

**North Park Main Street
Board of Directors
August 10th, 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, Matthew Cirello, Patrick Edwards, David Gamboa, Linda Morris, Jason Noble, and Alma Rodriguez

Board Members Absent

Amy Paul
Ken Pecus

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer David Surwilo, Joaquin Romay, Paige Hazard, Anthony Bernal, Drew Aucker 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 Cohen/LeaCaughlan (12/0/0)

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Kate Ross reported that she will be resigning from her position on the North Park Main Street board of directors. Ross reported that this will be her last meeting.

Alma Rodriguez reported that Queen Bee's will be hosting a shopping bazar every Saturday from 1pm -6pm starting August 26th. Rodriguez reported that the bazar will feature 30-45 arts and craft vendors. She reported that they will also be validating parking at the garage. Rodriguez requested to have endorsement from North Park Main Street.

David Cohen reported that board will want to discuss this in more depth and may have questions. Cohen requested that the item be agendized for the next board meeting in September.

*Matthew Cirello arrives

POLICE REPORT

Officer David Surillo reported that he will be leaving in the next few weeks and he will be replaced by Officer Jenny Hall. Surwillo gave an update on a car chase that took place yesterday in North Park. He reported that the suspect was caught without injury.

PRESIDENT'S REPORT

Information: Free Brown Act Training Hosted by the BID Council

Angela Landsberg reported that the BID Council will be hosting a free Brown Act Training for all BID staff and board members. The training will be held on Friday, August 26th from 8:00am to 10:00am at 2488 Historic Decatur Road, Suite 200 San Diego, CA 92106. Landsberg reported that RSVP is required.

Information: Sustainable North Park Main Street Gallery Opening

Landsberg reported that there will be a gallery opening for the Sustainable North Park Main Street project on August 13th, from 6:00pm to 9:00pm at Art Produce at 3139 University Ave. The gallery opening will coincide with Ray at Night. Landsberg reported that the gallery opening will present information about sustainability practices and showcase the work that NPMS, Platt/Whitelaw and New School of Architecture consultants have done over the last 9 months.

Information: Accepting Applications for New Board Members – Due August 31st, 2011

Amy Colony reported that NPMS is now accepting applications for new board members to begin terms in October. Colony reported that 7 seats are up for election and the board member's whose seats will be up for election include: Patrick Edwards, Alma Rodriguez, John Anderson, David Gamboa, Linda Morris, Ken Pecus, and Lea Caughlan. All applications are due to North Park Main Street no later than Friday, August 31st.

Discussion: Reinstating the Organization Committee

Patrick Edwards reported on the history of the organization committee and the issues that it focused on including: the PROW program, bylaws, elections, assessments, and organization structure. The board discussed re-instating the organization committee. Alma Rodriguez and Jeff Horvitz offered to serve as co-chairs if the committee is re-instated. Matthew Cirello and Jason Noble also volunteered to serve as committee members. Colony reported that the Organization Committee will be open to the public and any member in the community can serve as additional committee members.

*****PROPOSED MOTION: NOMIATE ALMA RODRIUEZ AND JEFF HORVITZ TO SERVE AS CO-CHAIRS FOR THE ORGANIZATION COMMITTEE. (David Cohen/Patrick Edwards) 9/0/2 (Alma Rodriguez and Jeff Horvitz abstained) Motion passed***

Action: Nominate Alternate Representative for the BID Council

Patrick Edwards reported that the board needs to elect a new alternate representative for the BID Council now that Elizabeth Studebaker is no longer filling that duty. Edwards nominated the new executive director, Angela Landsberg to fill this position. No other nominations were made.

*****PROPOSED MOTION: NOMITATE ANGELA LANDSBERG TO BE THE ALTERNATE REPRESENTATIVE TO THE BID COUNCIL. (David Cohen/David Gamboa) 13/0/0 Motion passed***

Action: Form Nominating Committee for Board of Director Elections held in September 2011

Colony reported that the board needs to appoint 3 board members to the nominating committee to review the slate of nominees and report to the board in September and oversee the election process. Jeff Horvitz, Christopher Bittner and Alma Rodriguez volunteered to serve on the nominating committee.

*****PROPOSED MOTION: APPROVE THE FORMATION OF A NOMINATINON COMMITTEE CONSTITING OF BOARD MEMBERS JEFF HORVITZ, CHRISTOPHER BITTNER, AND ALMA RODRIGUEZ. (David Cohen/Lea Caughlan) 9/0/3 (Jeff Horvitz, Christopher Bittner, and Alma Rodriguez abstained) Motion Passed***

Action: Toyland Parade Contract with McFarlane Promotions

Linda Morris reported that she reviewed the contract and has a few questions. Morris reported that her first concern is about liability. Morris recommends that language regarding cross-indemnification be included in the contract. Morris also requested that specifics regarding due dates and time frames for the press release be added into the contract.

****PROPOSED MOTION: GRANT PERMISSION TO THE PROMOTION COMMITTEE TO HIRE LAUREL MCFARLANE TO ASSIST WITH ORGANIZATION AND PROMOTION OF THE 48TH ANNUAL TOYLAND PARADE WITH THE INCLUSION OF CROSS-INDEMNIFICATION AND DUE DATES WITH THE CONTRACT NOT TO EXCEED \$2,700. (David Cohen/Lea Caughlan) 13/0/0**

Information: Farmers Market Budget Update

Catt White reported that she has been working on getting another issue of the Farmers' Market newsletter, the Outlook, out but she has been having trouble getting support from the local community in regards to supporting advertising space. White reported that the next business mixer will be held at the Farmers' Market on Thursday, Sept. 15th from 5:30pm-7:30pm.

Patrick Edwards reported that we should try to do a raffle to attract more shoppers. David Cohen reported that the parking is an issue and we also need more signs to direct traffic to the market. David Muscat stated that a longer discussion about the Farmers' Market should be held in the Promotion Committee meeting. The Promotion's committee can further discuss market locations, signage, and promotions etc...

Linda Morris also suggested forming an ad-hoc committee to form once the organization is ready to start looking at moving the farmers' market. David Cohen, Lea Caughlan, Chris Bittner, and Catt White volunteered to serve on the Farmers' Market ad-hoc committee when the time comes to research new farmers' market locations.

****PROPOSED MOTION: APPROVE THE CREATION OF A FARMERS' MARKET AD-HOC COMMITTEE TO DISCUSS ISSUES PERTAINING TO THE MARKETS' LOCATION, SIGNAGE, AND ADDITIONAL PROMOTIONS. (Linda Morris/Lea Caughlan) 13/0/0 Motion passed**

Financial Reports/Budget

Jeff Horvitz reported that NPMS' total current assets are \$117,145.93. Of those assets, \$73,619 is reserved for the CDBG bike rack installation project and the Sustainable North Park Main Street project. Additionally, \$25,000 is held in reserves for the theatre grant. Additionally, \$6,517.01 is held in the Toyland Parade savings account and \$10,495.44 is held in the Farmers' Market savings account. Jeff Horvitz reported that our checking is currently -\$2,487.52, but Roni is holding checks to ensure that we are not overdrawn. Horvitz reported that our accounts receivable include \$6,080 from TOT for the Festival of Arts and \$1,500 from a Festival sponsorship. We are also expecting to receive SBEP in mid-September, but the next month is going to have very low cash flow.

Horvitz reported that the BID reimbursement process should be changing in September so that starting in October all the BIDs will receive their assessments upfront, rather than on a reimbursement basis.

****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT. (Alma Rodriguez/David Gamboa) 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.***

Approval of Minutes

*****PROPOSED MOTION: APPROVE THE MINUTES FROM THE JULY 13th, 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (Patrick Edwards/Jason Nobel) 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 Todd Gloria and the City Council approved a “Memorandum of Understanding” (MOU) to research potential changes to Balboa Park Plaza de Panama. Bernal also reported that in the month of July thirteen miles of road were repaved.

BID Council (Patrick Edwards)

Edwards reported that thanks to Councilmember Todd Gloria and the other Councilmembers, the motion to change the BID reimbursement process to direct dispersion was passed. Edwards reported that we should start seeing direct dispersion of BID funds in September/October.

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

Colony reported that the MAD has plans to install several additional ornamental trash cans (the green metal trash cans) throughout the district. Colony stated that at the next meeting the committee will review 5 potential locations.

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

Edwards reported on behalf of Jim Tinsky. Edwards reported that the PAC is currently working on prioritizing their funding because they are currently \$300,000 in debt. Edwards stated that the PAC is in debt because of the payment required to the State in order to keep the Redevelopment Agency functioning. Edwards stated that they are currently overseeing a Parking Structure Study to identify ways to increase usage of the Parking Garage. Edwards stated that they are also working on installing permanent signage on the parking structure to increase visibility.

Design Committee (Amy Colony)

Amy Colony reported that the Design Committee is working on reinitiating the Utility Box Painting Program, as well as working on the bike rack installation project.

Economic Restructuring Committee (Ken Pecos)

Angela Landsberg reported that the Economic Restructuring Committee met to discuss the next North Park Main Street Business Mixer which will take place at the North Park Farmers’ Market on September 15th from 5:30pm – 7:30pm. Board members are encouraged to assist with food/beverage donations, promoting the event and bringing guests.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen & Kate Ross)

David Cohen and Kate Ross reported that the Promotion Committee is working on promotions for the Taste of North Park and the Farmers' Market. The promotion committee is reviewing sponsorship forms for NPMS events and overseeing the development of promotional materials.

EXECUTIVE DIRECTOR'S REPORT

See report in August Packet

OLD BUSINESS

NEW BUSINESS/OPEN DISCUSSION

David Muscat reported that North Park Main Street needs to identify ways to improve promotions for our events and improve cash flow into the organization. Muscat reported that we have several important events coming up that the board will need to help out with including the business mixer in September, the Taste of North Park in October and the Toyland Parade in December. All board members are encouraged to be involved in some way including soliciting sponsorships, donating, or at least volunteering their time. Muscat discussed that another way we could raise money by selling advertising space on the NPMS website to business owners. Muscat also stated that all board members need to make sure to use social media such as Facebook and Twitter, to promote NPMS events.

David Cohen reported that he would like to try and initiate a Mayor of North Park program in which any community member, business owner or resident, can "run" to be the unofficial Mayor of North Park. Cohen reported that individuals who want to run will have to raise money for NPMS and whoever raises the most money wins the race. More will be discussed at the next Promotion Committee meeting.

ADJOURNMENT

Meeting adjourned at 9:00 a.m.

Next meeting is September 14, 2011

Respectfully submitted,
Amy Colony, Assistant Director