

**North Park Main Street  
Board of Directors  
June 8<sup>th</sup>, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

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

Board Members Absent

David Cohen, Linda Morris

Staff and Guests Present

Liz Studebaker (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Boyd Long, Captain Lawrence McKinney, Officer Chuck Kaye, Councilmember Todd Gloria, Captain Walt Vasquez, Officer David Surwilo, Don Leichtling, Alison Whitelaw, Stephen Russell, Soeren Wegener, Yolanda Campbell, Karen Lenyoun, Ashley Westman, Bertha Klann, and Catt White

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

***\*\*PROPOSED MOTION: APPROVE THE PROPOSED AGENDA***

***David Gamboa/Jason Noble (13/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Patrick Edwards reported that the City has eliminated trash service to businesses. Edwards reported that the BID Council is currently reviewing bids from private companies who could provide private trash collection options to the Business Improvement Districts. Edwards also reported that he recently read an article in the New York Times called "Stand with Main Street" discussing the importance of equalizing business by enforcing the collection of state sales tax for on-line sales.

**POLICE REPORT**

Officer Boyd Long, from the San Diego Police Department, gave an update to the board regarding the new police division restructuring that will take place in the City of San Diego. Officer Long reported that North Park will soon become part of the Mid-City Division and will no longer be part of the Western Division starting on September 17th. Officer Long reported that they haven't restructured their beat districts in 30 years and this change will be very beneficial for the North Park community. Officer Long reported that the benefits of becoming part of the Mid-City Division will be quicker response times and more un-committed time by police.

Captain McKinney reported that he is the police captain for the Mid-City Division and will be assuming responsibility over North Park. Captain McKinney reported that he is familiar with the North Park area and is excited to be coming back to the community. McKinney reported that they will be launching a new bike team to ensure North Park does not lose that asset.

Officer Chuck Kaye introduced himself to the board and stated that he will be the new Community Relations Officer (CRO) serving the community. Officer Kaye gave out his cell phone number: (619) 838-7739 and his email: [ckaye@pd.sandiego.gov](mailto:ckaye@pd.sandiego.gov) .

## **PRESIDENT'S REPORT**

### Action: Sustainable North Park Main Street Grant - CA Office of Historic Preservation

Liz Studebaker reported that NPMS was recently awarded a grant from the Office of Historic Preservation (OHP) in the amount of \$25,000. Studebaker reported that NPMS has been working with Steve Russell and Alison Whitelaw from Platt/Whitelaw Architecture to develop a Sustainability Plan for North Park.

Alison Whitelaw reported on the background of the project and how it originated with encouragement from OHP to develop a sustainable plan that could be used as a pilot program for other Main Street communities. Whitelaw reported that she, along with Steve Russell and other local architects have been working closely with New School of Architecture post-grad students on developing a Sustainable Plan for the North Park community with a focus on historical preservation. Whitelaw reported that they started working with the students back in the fall of 2010 and held stakeholder meetings to gather input from the community regarding what types of sustainable concepts they would like to see implemented in North Park. Whitelaw reported that with the \$25,000 grant from OHP, the interns can now receive a small stipend to continue the project and produce a complete sustainable manual for the community.

Studebaker reported that \$5,000 of the \$25,000 will go to NPMS for grant administration and bookkeeping duties.

Steve Russell reported that what the board needs to do today is to take action to support the acceptance of the \$25,000 grant which will pay for the completion of the project. The project is to be completed by Sept 30<sup>th</sup>, 2011. Russell reported that once the project is completed, the Sustainability Plan can then be used to secure additional funding to hire staff to oversee the NPMS Sustainable Program on a fulltime basis. Russell reported that the final project will produce a manual showing how to implement historic preservation of buildings while adhering to and encouraging sustainable practices.

***\*\*PROPOSED MOTION: ENTER INTO "HISTORIC COMMUNITIES ARE GREEN COMMUNITIES STUDY GRANT" PROJECT AGREEMENT WITH THE STATE OF CALIFORNIA, OFFICE OF HISTORIC PRESERVATION TO FULLFILL "SCOPE OF WORK" PROPOSED IN SUSTAINBLE NORTH PARK MAIN STREET GRANT APPLICATION, AND TO ATUTHORIZE THE EXECUTIVE DIRECTOR TO ENTER INOT SUCH CONTRACTOR AGGREEMENTS AS SPECIFIED IN THE GRANT AGREEMENT TO FULFULL THE SCOPE OF WORK.***

***Patrick Edwards/Ken Pecus (13/0/0)***

Information: Restructuring of San Diego Police Department Western Division & Mid-City Division  
Item discussed under Police Report.

### Information: Update on Proposed North Park Clean & Safe Overlay MAD

Steve Russell gave an update regarding the North Park Clean & Safe Overlay MAD. Russell reported that the ballots have been mailed out to all property owners located within the proposed district's boundaries and there will be a 45 day voting period ending on July 12<sup>th</sup>. Russell reported that July 12<sup>th</sup> will be the City Council meeting at which the ballots will be counted and, if the ballot passes, will be voted on by the Council.

Jason Noble asked if the new MAD overlay district will be able to support those concepts and ideas presented in the Sustainable Plan. Russell reported that, yes, they would be compatible programs.

Don Leichtling reported that a lot of people are frustrated because they didn't know about the ability to submit an opposition statement. Russell reported that those who oppose the ballot still have the chance to vote and to voice their opinion at City Council on July 12<sup>th</sup>.

Jeff Horvitz asked what the total income would be if the new district passes and how it will be budgeted. Russell reported that the estimated budget is \$470,000 and an advisory committee made up of property owners would develop the budget and oversee the implementation of the proposed services as outlined in the engineer's report.

#### Information: Proposal for Changes to NPMS Bylaws, Governance Structure

Elizabeth Studebaker reported that if the Clean & Safe Overlay MAD ballot passes, NPMS will need to restructure the bylaws of the organization and change the makeup of the board to include the newly assessed property owners. Studebaker passed out a draft restructuring timeline that outlines the specific changes that will need to take place if the ballot passes. Studebaker reported that starting in the fall we will need to adopt an interim plan that will detail how the board will transition from solely being a business association to also representing property owners. Studebaker reported that as a result, current board member terms may need to be lengthened or shortened to accommodate a new voting process and timeline.

Ken Pecus reported that it is important that NPMS understands that it will be their responsibility to make sure that the new MAD district adheres to the Assessment Engineer's Report and is financially responsible. Pecus reported that day-to-day operations such as decisions regarding services and contracts will be directed by the property owners serving on the Clean & Safe Committee.

Studebaker reported that the Clean & Safe Steering Committee has attempted to develop a structure for the proposed Clean & Safe District Advisory Committee that will have appropriate representation from the four different property owner categories: commercial, single-family, apartment, and condo. Each property owner category will have a number of representatives on the advisory committee based on the percentage of assessments that group contributes to the Clean & Safe District. Studebaker reported that the board has been structured so that there will need to be a 2/3 vote for any proposed motion to pass. Studebaker reported that this will ensure that a reasonable amount of agreement among the different property owner groups will be needed for any vote to pass. Studebaker reminded the board that this is still just a draft plan and more will be decided once we know if the ballot passes on July 12<sup>th</sup>.

#### Information: 15th Annual North Park Festival of Arts

Studebaker reported that the festival was a great success this year. Studebaker reported that major accomplishments include doubling the size of the Juried Artist section, increasing the size of the Kids Art Block, and recruiting better quality vendors throughout the festival. Studebaker reported that we still have bills coming in, so it's impossible to an exact profit right now. Studebaker reported that we should have final financial reports for the Festival by the July board meeting.

#### Information: Farmers Market Budget Update

Catt White reported that we have been having a very good month at the farmers' market and things have generally been picking up with the warm weather and longer days. White reported that vendor income is up because we have added more vendors recently and have also included food trucks that have brought in more customers.

#### Budget & Finance Committee Update

Jeff Horvitz reported on the financial reports. Horvitz reported that our current total assets equal \$95,649.82. Horvitz reported we currently do not have enough money in our checking account to pay all current bills. To avoid being overdrawn we holding some of the checks until we having additional funding. Horvitz reported that we are primarily waiting to receive a BID reimbursement in the amount of \$3,513.34 which we should receive by June 31<sup>st</sup>. Horvitz reported that we will also receive our TOT reimbursement grant for the festival in the amount of \$6,080.

**\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**  
*(Lea Caughlan/ Matthew Cirello) 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) 11/0/2. Kate Ross and John Anderson abstained due to being absent at the previous meeting.*

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE MAY 11, 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 there is the possibility the CEQA (California Environment Quality Act) will start requiring all special events in San Diego to go through an environmental review. Edwards reported that this issue came up as a result of the recent requirement that firework displays in protected coastal areas need City permits and CEQA reviews. Edwards reported that A7D Creative Group was recently nominated as the Business of the Year in North Park. Edwards reported that the BID Council will hold their San Diego Business of the Year Awards tomorrow.

Senate District 39 (Sean Wherley)

Sean Wherley reported on Senator Kehoe's recent activities and accomplishments. Wherley reported that recently Kehoe passed a bill requiring that transit amenities be considered if any freeways are expanded. Wherley reported that the State DMV has stopped mailing renewal notices because of uncertainty regarding registration rates. Wherley also reported that on June 29<sup>th</sup> there will be a Small Business Owners Forum in Mission Valley with information about marketing, increasing sales internationally and acquiring contracts.

County District 4 (Woo-Jin Shim)

No report

Council District 3 (Anthony Bernal)

Anthony Bernal reported that Councilmember Gloria, as the Chair of the Budget Committee, recently proposed a budget which will go to the mayor for approval. This new proposed budget will be able to restore most of the hours for libraries and rec centers.

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

No report. The MAD Board has not met yet this month.

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

No report. The MAD Board has not met yet this month.

Design Committee (Amy Colony)

Colony reported that the Design Committee is still working on locating potential bike rack locations and has identified approximately 75-100 so far. Colony reported that the new business Casa de Luz gave a presentation to the Design Committee. Colony reported that Casa de Luz will be a vegan restaurant and cooking school that is renovating the old Salvation Army building at 2920 University Ave.

Economic Restructuring Committee (Ken Pecos)

Ken Pecos reported that the ER Committee is organizing another business mixer to take place on Thursday, July 21<sup>st</sup> from 5:30pm to 7:30pm at Queen Bee's Arts and Cultural Center. Pecos reported that this will be our 2<sup>nd</sup> business mixer and will have a similar structure to the last one. Pecos reported that the entrance fee will be \$5 for business members and \$10 for non-business members and will include appetizers and two complimentary drinks. Pecos encouraged all board members to attend and bring at least 2-3 guests.

Catt White suggested that the next business mixer be held at the Farmers' Market. Pecos reported that the next mixer will probably be scheduled for October. White reported that perhaps it could be a Halloween or harvest themed mixer. White reported that she would be able to get a liquor license, but would need advanced warning.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

No report.

**EXECUTIVE DIRECTOR'S REPORT**

See report in May Packet

**OLD BUSINESS**

**NEW BUSINESS/OPEN DISCUSSION**

Jason Noble asked how the search for the new Executive Director was going. Liz Studebaker reported that we have received 98 resumes and have narrowed that down to about 20 viable candidates. Studebaker reported that the next steps will be to have the Search Committee review those 20 resumes and then decided who they want to bring in for interviews.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is July 13, 2011

Respectfully submitted,  
Amy Colony, Assistant Director