

**North Park Main Street
Board of Directors
December 14, 2011
Minutes**

ATTENDANCE

Board Members Present

David Muscat (President), David Cohen (Vice President), Jeff Horvitz (Treasurer), John Anderson, Matthew Cirello, Steve Codraro, David Gamboa, Jason Noble, Amy Paul, and Trent Riley

Board Members Absent

Arturo Avila
Christopher Bittner
Patrick Edwards
Linda Morris
Alma Rodriguez

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Jenny Hall, Anthony Bernal, Cecilia Abraham, Lara Easton Le, Bob Keiser, and Lindsey Masukawa.

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

*****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
David Cohen/Jason Noble (10/0/0)***

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Cecilia Abraham reported that she lives in South Park and works for WorldPay (aka RBS Link). She stated that WorldPay is a merchant service company that provides services such as local contact with direct credit card processors and other payment processing issues. Abraham reported that Worldpay offers personal assistance and keeps rates low.

POLICE REPORT

Officer Jenny Hall reported on graffiti related issues and passed around a Graffiti Information sheet that provided contact information and resources for removing graffiti. Officer Hall reported that it is important that people report graffiti and take pictures so the officers can keep records and track potential suspects. The Graffiti Control Hotline with the City of San Diego is (619) 525-8522. Online graffiti reporting forms can be found at www.dot.ca.gov/maintform.

Hall reported that last Monday night at 10pm there was a robbery that took place in the alley between Kansas and 30th Street. A pedestrian was robbed at gunpoint. Suspect has not been apprehended. Hall reported that there is a bike team that operates between Wed-Sat nights from 5pm-3am and they have been made aware of the incident and will start patrolling

Lara Easton Le, from the San Diego City Attorney's Office, reiterated the importance of reporting and documenting graffiti, window etching, vandalism etc... Easton reported that she often is the prosecutor that works to build cases in instances of graffiti and vandalism and documentation is key to a successful prosecution.

PRESIDENT'S REPORT

Small Business Saturday Recap

Angie Landsberg reported that the turn-out for Small Business Saturday was better than expected and, hopefully, we can build on the momentum for next year and make it an even bigger event. Landsberg reported that Councilmember Todd Gloria and Supervisor Ron Roberts spoke at the event. Additionally, some businesses reported a large increase in sales over that weekend.

David Muscat reported that we are not getting a lot of day-of-event volunteering from board members and we need to plan ahead to have more participation at important events such as these.

Toyland Parade Recap

Landsberg reported that the parade was a success and the turn-out was good. Landsberg reported that the parade had approximately 78 entries and hundreds of individual participants. There were no major problems except a little rain.

Action Item: Toyland Parade Future Hosting

David Muscat reported that North Park Main Street needs to re-evaluate our role as host organization for future Toyland parades. Muscat reported that NPMS volunteered to become temporary host organization for the parade four years ago when the Lion's Club was no longer able to host the event. Over the last four years' NPMS staff has worked with the Toyland Parade committee to host, fundraise, and organize all aspects of the parade. Muscat reported that while the parade is a great community event, it has not been shown to directly benefit the business district or business members. Additionally, the parade is extremely time consuming for NPMS staff and has been losing financial support from sponsorships over the last few years making it increasingly difficult to host the parade. Muscat reported that at this point, it does not appear to be fiscally responsible for Main Street to continue hosting the parade since our own organization is also struggling financially.

The board discussed at length how to proceed with finding a new organization to host the parade. The board agreed that NPMS staff should assist with searching for a new host organization for the first couple of months of 2012.

*****PROPOSED MOTION: AFTER REVIEWING OUR GOALS, NPMS WILL ACTIVELY LOOK FOR ANOTHER ORGANIZATION WITHIN THE NEXT FEW MONTHS TO HOST FUTURE TOYLAND PARADES.
(David Cohen/David Gamboa) 10/0/0 Motion passed***

Action Item: Nominations and Election of 2012 Executive Committee

Landsberg reported that we have been accepting nominations for the new 2012 Executive Committee for the last month, but if there are any last minute nominations they can be presented now. No additional nominations were made.

The slate of nominees for the 2012 Executive Committee is as follows: David Cohen (president), David Gamboa (vice president), Jeff Horvitz (treasurer) and Trent Riley (secretary). The stated slate of nominees will be designated check signers for North Park Main Street and will have the ability to enter into contracts for the organization.

*****PROPOSED MOTION: ELECT THE 2012 SLATE OF NOMINEES FOR THE EXECUTIVE COMMITTEE: DAVID COHEN (PRESIDENT), DAVID GAMBOA (VICE PRESIDENT), JEFF HORVITZ (TREASURER), AND TRENT RILEY (SECRETARY)
(David Muscat/Jason Noble) 10/0/0 Motion passed***

Info: Articles of Incorporation

Landsberg reported that after months of discussion and submitting back-reports, we have finally come into compliance with the State Attorney General's Office in regards to our Articles of Incorporation. We will still have to submit a form every year to stay in compliance.

Info: Mini-Park Update

Landsberg reported that there is another Mini-Park design charrette coming up in January or February, exact date TBD. Landsberg reported that the status right now is that nothing can be put in unless a maintenance plan is in place. Currently, we are looking for ideas of what to put into the space on a temporary basis. It is important to try and utilize the parking lot while the City figures out how to address the maintenance issue for the future park.

Farmers' Market

Catt White reported that the winter months are hard on Farmers' markets because the number of shoppers decreases. In order to generate more income, we need to attract more shoppers to the market through creative promotional and advertising plans. White reported that she is currently putting together a "Cash Crop Program" in which vendors will donate a percentage of their sales to participating schools. Hopefully, this will attract parents and teachers to shop at the market knowing that a percentage of their purchases will go back into their school.

David Muscat reported that he has money through State Farm for promotions such as door hangers, check presenters etc...

Financial Reports/Budgets

Jeff Horvitz reported that our total assets equal \$76,175.61. We still have the \$25,000 County Grant as restricted funds and \$1,539.60 which is reserved for Sustainable North Park Main Street. We have \$35,625 in our general checking account, \$15,179.31 in general savings, and \$9,396.53 in our Farmers' Market account.

*****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.
(David Cohen/Trent Riley) 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 NOVEMBER 9TH MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (Trent Riley/ Matthew Cirello) 7/0/3 Jason Noble, John Anderson and David Cohen abstained due to missing the previous meeting***

REPORTS (5 Min. Time Limit for Each Report)

Assembly District 76 (Lindsey Masukawa)

Lindsey Masukawa reported that they are still waiting to hear back about the ruling on the Redevelopment Agencies. Masukawa reported that she will be back with a further update in January or February.

Senate District 39 (Sean Wherley)

No report

County District 4

No report

Council District 3 (Anthony Bernal)

Anthony Bernal reported that the council issued new committee assignments. Bernal reported that Councilmember Todd Gloria will chair the Budget and Finance committee and will sit on the Public Safety and Neighborhood Services committee and the Rules, Open Government and Intergovernmental Relations committee. Bernal reported that Councilmember President Tony Young added a new committee called Economic Development and Strategies Committee which will focus on businesses. The first meeting for that committee will be held on Jan 30th and the chair will be Councilmember Sherri Lightner.

BID Council (Patrick Edwards)

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

Colony reported that the MAD reviewed their proposed budget for maintenance services and will continue the discussion at the January meeting.

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

No report.

Design Committee (Angela Landsberg)

Landsberg reported that the Design Committee did not meet in December, but she has continued working with Steve Codraro on the 805 off-ramp sign and beautification project.

Economic Restructuring Committee (Angela Landsberg)

Landsberg reported that the ER Committee has been discussing ways to improve the NPMS website and has also been working on trying to promote the parking garage to business owners and patrons by developing informational flyers.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen)

David Cohen reported that the Promotion Committee was working on the Small Business Saturday event and also looking at developing a marketing plan for 2012. Additionally, the committee is working on increasing our email contact list and likes on Facebook. Angie Landsberg reported that we also started a 12 Days of Christmas Giveaway Campaign to increase our email database.

EXECUTIVE DIRECTOR'S REPORT

See December Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

It was requested that we add a standing agenda item for the Planning Committee under Reports. The Planning Committee will have their elections in March. If anyone is interested in running for the committee or voting in the March elections, you need to show up at the January meeting and sign in

ADJOURNMENT

Meeting adjourned at 9:00 a.m.

Next meeting is January 11, 2012
Respectfully submitted, Amy Colony, Assistant Director