.

Next meeting is November 9, 2011
Respectfully submitted, Amy Colony, Assistant Director