

**North Park Main Street  
Board of Directors  
May 11<sup>th</sup>, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

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

Board Members Absent

Kate Ross, John Anderson

Staff and Guests Present

Liz Studebaker (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Mike Vargason, Paige Hazard, David Surwilo, Walt Vasquez, Priscilla Venegas, Catt White, Karen Lenyoun, Bertha Kahn, Don Leichtling

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

***\*\*PROPOSED MOTION: APPROVE THE PROPOSED AGENDA  
David Gamboa/Patrick Edwards (13/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Bertha Kahn reported that the post office is closing on July 1<sup>st</sup> and she was wondering if there was anything NPMS or the City of San Diego could do to keep it open.

**POLICE REPORT**

Discussion to take place later in the meeting.

**PRESIDENT'S REPORT**

Action: Consider Letter of Support for West Coast Tavern's 2nd Annual Rocktoberfest Event

David Cohen reported that he is planning the 2<sup>nd</sup> Annual Rocktoberfest which will take place on October 22<sup>nd</sup> behind the North Park Theatre like last year. Cohen requested a letter of support from NPMS for this event.

Don Leichtling reported that last year there was a problem with the noise coming from the Rocktoberfest event and that this year there needs to be better sound control. Cohen reported that this year the event will end at 10pm and the City Sound Ordinance will be strictly followed. Patrick Edwards also reported that Cohen needs to make sure that the City Sign Ordinance is followed and no signs or advertisements are posted illegally throughout the neighborhood.

***\*\*PROPOSED MOTION: APPROVE LETTER OF SUPPORT FOR 2<sup>ND</sup> ANNUAL  
ROCKTOBERFEST EVENT  
Ken Pecus/Jason Noble (12/0/1) David Cohen abstained.***

Information: Update from San Diego Police Department, Western Division

Captain Walt Vasquez reported that the San Diego police beat districts are currently being re-configured and North Park will soon become part of the Mid-City Police District. Vasquez stated that currently North Park is included in the Western District that extends from Ocean Beach to the 805 freeway. Vasquez reported that this is a large district and occasionally results in officers having

to drive long distances in order to respond to calls in North Park. Vasquez stated that the proposed change would combine North Park into the Mid-City Beat Division and if approved this would go into effect on Sept. 17<sup>th</sup>, 2011. The new police headquarters serving North Park will be located at the Mid-City Police Office on University Ave and Fairmont Ave in City Heights.

David Cohen asked if the bike team currently servicing North Park would remain. Vasquez reported that the bikes would stay with the Western District and Mid-City would have to acquire their own equipment to maintain the bike patrol.

#### Information: New Management at Parking Structure Financial Reports

Mike Vargason introduced himself as the new parking manager for the North Park Parking Structure. Vargason reported that he is with Ace Parking which will be the new management company for the parking structure. He reported that if anyone has any questions or concerns about the parking structure they can contact him at (619) 236-1526.

Elizabeth Studebaker reminded him that the A-frame signs that the parking structure puts out can only be placed adjacent to the entrance/exit on 29<sup>th</sup> Street. They cannot continue to place the A-frames on the street corners according to the City Sign Ordinance.

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

Steve Russell reported that the campaign is moving towards the first City Council meeting on May 24<sup>th</sup>. If the council approves the balloting process for the Clean & Safe District, then the ballots would go out in late May or early June. Russell reported that we are currently doing outreach to commercial property owners to garner support and answer questions. Russell reported that our next step will be to create a governance structure that NPMS would adopt if the ballot passes and the new district is formed. The new governance structure would change the make-up of the NPMS board to include commercial and residential property owners.

Russell reported that we had a breakfast meeting with Councilmember Todd Gloria and commercial property owners last Wednesday and the overall response was very positive. Additionally, postcards that were sent to residential property owners are coming back and showing approximately 70% approval rate.

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

Elizabeth Studebaker reported that the Festival of Arts will take place on Sunday, May 15<sup>th</sup>. Studebaker encouraged the board to remind businesses, co-workers, and friends etc... to come out to the event and/or buy tickets for the Craft Beer Block. All details about the event can be found on the festival website at: [www.northparkfestivalofarts.com](http://www.northparkfestivalofarts.com).

#### Budget & Finance Committee Update

Jeff Horvitz reviewed the financial reports and stated that our total assets equal \$93,479.09. Horvitz reported that Farmers' Market income and expenses report shows a net income between 4/2010 and 4/2011 to be \$20,723.03. One-time capital expenses spent in this time period equal approximately \$5,000.

Catt White reported that last week she added food trucks to the farmers' market and plans to continue having them throughout the summer to attract a wider customer base. White also reported plans for another newspaper insert and maybe another door hanger printing to continue promotions.

Don Leichtling reported that businesses should only put door hanger advertisements on door knobs and not hang them between the door and the metal grates. He reported that this makes it hard to retrieve them.

**\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**  
*(Patrick Edwards/David Cohen) 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.**

*(Linda Morris/Ken Pecus) 10/0/3. Matthew Cirello, Chris Bittner, and David Muscat abstained due to being absent at the previous meeting.*

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE APRIL 13, 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 is working on changing and improving the BID reimbursement process with the City. Edwards stated that today at 2pm at the Public Safety & Neighborhood Services (PS&NS) Committee, they will vote whether or not to approve or amend council policy to give priority to streamlining and improving the BID reimbursement process. If this passes, changes to the reimbursement policy could be seen as early as July 2011. Edwards reported that there is also an effort from the BID Council to get the City to move our SBEP funding forward to September from February.

Senate District 39 (Sean Wherley)

No report.

County District 4 (Woo-Jin Shim)

No report.

Council District 3 (Anthony Bernal)

No report.

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

Colony reported that there were no major actions or items discussed at the most recent MAD meeting. Colony reported that an update regarding the Clean & Safe District was given.

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

Edwards reported that we still don't know what will happen with the Redevelopment Agency.

Don Leichtling reported that we should make clear moving forward with the mini-park that a strip of area needs to be kept separate for fire emergency and dumpster easement.

Design Committee (Amy Colony)

No meeting this month. Colony reported that the Design Committee has been working on identifying potential bike rack locations.

Economic Restructuring Committee (Ken Pecus)

Pecus reported that the Business Mixer took place two weeks ago and went really well. Pecus reported that NPMS made \$400 and about 70 people attended. Pecus reported that the next mixer is scheduled for July 21<sup>st</sup> at Queen Bee's.

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 April Packet

## **OLD BUSINESS**

## **NEW BUSINESS/OPEN DISCUSSION**

Stuebaker reported that the first Mini-Park Public Meeting will take place on Saturday June 4th from 9am-2pm.

Amy Paul reported that membership drive for the North Park for the Arts is taking place and the deadline is July 1<sup>st</sup>.

Matthew Cirello reported that Ray at Night is taking place this Saturday.

Alma Rodriguez reported that there will be a concert a Queen Bee's Arts & Cultural Center this weekend and she has 20 tickets to give away.

## **ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is June 8, 2011

Respectfully submitted,  
Amy Colony, Assistant Director