

**North Park Main Street  
Board of Directors  
July 13<sup>th</sup>, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

David Muscat, (President), David Cohen (Vice President), Jeff Horvitz (Treasurer), Kate Ross (Secretary), John Anderson, Christopher Bittner, Lea Caughlan, Patrick Edwards, David Gamboa, Linda Morris, Amy Paul, Ken Pecus, and Jason Noble

Board Members Absent

Mathew Cirello  
Alma Rodriguez

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer David Surwilo, Don Leichtling, Lucky Morrison, Andrew Smith, Joshua Romero, Ron Lacey, Anthony Bernal, 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/Ken Pecus (12/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Liz Studebaker introduced Angela Landsberg as the new Executive Director of North Park Main Street. Studebaker reported that her last day will be July 22<sup>nd</sup> and Landsberg will start on July 15th.

**POLICE REPORT**

Officer David Surwillo reported that they were able to secure a grant through the San Diego Police Foundation for the bike patrol team to continue their surveillance once North Park switches from the Western Division to Mid-City Division in September. Surwillo reported that shift change will take place in September and the community is encouraged to make calls, meet the new officers and get them up-to-date on the issues in North Park. Surwillo reported that when the beat configuration changes in September, the new Community Relations Officer may be Officer Jenny Hall, although it has not been finalized quite yet.

\*Lea Caughlan arrives to the meeting

**PRESIDENT'S REPORT**

Information: The Mentor Television Series

Elizabeth Studebaker reported that a reality television series that focuses on helping small businesses make improvements is now accepting applications from interested businesses. The business must have 5 or more employees. For more information contact Studebaker at North Park Main Street.

Information: Lead the Way Project

Joshua Romero, from the Lead the Way Project through UCSD, reported that this program is the nation's first HIV testing programs. Romero reported that the goal of the study is to find out why people are not getting tested for HIV. Romero reported that their program is looking to partner with the business community to spread awareness. Romero passed out pamphlets and brochures to the board members.

Information: Sustainable Project Presentation

Stephen Russell reported that the Sustainable Project is well underway and a lot of progress has been made. Russell reported that four associates that were interning on the previous sustainable project have now contracted with NPMS under the \$25,000 grant from the Office of Historic Preservation. The associates, who are graduates from the New School of Architecture, are working on developing a comprehensive manual that will outline ways to retro-fit historic buildings to be more sustainable. The manual will also be a resource for businesses and property owners to identify ways they can become more sustainable. Russell reported that there will be a gallery opening to present the associates progress on this project on August 13<sup>th</sup> from 6pm-9pm at Art Produce Gallery.

Information: North Park Clean & Safe Overlay MAD Ballot Results

Stephen Russell that the Clean & Safe Ballot did not pass. Russell reported that there was actually a healthy amount of support from single-family residents and condo owners, but we did not receive as much support from the commercial property owners. Russell reported that the biggest blow to our efforts, which greatly affected the outcome of the vote, were the “no” votes from the national chains and large commercial properties. Studebaker passed out a sheet detailing the outcome of the vote. Russell reported that the Clean & Safe Steering Committee will meet in the next week or so and review what we have learned from the process and how to improve future efforts.

Don Leichtling reported that any future efforts should make sure to have more residents on the initial Steering Committee to help gain more support.

Information: Farmers Market Budget Update

Catt White reported that the Farmers’ market income has been up the last few months. White reported that she has some new staff working at the market and they have plans to put out a new issue of “The Lookout” insert in the North Park News. White reported that they are also looking into adapting a EBT program where food stamps can be used at the farmers’ market. Studebaker reported that CVS contacted her a while ago wanting to increase the lease for the CVS parking lot. Studebaker reported that she told the CVS representative that we were already paying market rate and we never heard anything back from them. White reported that if they call again, please refer them to talk to her. David Cohen reported that we should get a yearlong contract with CVS in place, so we can secure a rate and not be surprised with an increase.

Financial Reports/Budget

Jeff Horvitz reported that our current assets total \$103,093.76. Approximately \$50,000 of that is set aside for the CDBG bike rack project and \$21,000 is set aside in savings. Horvitz reported that we have accounts receivable for the Festival of Arts (\$6,080), BID reimbursement (\$6,863), Toyland Parade (\$5,000), and a restaurant sponsorship (\$1,500). Horvitz reported that we are going to have low cash flow for August and September.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE’S REPORT.  
(David Cohen/ Jason Noble) 12/0/1 Motion Passed. Linda Morris abstained.***

Linda Morris requested that the Consent Items be broken up into two separate votes so the board can briefly discuss McFarlane’s contract before voting. Morris requested that the final payment to McFarlane for the Taste of North Park take place after the event date, not before. Studebaker reported that she will request that change in the contract.

**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.***

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE MAY 11, 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

*(Lea Caughlan/Ken Pecus) 11/0/2. Motion Passed. Linda Morris and David Cohen abstained.*

Taste of North Park, Promotion and Public Relations Coordinator

**\*\*PROPOSED MOTION: GRANT PERMISSION TO THE PROMOTIONS COMMITTEE TO HIRE LAUREL MCFARLANE TO ASSIST WITH ORGANIZATION AND PROMOTION OF A "TASTE OF NORTH PARK" EVENT AT A NEGOTIABLE FEE.**

*(Ken Pecus/Linda Morris) 13/0/0. Motion Passed.*

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

Senate District 39 (Sean Wherley)

No report.

County District 4 (Woo-Jin Shim)

No report.

Council District 3 (Anthony Bernal)

Bernal reported that Councilmember Gloria was disappointed with the outcome of the ballot. Bernal reported that the Budget Committee, which Councilmember Gloria chairs, was able to pass a budget that will result in no longer having "brown outs". Bernal reported that the state has passed a bill to eliminate redevelopment agencies unless the agencies pay money to the state in the amount of \$2.6 million. If the agencies pay, then they will be able to continue functioning.

BID Council (Patrick Edwards)

Edwards reported that since Liz Studebaker is leaving, we need to elect a new alternate representative to the BID Council. This will need to be voted on at the next Board of Directors meeting.

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

There was no July meeting.

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

Edwards discussed the situation regarding the Redevelopment Agency and the options that the City of San Diego is exploring. Edwards reported that the City has two options: 1) The State can eliminate the agency entirely or 2) The City can pay money to the State in order to keep our agencies functioning.

Design Committee (Amy Colony)

Liz Studebaker reported that at the last Design Committee, Casa de Luz presented their renderings to the committee and reported that they plan to open on October 15<sup>th</sup>. Studebaker also reported that Wang's gave a tour of their building and discussed construction plans. Wang's anticipated opening will be in October.

Economic Restructuring Committee (Ken Pecus)

Ken Pecus reported that there will be a business mixer at Queen Bee's on Thursday, July 21<sup>st</sup> from 5:30pm to 7:30pm. Invites will be sent out soon and all board members are encouraged to attend and bring guests. Pecus reported that this will be our second business mixer and we want to make it a good one.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

David Cohen and Kate Ross reported that at the last Promotions Committee they discussed McFarlane's Contract for the Taste of North Park and reviewed other details for the event including date, time, and logo, and general promotions.

**EXECUTIVE DIRECTOR'S REPORT**

See report in June Packet

**OLD BUSINESS**

**NEW BUSINESS/OPEN DISCUSSION**

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is August 10th, 2011

Respectfully submitted,  
Amy Colony, Assistant Director