

**North Park Main Street  
Board of Directors  
March 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, Chris Bittner, Amy Paul, Ken Pecus, Matthew Cirello, and Alma Rodriguez

Board Members Absent

Linda Morris, David Gamboa, Jason Noble

Staff and Guests Present

Liz Studebaker (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Stephen Chinn, Don Leichtling, Andy Hoskinson, Larry Stein, and Steve Hon

**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 the 114<sup>th</sup> Ray at Night will be this Saturday, March 12<sup>th</sup>.

**POLICE REPORT**

No Police Report

**PRESIDENT'S REPORT**

Action: Letter of Support for North Park Historical Society's Historic Car Show

Steve Hon from the North Park Historical Society requested support from the NPMS Board for the up-coming 2<sup>nd</sup> Annual Historic Car Show to take place on September 10<sup>th</sup>, 2011. The car show will take place in the parking lot behind the North Park Theatre.

***\*\*PROPOSED MOTION: APPROVE LETTER OF SUPPORT FOR NORTH PARK HISTORICAL SOCIETY'S HISTORIC CAR SHOW (David Cohen/Jeff Horvitz) 12/0/0 Motion Passed***

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

Patrick Edwards reported that the Board needs to approve the nomination of an alternate representative to the BID Council. Edwards nominated NPMS Executive Director, Elizabeth Studebaker to be the alternate.

***\*\*PROPOSED MOTION: APPROVE THE NOMINATION OF ELIZABETH STUDEBAKER TO ACT AS ALTERNATE REPRESENTATIVE TO THE BID COUNCIL (David Cohen/Ken Pecus) 12/0/0 Motion Passed***

Information: 15<sup>th</sup> Annual North Park Festival of Arts – Sunday, May 15<sup>th</sup>

Studebaker gave an update on the planning for the North Park Festival of Arts and reported that the Festival Committee is focusing on sponsorships, promotional materials, and securing vendors. Studebaker reported that the stages are almost all booked and the website is being updated as things are finalized. Studebaker reported that NPMS signed a contract with the radio station 94.9 to be a

media sponsor for the Craft Beer Block. For more information about the festival, the next Festival Committee meeting will be on March 18<sup>th</sup>.

Don Leichtling suggested that NPMS promote use of the parking garage during the festival. Studebaker reported that promotion for the parking garage will be on all promotional materials.

Information: Business Mixer at West Coast Tavern – Thursday, April 21st

Studebaker reported that NPMS will be organizing a business mixer at West Coast Tavern on Thursday, April 21<sup>st</sup> from 5-7pm. Ken Pecus is helping to organize and host the event and will partner with West Coast Tavern. There will be a small entry fee for members and a slightly higher entry fee for non-members. Each guest will get two complimentary drinks and appetizers. All board members are requested to attend and are encouraged to bring two guests.

Information: EV Project – San Diego Electric Vehicle Infrastructure Study

Andrew Hoskinson from ECOTality North America presented to the board regarding the possibility of bringing Electric Vehicle charging stations to North Park. Hoskinson reported that his organization is the project manager for the EV Project, which is the largest deployment of EV charging infrastructure in history. The goal is to install 1,400 EV charging stations throughout San Diego. Hoskinson reported that North Park is an ideal location for this project, and he is looking now for property owners in North Park that would be interested in hosting a charging station.

Ideal locations are places in which people with electric vehicles such as the Nissan Leaf would park for at least one hour. Locations also need to be ADA compliant. Hoskinson stated that parking spaces on private lots are better for this kind of installation, but public spaces are a possibility. EV charging station and all associated materials are completely free and an additional \$2,500 is allocated towards each installation. He reported that installation fees may, in some cases, be higher than \$2,500 and, in those cases, the property owner would have to pay the balance. Electricity is initially paid by the property owner, but then can be tracked and reimbursed.

Hoskinson reported that he hopes NPMS can help him identify locations and property owners that would be interested in hosting the EV charging stations.

Information/Action: Ballot Campaign for North Park Clean & Safe, Contract Extension

Steve Russell reported on all updates regarding the ballot campaign for the North Park Clean & Safe program. Russell reported that the final menu of services and budget has been given to the engineer to develop exact parcel assessment levels. There will be a second public meeting on March 21<sup>st</sup> @ 5:30pm at Queen Bee's on Ohio Street. All property owners included in the proposed boundaries of the overlay district & members of the public are welcome to attend. Russell reported that the plan is to go to ballot in June. He stated the between March and May our goal will be to do direct outreach to property owners.

Don Leichtling reported that he felt frustrated because he feels he has no input in what was offered to the engineers report.

Ken Pecus reported that the Steering Committee began outreach in December to collect all opinions, comments and input regarding what types of services people wanted to see and whether or not they would be willing to pay for them. Pecus also stated that we have had two public meetings and we have listened carefully to all comments and incorporated them into the engineer's report.

***\*\*PROPOSED MOTION: APPROVE ADDITIONAL CONTRACTED WORK FOR STEVE RUSSELL TO CONTINUE WORK ON THE NORTH PARK CLEAN & SAFE CAMPAIGN IN THE AMOUNT OF \$1,700. (David Cohen/ Leah Caughlan) 12/0/0 Motion Passed***

Farmers' Market Update

Catt White, Market Manager, reported that the market held stable in February. She expects things to pick up once Day Light Savings occurs on March 13<sup>th</sup>. White reported that the State Farm sponsored door hangers should be ready to be distributed throughout the neighborhoods in the next week. Posters are also being created.

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz reported on all finance reports. Total assets equal \$62,751.22. Current accounts receivable equal \$2,000 for Rocktoberfest and \$6,437.43 for BID reimbursement. Patrick Edwards reported that he has been working with the City to expedite BID reimbursements so it will be a quicker turn-around.

**\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**  
*(Alma Rodriguez/ Leah Caughlan) 12/0/0 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.**  
*(Lea Caughlan/ Jeff Horvitz) 11/0/1 Motion Passed. Chris Bittner abstained due to absence at previous meeting.*

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE FEBRUARY 9, 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

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

BID Council (Patrick Edwards)

Edwards reported that the BID Council successfully reinstated the La Jolla BID. The BIDC office also recently changed locations.

Senate District 39 (Sean Wherley)

Sean Wherley reported that Senator Kehoe recently introduced several bills including a bill to improve oversight of local government, one to allow all-mail elections, and a bill to protect tenants' rights by allowing them to display political signs in their windows.

County District 4 (Woo-Jin Shim)

No report.

Council District 3 (Anthony Bernal)

No report.

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

No report

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

Edwards reported on the PAC. Edwards reported that new members were elected to the board including David Cohen and one other person. New officers were also elected: Roger Lewis is now the chair, Jim Tinsky is the vice-chair, and Lachlan Oliver is the secretary.

Design Committee (Liz Studebaker)

No meeting in March.

Economic Restructuring Committee (Ken Pecos)

Studebaker reported that the ER Committee is focused on getting the new website up and running and planning the up-coming business mixer. The business mixer will be the first of many to come. The plan is to have a business mixer once a quarter and also on a third Thursday of the month. The first mixer will be occurring on Thursday, April 21<sup>st</sup> and is being sponsored by Ken Pecus from Ascent Real Estate and West Coast Tavern.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

Kate Ross reported that the Promotion Committee discussed promotional materials for the Farmers' Market including finalizing the door hangers and the posters.

## **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 April 13, 2011

Respectfully submitted,  
Amy Colony, Assistant Director