

**North Park Main Street  
Board of Directors  
November 9, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

David Muscat (President), Jeff Horvitz (Treasurer), Christopher Bittner, Matthew Cirello, Patrick Edwards, David Gamboa, Linda Morris, Amy Paul, Trent Riley and Alma Rodriguez

New Board Member Seated

Steve Codraro

Board Members Absent

David Cohen  
John Anderson  
Arturo Avila  
Jason Noble

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Jenny Hall, Anthony Bernal, Todd Gloria, Ron Lacey, Karen Lenyoun, Lucky Morrison, Stephen Russell, Bertha Kann, Rob Steppke, Bob Keiser, Sean Eshelman, and Sylvia Hong Le.

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

David Muscat made a request to the move the agenda item “Elections for Board of Directors Vacant Seat” up to the beginning of the President’s Report.

**\*\*PROPOSED MOTION: APPROVE THE PROPOSED AGENDA**

***Patrick Edwards/Trent Riley (10/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

David Muscat reported that between now and the next board meeting, the board will be accepting nominations for the elected officer positions including: president, vice president, treasurer, and secretary. All nomination must be for current board members.

Lucky Morrison reported that there is some concern in the community regarding North Park Main Street changing their articles of incorporation from a 501(c)(3) community benefit to a 501(c)(6) mutual benefit corporation.

Ron Lacey from the Mayor’s Office reported that the City is still working on developing a way to implement the new requirement for organizations to submit a CEQA (California Environmental Quality Act) permit for special events. Lacey also reported that lawsuits with redevelopment agency should be completed by Jan 15<sup>th</sup>.

**POLICE REPORT**

Officer Jenny Hall reported that the new Lieutenant is Lt. Lucas and he can be reached via email at [klucas@pd.sandiego.gov](mailto:klucas@pd.sandiego.gov).

Officer Hall reported that there were 2 auto thefts in North Park area on Oct 26<sup>th</sup> & 27<sup>th</sup>. She also stated that there have been several vehicle burglaries over the last few weeks and there was one commercial burglary on Adams Ave.

## **PRESIDENT'S REPORT**

### Action: Elections for Board of Directors Vacant Seat

Angela Landsberg reported that we have only received one nomination for the vacant seat on the board of directors and that nomination is for Steve Codraro. Landsberg reported that Steve is an Associate Member who also sits on the Main Street Design Committee. No other nominations were put forth at the board meeting.

***\*\*PROPOSED MOTION: ELECT STEVE CODRARO TO FILL THE VACANT BOARD OF DIRECTORS SEAT THROUGHOUT THE REMAINING TERM UNTIL OCTOBER 2012.***

***(Patrick Edwards/Trent Riley) 10/0/0 Motion passed.***

Steve Codraro was seated as a new board member.

### Info: Toyland Parade Fundraiser

Angela Landsberg reported that there will be a Toyland Parade fundraiser on Nov. 17<sup>th</sup> from 6pm-10pm at Bar Pink where there will be food, drinks, music and prizes. Entry is \$20 at the door and all proceeds go to supporting the Toyland Parade.

### Info: 48th Annual North Park Toyland Parade

Landsberg reported that the North Park Toyland Parade will be taking place on Saturday, Dec. 3<sup>rd</sup> at 11am. The parade begins on the corner of Utah Street and University Ave. Landsberg asked all board members to help promote the parade through social media as much as possible.

Councilmember Todd Gloria presented a \$1,000 check to the Toyland Parade. Gloria reported that \$500 was donated by the San Diego City Firefighters and the other \$500 was donated by the City Municipal Employees.

### Info: Small Business Saturday – Saturday, November 26th

Landsberg reported that Small Business Saturday will take place on Saturday November 26<sup>th</sup>. Landsberg reported that media coverage will take place to encourage shoppers to shop in North Park on the biggest shopping day of the year. For more information about media marketing tools for businesses you can go to the Small Business Saturday Facebook page.

### Info: Sustainable North Park Main Street Wins Orchid Award

Steve Russell from Platt/Whitelaw Architects reported that Sustainable North Park Main Street was recently awarded an Orchid award for Planning Policy. Russell reported that the Sustainable North Park Main Street manual is another great tool that can help brand North Park as a green community and encourage future investment and also generate media attention.

### Info: Update on Status of Articles of Incorporation, Inc.

Landsberg reported that NPMS recently had to change our Articles of Incorporation from a 501(c)(3) to a 501(c)(6) with the State of California to fix a clerical error made many years ago. Landsberg reported that NPMS was original filed as a 501(c)(6) with the IRS and has always operated as such. This change at the state level is to come into accordance with our federal status and to avoid future clerical issues. Landsberg reported that this is only an administrative change and NPMS will operate exactly the same otherwise.

### Farmers' Market

Catt White reported that they had new T-shirts made for the farmers' market. White stated that the market has been keeping steady through fall and winter so far. She stated that they are working on

setting up a rebate program for schools to encourage parents and teachers to shop at the market with 5% of their purchases going back to participating schools.

#### Financial Reports/Budgets

Jeff Horvitz reported that our total assets equal \$83,063.98. Horvitz reported that we have \$33,057.47 in our savings account and \$41,044.51 in our checking account. We have a receivable for our August BID reimbursement for \$7,187.41. The Sustainable North Park Main Street project still has \$1,539.59 left in the project.

Horvitz reported that the Taste of North Park had a 25% increase in income from last year.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(Trent Riley/Patrick Edwards) 11/0/0 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 OCTOBER 12 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (Cirello/Gamboa 7/0/4) Linda Morris, Chris Bittner, David Muscat and Steve Cadraro 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)

Bernal reported that City Council will be holding a Regulatory Relief Day on November 14<sup>th</sup> for the afternoon session. Business owners are welcome to come to council with recommendations regarding City regulations. Bernal reminded business owners to call in to report crime, especially now because we are part of a new district. Also, businesses need to complete a police waiver every six months in order to allow police to go onto their property.

##### BID Council (Patrick Edwards)

Edwards reported that on Dec 1<sup>st</sup> at 7:30am the BID Council will be meeting with City representatives about the process by which BID assessments are collected and distributed. Edwards also reported that he will be going to Philadelphia to talk about the San Diego BID structure.

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

Meeting is next Monday, so there is no update at this time.

##### North Park Redevelopment Project Area Committee (PAC): (Jim Tinksy)

No report.

##### Design Committee (Angela Landsberg)

Landsberg reported that the Design Committee discussed the re-appropriation of the \$25,000 County Grant and what beautification projects would be most beneficial to the community. The

committee plans to put together a sustainable project that would incorporate the installation of bike racks, bike corrals, and recycling containers.

Economic Restructuring Committee (Angela Landsberg)

Landsberg reported that the committee is working on increasing the use of the parking structure by putting together an informational flier that can be distributed to businesses and patrons. The committee is also working on getting together a comprehensive list of available buildings for lease and sale to better inform interested developers.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen)

Landsberg reported that the Promotion Committee was working on Small Business Saturday, Farmers' Market signs and Festival of Arts.

**EXECUTIVE DIRECTOR'S REPORT**

See November Executive Director's Report.

**OLD BUSINESS**

None

**NEW BUSINESS/OPEN DISCUSSION**

David Muscat wanted to remind board members that they are required to sit on at least one of the standing sub-committees.

Matthew Cirello reported that Ray at Night Artwalk is this Saturday.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is December 14, 2011  
Respectfully submitted, Amy Colony, Assistant Director