

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

**ATTENDANCE**

Board Members Present

David Muscat (President), David Cohen (Vice President), Jeff Horvitz (Treasurer), Kate Ross (Secretary), John Anderson, Lea Caughlan, Patrick Edwards, David Gamboa, Amy Paul, Ken Pecus, Matthew Cirello, Jason Noble, and Alma Rodriguez

Board Members Absent

Christopher Bittner, Linda Morris

Staff and Guests Present

Liz Studebaker (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Anthony Bernal, Larry Stein, Chris Smyczek, Stephen Russell, Erin Cassidy, Jasmine Lee, Dan McAllister

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Larry Stein reported that North Park Main Street, in collaboration with North Park for the Arts and Ray at Night is forming an "Arts Committee" that will meet every month at the NPMS office. The first meeting will take place on Feb. 23<sup>rd</sup> @10:00am.

**POLICE REPORT**

No Police Report

**PRESIDENT'S REPORT**

Brief Presentation County of San Diego Treasurer-Tax Collector Dan McAllister

Dan McAllister presented to the board what the County of San Diego Treasurer Tax Department has been focusing on over the past few months. McAllister reported that the County is currently trying to return money to tax payers who over have overpaid in previous years. McAllister passed around a book containing the names of residents that overpaid. McAllister also discussed San Diego County's Local Banking Initiative which consists of the county partnering with 17 local banks to support and encourage community investment. The participating banks are required to make loans and invest in real estate which will, subsequently, increase tax revenue for the County to then reinvest into schools, libraries etc...

Elizabeth Studebaker also asked about opportunities to get sponsorships through these local banks as part of their community investment requirement. McAllister reported that he would look into that as an option.

Action: Consider Modification to Articles of Incorporation – 501 c-6 Organization

Liz Studebaker reported that at the beginning of our organizational development, NPMS was wrongly filed with the State as a 501 c-3 non-profit organization when we are actually approved as a 501 c-6 organization on the federal level. Studebaker explained that this clerical error had gone unnoticed for many years, but recently came to light when the San Diego City Attorney's office imposed a new requirement that all organizations to be in good standing with the State when

applying for TOT funding. It was discovered that NPMS is currently considered to be “delinquent” according to the State because of our incorrect filing as a 501 c-3. Studebaker reported that to fix this problem we need to re-file with the State as a 501 c-6. To do this, we need to amend our Articles of Incorporation to clearly state we are a 501 c6 organization. Studebaker reported that she has an attorney who will fix our Articles of Incorporation so we can correct the problem with the State, but law requires that the board votes to approve the change of status.

**\*\*PROPOSED MOTION: APPROVE THE MODIFICATION OF NORTH PARK MAIN STREET’S ARTICLES OF INCORPORATION TO BE FILED AS A 501 C-6 ORGANIZATION. (Jason Noble/Ken Pecus) 13/0/0 Motion Passed**

Action: Nomination of North Park BID Representative to Serve on the BID Council Board of Directors

Liz Studebaker reported that Patrick Edwards has been serving as the North Park BID representative to the BID Council for the last year and has also been serving as the BID Council President. Edwards reported that he would like to continue to serve in this position. Studebaker reported that in order for Edwards to continue serving as the North Park BID representative to the BID Council the board needs to approve his nomination.

**\*\*PROPOSED MOTION: APPROVE THE NOMINATION OF PATRICK EDWARDS TO CONTINUE TO SERVE AS THE NORTH PARK BID REPRESENTATIVE TO SERVE ON THE BID COUNCIL BOARD OF DIRECTORS. (David Cohen/Matthew Cirello) 12/0/1 Motion Passed. Patrick Edwards abstained.**

Action: Consider Signing Petition Opposing the State Proposal to End Redevelopment

Studebaker reported that on the State level there has been discussion of cutting funding to redevelopment areas. Patrick Edwards reported that Governor Brown has decided to take 1.7 billion dollars from Redevelopment and put it towards Medi-Cal and court proceedings. Edwards reported that we need to be prepared for the State to end redevelopment funding in July. Although these cuts may be inevitable, it is important for organizations to voice their opinion by signing a petition opposing the State Proposal to End Redevelopment.

**\*\*PROPOSED MOTION: APPROVE THE SIGNING OF A PETITION OPPOSING THE STATE PROPOSAL TO END REDEVELOPMENT (Patrick Edwards/Alma Rodriguez) 13/0/0 Motion Passed.**

Information: 15th Annual North Park Festival of Arts – Sunday, May 15th

Studebaker reported that planning is underway for the Festival of Arts. One of the priorities for this year is to improve and increase the arts component of the festival. Studebaker reported that one of the goals is to double the amount of participating juried artists and increase activity on Ray Street. Studebaker reported that we are currently securing sponsorships, both local and national businesses/corporations. Studebaker also reported that, as in past years, each board member is required to sign-up to volunteer for a two hour block at the NPMS information booth at the festival.

Information: Launch of North Park Arts Committee

Larry Stein reported that North Park Main Street, in collaboration with North Park for the Arts and Ray at Night is forming an “Arts Committee” that will meet every month at the NPMS office. The first meeting will take place on Feb. 23<sup>rd</sup> @ 10:00am.

Information: Update on Ballot Campaign for Community Benefit District

Stephen Russell presented on the progress of the Community Benefit District CBD. Russell passed out the menu of services that was developed based on the collected survey data. Currently the CBD Steering Committee is working on ranking levels of services based on assessment levels. Russell reported that once we refine and finalized the menu of services, it will be submitted to the City engineer who will calculate approximate assessment levels based on number of properties and their perceived level of benefit. Russell reported that once the financials are provided by the engineer we will plan a meeting with all surveyed property owners.

Information: Farmers Market Budget

Chris Smyczek reported on the updates at the Farmers' Market. Smyczek reported that income is up slightly and will continue to grow. The market has had fewer produce vendors right now because there was a freeze recently and a lot of crops were lost. The number of vendors is expected to increase throughout the spring and summer as more crops come in.

Studebaker reported that David Muscat was given money for local promotions through State Farm headquarters. With that advertising money we are going to create farmers' market promotional door hangers that will be distributed throughout the district and into surrounding residential neighborhoods. There will be a tear-off coupon on the bottom that can be redeemable at that market for the weekly special. A small portion of the door hanger will be reserved for a Muscat State Farm Insurance advertisement.

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz reviewed all Main Street financials and reported that the January balance sheet shows the organization's assets totaling \$64,169.87. Horvitz reported that accounts receivable include payment from Oktoberfest and the October BID reimbursement. Horvitz reported our liabilities include payment to Platt/Whitelaw and the Theatre grant. Horvitz reported that while we almost have enough to repay the County for the theatre grant, we still need to save up one month's operating funds, which is about \$11,000.

**\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(Jason Noble/Ken Pecus) 13/0/0 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.  
(David Cohen/Lea Caughlan) 13/0/0 Motion Passed**

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE JANURAY 12, 2010 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

County of San Diego Community Enhancement Grant

**\*\*PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO FOR COMMUNITY ENHANCEMENT PROGRAM FUNDING DURING THE COUNTY'S 2011-2012 FISCAL YEAR.**

BID Contract with the City of San Diego

**\*\*PROPOSED MOTION: THE BOARD OF DIRECTORS APPROVES ENTERING INTO AN AGREEMENT WITH THE CITY OF SAN DIEGO TO RETAIN THE SERVICES OF NORTH PARK MAIN STREET TO PROVIDE WORK COORDINATION SERVICES IN THE NORTH PARK BUSINESS IMPROVEMENT DISTRICT, AND DESIGNATES DAVID MUSCAT TO SIGN THE AGREEMENT, REIMBURSEMENT REQUESTS, AND PROGRAM REPORTS.**

**REPORTS (5 Min. Time Limit for Each Report)**

BID Council (Patrick Edwards)

Edwards reported that he is currently working with La Jolla Village BID to re-establish the BID in July. Edwards also reported that the BID Council has been working to expedite the BID reimbursement to a 30-day cycle by July.

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 Gloria issued a memo regarding the BID reimbursement process. Councilmember Gloria is also working to get a Community Garden policy moving forward with the City. Bernal also reported that they are addressing concerns that communities have regarding pay-day lending and looking at putting forward possible restrictions.

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

No MAD meeting in February

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

Edwards reported that the PAC approved a project for the Woolworth building. The chosen developer will have a retail space on the first floor and 6 apartment units on the second floor. Edwards reported that one of the reasons the PAC choose this developer was because they have plans to re-do all the sidewalks, plant new trees and underground all the utilities on the block.

Design Committee (Liz Studebaker)

Colony reported that there were some problems with the tree grate installation that took place along University Ave. The contractor cut into the root system on some of the trees which may result in the death of the trees. Colony reported that Cory Peterson from the North Park MAD has been assisting with finding a resolution. The most likely resolution would be for the contractor to pay the City directly for any damages to City trees.

Colony also reported that the Design committee is now working on identifying bike rack locations and learning about the new bike corral permit process with the City. NPMS has CDBG funding in the amount of \$40,000 for bike rack installation.

Economic Restructuring Committee (Ken Pecus)

Ken Pecus is the new chair of the Economic Restructuring Committee and he is working on launching a business mixer set for the end of April. Pecus reported that hopefully these mixers can be held on a quarterly basis and help raise funding for NPMS and also offer cross promotion opportunities for business members.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

Kate Ross reported that the Promotion Committee is working on promotions and advertising for the Festival of the Arts and the Farmers' Market.

**EXECUTIVE DIRECTOR'S REPORT**

See report in February Packet

**OLD BUSINESS**

**NEW BUSINESS/OPEN DISCUSSION**

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is March 9th, 2011

Respectfully submitted,  
Amy Colony, Assistant Director