

**North Park Main Street  
Board of Directors  
April 13, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

David Cohen (Vice President and acting President), Jeff Horvitz (Treasurer), John Anderson, Lea Caughlan, Patrick Edwards, David Gamboa, Linda Morris, Amy Paul, Ken Pecus, Alma Rodriguez, and Jason Noble

Board Members Absent

David Muscat, Kate Ross, Christopher Bittner, Matthew Cirello

Staff and Guests Present

Liz Studebaker (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Aaron Allen, Erin Cassidy, Paige Hazard, Karen Lenyoun, Tara Love, Larry Stein, Don Leichtling, Karsten Gjemre

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Don Leichtling reported that he is a North Park resident located in the new proposed overlay Clean and Safe district being proposed by Main Street. He reported that if the ballot passes, Main Street should consider only taking a 10% administration fee rather than the standard 15%. He also reported that he wants to see the proposed governance structure, bylaws and spending structure for NPMS.

Patrick Edwards reported that several positive actions took place at Council recently. The first was the annual BID contract with the City was renewed and the La Jolla BID was re-established. Council also voted to support development of the Woolworth building.

Karen Lenyoun from San Diego Prevention reported that there will be a free ABC training at the Lafayette Hotel on May 9<sup>th</sup> from noon-4pm.

Karsten Gjemre reported that there will be a Crime Prevention workshop hosted by the Lion's Club and North Park Main Street on Wednesday, April 21<sup>st</sup> at 8:00am. It's a free workshop and will be held at the Lion's Club on Utah Street.

David Cohen reported that the North Park Theatre Marquee won a historical award.

**POLICE REPORT**

Paige Hazard reported that if anyone is having any problems with graffiti, transients, etc... that they should keep making calls to the non-emergency number (619-531-2000). Patrick Edwards asked if the crime statistics could be available to confirm crime rates and types of crimes occurring in North Park. Hazard reported that Officer David Surwilo can provide all the statistic details.

**PRESIDENT'S REPORT**

Action: Approval of Executive Director Search Committee

Elizabeth Studebaker reported that the search committee for the new Executive Director has been developed and includes David Cohen, Cheryl Dye, David Muscat, Alma Rodriguez, and Steve Russell. The search committee also includes current staff, Liz Studebaker and Amy Colony.

**\*\*PROPOSED MOTION: APPROVE THE PROPOSED SEARCH COMMITTEE  
Ken Pecus/Lea Caughlan (11/0/0)**

Studebaker reported that the first meeting for the Search Committee will be on April 25<sup>th</sup> to approve the job announcement. The general schedule is to send out the job announcement on May 1<sup>st</sup> and collect resumes through June 1<sup>st</sup>. Interviews will be held between June 1<sup>st</sup> and July 1<sup>st</sup>. Hopefully, the new executive director can start between July 15<sup>th</sup> and August 1<sup>st</sup>.

Action: Consider Support for SB 469, Small and Neighborhood Business Protection Act

Aaron Allen from Senator Juan Vargas' office presented on the new bill that Vargas is proposing called the Small and Neighborhood Business Protection Act. Allen reported that when the big-box ordinance was unsuccessful at the City Council level, Juan Vargas decided to bring the issue to the State.

Proposed SB 469 legislation indicates that any new development that would create a big box store over 90,000 sq feet would have to complete an Economic Impact Study before building in a community. This bill was created to support small, unique businesses and historic commercial corridors.

Patrick Edwards reported that he was in support of this legislation and thought NPMS should write a letter of support.

Ken Pecus reported that he is publically against it. Jason Noble reported that he is in favor of the legislation and believes it is a good way to protect small business owners and preserve communities. Lea Caughlan and Amy Paul also reported that they support the legislation. Linda Morris reported that she wasn't sure if NPMS should get involved in this issue if it doesn't directly affect our community.

Studebaker reported that the point of Main Street is to preserve downtown historic districts. The proposed bill is not a ban, and will allow a big box stores to open after they undergo an economic impact study. Although it may not directly affect North Park, it could affect other Main Streets and historic districts throughout California.

**\*\*PROPOSED MOTION: APPROVE TO WRITE A LETTER IN SUPPORT OF SB  
469. Patrick Edwards/Lea Caughlan (9/1/1) Linda Morris abstained**

Action: Consider Support for Alliance for Main Street Fairness

Emily Fulkerson from with the Alliance for Main Street Fairness reported that they are requesting support for a bill that will allow California's brick and mortar businesses to compete with out of state online companies by requiring on-line businesses to collect point of sales taxes. Currently, there is no enforcement for online businesses to collect or pay point of sale taxes. The State of California is losing an estimated \$1.5 billion per year by not collecting tax on sales made by online out-of-state businesses.

The board discussed the action item at length and raised many questions regarding tax law, on-line business operations, shipping vs. paying sales taxes etc... The board decided that there were too many questions for them to make an informed decision at this point. No action was taken.

Information: Update on Ballot Campaign for North Park Clean & Safe Stephen Russell

Steve Russell passed around an updated map showing the scope of services, boundaries, and breakdown of assessments proposed for the North Park Clean & Safe district. Russell reported that the proposed ballot will be going to City Council to open the ballot process in mid-May. Russell reported that the ballots will most likely go out in the mail at the beginning of June and will be out for 45 days.

After the 45 days, the results of the ballot will be heard at City Council in July and the first collection of assessments on property taxes will be January 1, 2012. Russell reported that not only is it important for the ballot to pass, but it is also important for NPMS to be voted as the administration body. If NPMS is approved to be the administrating body, 15% of assessments will go towards administration to oversee the Clean and Safe program.

Liz Studebaker reported that NPMS is working on developing the new governance structure that would be adopted by North Park Main Street if the Clean and Safe district passes. The new board structure would include both business owners and property owners.

Studebaker reported that we need approval from the board for additional expenditures to send out a final postcard to residential property owners to ensure that they are completely aware of the upcoming ballot. Studebaker reported that the postcards should cost no more than \$1,500 dollars.

***\*PROPOSED MOTION: APPROVE EXPENDITURE UP TO \$1,500 TO PAY FOR POSTCARDS SENT TO RESIDENTIAL PROPERTY OWNERS FOR CLEAN & SAFE PROGRAM. David Cohen/Patrick Edwards (11/0/0)***

#### Sustainable North Park Main Street

Steve Russell reported that Sustainable North Park Main Street (SNPMS) is a project that began with a conversation with the CA State Historic Preservation Department; they wanted to see NPMS become a model as the first sustainable Main Street business district in the state. Russell reported that the idea was to develop a green resource program that can operate out of the NPMS office. Russell reported that in order to attract funding opportunities for this proposed program, we needed to develop a comprehensive report or presentation showing the sustainable possibilities in North Park. Russell reported that over the last 6 months, the New School of Architecture associates have been working to develop this North Park sustainable report that can be used to attract funding.

Russell reported that currently there is a \$25,000 State grant becoming available that could be used to fully develop the North Park Sustainable Report. If SNPMS is awarded this grant funding then the money would go towards a stipend for the associates who have been working on the project and final report materials.

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

Studebaker reported that sponsorship is down a little from last year, but vendor and juried artist participation is up. Studebaker reported that the plan is to make additional money at the Craft Beer Block and the Beer Garden to cover additional costs.

Amy Colony reported that we need board members to sign up to volunteer at the NPMS Info Booth at the festival. Colony passed around sign-up sheets and asked them to be returned as soon as possible.

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

Studebaker reported that a Business Mixer will be held on Thursday, April 21<sup>st</sup> from 5-7pm at West Coast Tavern. Studebaker reported that this first business mixer will be sponsored by board members Ken Pecus, with Ascent Real Estate and David Cohen, with West Coast Tavern. Studebaker reported that the entrance cost is \$5 for members and \$10 for non-members and this includes 2 drinks and appetizers.

#### Information: Farmers Market Budget Update Catt Fields White, Manager

Catt White reported that the door hangers went out into the North Park community including surrounding areas. White reported that she is also planning another “Lookout” Farmers’ Market newsletter to be included as an insert in the local newspaper. White reported that currently the market vendor count is static and some vendors have left due to not being in complete compliance with farmers’ market requirements. White also reported that she is looking at bringing in food trucks.

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz reviewed the financial information and reported that our total assets equal \$83,761.83 and accounts receivable equal \$6,437.43 which is our November Bid reimbursement. Horvitz reported that after we receive this November reimbursement, there won't be any coming in for a while because our account was overdrawn and it needs to be built up again. Horvitz reported that we will not be able to reimburse for December, January, February and possibly March.

The board requested that a one-sheet profit and loss overview for the farmers' market be presented at the next meeting so we can discuss the market's potential.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(David Gamboa/ Alma Rodriguez) 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.  
(Jeff Horvitz/Ken Pecus) 10/0/1 Motion Passed. Linda Morris abstained due to being absent at the previous meeting.***

Approval of Minutes

***\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE MARCH 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)

Patrick Edwards reported that the BID Council is still working on getting the reimbursement process streamlined and will be going to the PS&NS Committee meeting soon.

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 is a huge 22 million dollar infrastructure project taking place to re-pave streets through-out San Diego. Bernal also reported that Coffee with Gloria will be held this Saturday at Lestat's on Park Blvd from 10:00-11:30am.

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

Colony reported that The MAD agreed to sign the maintenance agreement for the future installation of bike corrals throughout the district. Maintenance would include occasional sweeping, graffiti removal and painting.

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

Patrick Edwards reported that the PAC approved funding for the following projects:

- Bike corrals throughout the North Park district
- Lighting for the Art of the Garage
- Signage for the Parking Garage

Design Committee (Amy Colony)

Amy Colony reported that the Design Committee is working on locating possible bike rack and bike corral locations. These will be installed with the \$40,000 CDBG funding that needs to be spent by December 2011. Colony reported that if anyone has any requests or input on bike rack/corral locations to let her or the Design Committee know.

Economic Restructuring Committee (Ken Pecos)

Ken Pecos reported that the ER Committee has been focused on planning the Business Mixer that will take place on Thursday, April 21<sup>st</sup>.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

David Cohen reported that the Promotion Committee is focusing on helping out with Festival and Farmers' Market Promotions.

**EXECUTIVE DIRECTOR'S REPORT**

See report in March Packet

**OLD BUSINESS**

**NEW BUSINESS/OPEN DISCUSSION**

Linda Morris reported that we might want to think about moving to a larger office location or changing the layout of the current office space. Morris reported that if the Clean & Safe ballot does pass and we need to hire another full-time staff, the current office might be too small.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is May 11, 2011

Respectfully submitted,  
Amy Colony, Assistant Director