

**North Park Main Street  
Board of Directors  
September 14, 2011  
Minutes**

**ATTENDANCE**

Board Members Present

David Cohen (Vice President), Jeff Horvitz (Treasurer), John Anderson, Christopher Bittner, Lea Caughlan, Matthew Cirello, David Gamboa, Linda Morris, Ken Pecus and Alma Rodriguez

Board Members Absent

David Muscat  
Patrick Edwards  
Amy Paul  
Jason Noble

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Jenny Hall, Anthony Bernal, Ron Lacey, Lucky Morrison, Karen Lewyoun, 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  
LeaCaughlan/Ken Pecus (8/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Lea Caughlan reported that she has moved her business, "The Rubber Rose" out of North Park to East Village in downtown San Diego. Caughlan reported that this will be her last meeting.

Karen Lewyoun from SAY San Diego reported that they will be holding a responsible serving class on September 15th at the Lafayette Hotel from 12pm-4pm.

\*Matthew Cirello and Alma Rodriguez arrive.

**POLICE REPORT**

Officer Jenny Hall introduced herself as the new North Park Community Relations Officer. Hall reported that her number is (619) 516-3009 and her email address is [jmason@pd.sandiego.gov](mailto:jmason@pd.sandiego.gov). Hall reported that the Mid-City Division will be taking over North Park area beginning in a few weeks. Hall reported that Captain Jarvis will be the "acting" captain for right now and his phone number is (619) 516-3035.

Ken Pecus asked if there had been any progress on the historic plaques that have been stolen from homes and buildings. Hall reported that the Western division will be handling that case. Alma Rodriguez asked if we are able to keep the bike team and Hall responded that yes, the bike team will remain.

## PRESIDENT'S REPORT

### Info: Taste of North Park – Saturday, Oct. 8th from 11am-4pm

Angie Landsberg reported that the Taste of North Park is coming up soon and will take place on Saturday, Oct 8th from 11am-4pm. Landsberg reported that we are still looking for some volunteers to help out during the event if anyone is interested. More information about the event can be found online at: [www.tastenorthpark.com](http://www.tastenorthpark.com).

### Info: Main Street Mixer at the Farmers' Market – Thursday, Sept. 15th from 5:30pm-7:30pm

Angie Landsberg reported that our third business mixer will be held at the North Park Farmers' Market on Thursday Sept 15th from 5:30-7:30pm. Entry fees are \$5 for NPMS members and \$10 for non-members. Landsberg reported that each entrant will receive a "Farmers' Market" tasting ticket in which they can sample food from participating vendors at the market. Additionally, Magners Irish Cider will be providing beverages in the garden behind Art Produce Gallery.

### Action: Board of Directors Elections

The slate of candidates for the 2011 Board of Director elections was presented to the board for a vote. The slate of candidates includes: John Anderson (True North Tavern); Arturo Avila (Vons); Stephen Chinn O.D. (Stephen Chinn O.D. A Professional Corp); W. Patrick Edwards (Antique Refinishers, Inc.); David Gamboa (A7D Creative Group, Inc.); Linda Morris (Cambridge Management Group, Inc.); Trent Riley (San Diego City Homes, Inc.); Alma Rodriguez (Queen Bee's Arts & Cultural Center).

***\*\*PROPOSED MOTION: THE LIST OF CANDIDATES SUBMITTED BY THE NOMINATING COMMITTEE WILL BE ADOPTED FOR THE 2011 ELECTION TO THE BOARD OF DIRECTORS. (CANDIDATES NAMES TO BE READ)***

***(Lea Caughlan/Ken Pecus) 6/0/4 (John Anderson, David Gamboa, Linda Morris, and Alma Rodriguez abstained) Motion Passed.***

### Action: Change in Insurance Coverage for Angela Landsberg, Executive Director

David Cohen reported that Executive Director, Angela Landsberg, is requesting that her two children be added as dependents onto her health insurance provided by North Park Main Street. The addition of dependents would raise the monthly insurance cost from \$391 to \$686. Cohen reported that the Budget and Executive Committee made the recommendation to approve the addition of dependents on Landsberg's health insurance.

Linda Morris reported that maybe there should be an addendum to Landsberg's annual contract with NPMS that includes this change in her insurance coverage. Morris recommended that the contract be amended to indicate that insurance coverage will be reviewed when the contract is reviewed.

***\*\*PROPOSED MOTION: APPROVE THE ADDITION OF DEPENDENTS ON EXECUTIVE DIRECTOR, ANGELA LANDSBERG'S INSURANCE WHICH WILL INCREASE MONTHLY INSURANCE COSTS FROM \$391 TO \$686 ON THE CONDITION THAT LANDSBERG'S ANNUAL CONTRACT WITH NPMS WILL BE AMENDED TO INCLUDE THE CHANGE TO INSURANCE AND WILL BE REVIEWED ON AN ANNUAL BASIS.***

***(Alma Rodriguez/Linda Morris) 10/0/0 Motion Passed.***

### Information: Farmers' Market Budget Update

Catt White, Farmers' Market Manager, reported that the market income has remained strong and last week went really well because of the power outage. White reported that she hopes the Business Mixer next week will bring more people and help promote the market.

David Cohen reported that he wanted to continue the conversation about improving the market and wants to know how we can get more activity on Herman Street. White reported that our market is still short about 6-8 vendors and we could fit another 14 vendors which would fill out the market. White reported that she is looking for artisanal foods and more farmers to fill the vendor spots. Leah Caughlan asked if the board could get a complete list of the current vendors that participated at the market. Caughlan also asked how much the booth spaces cost. White reported that they vary depending on the type of vendor and how well they are doing, but generally a booth space is about \$40 per week. Caughlan suggested incorporating some kind of educational workshops or restaurant demos to draw out more costumers.

The board also discussed improving the signage to the market. David Cohen reported that the Promotion Committee is looking at purchasing new A-frame signs and street closure signs, but are waiting for the market account to build back up.

#### Financial Reports/Budget

Jeff Horvitz reported on the financials for the organization. Horvitz reported that the total assets of the organization are \$115,439.54. Horvitz reported that of those assets, \$70,817.46 is reserved for the bike rack project and the North Park Main Street Sustainability Study. An additional \$25,000 is reserved for a County grant. Horvitz reported that we are currently waiting to receive our June reimbursement in the amount of \$6,080. We are also waiting on SBEP which could be anywhere from \$14,000-\$18,000 and should be deposited in a few weeks.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(Matthew Cirello/Linda Morris) 10/0/0 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 AUGUST 10<sup>th</sup>, 2011 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (David Gamboa/Leah Caughlan) 9/0/1 (Ken Pecus abstained) 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)

Anthony Bernal reported for Woo-Jin Shim from the County and stated that the County will be hosting a free recycling event for oil and will be also be having a financial planning event on Oct 3<sup>rd</sup>. Bernal reported that the City continues to do sidewalk/street repairs and the progress can be followed on the City's website. Bernal stated that sidewalk and tree issues can be reported on the website as well. Bernal also reported that a grand opening will be held for the new business resource opening up at City Hall.

##### BID Council (Patrick Edwards)

No report.

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

Amy Colony reported that the MAD approved maintenance of up to 37 new bike racks possibly installed in the MAD district. The MAD is working on identifying new locations for the installation of ornamental trash cans throughout North Park. Colony reported that the representatives for the Switzer Canyon improvement project are interested in resuming work on that project and have been attending the MAD meetings.

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

David Cohen reported that the PAC cannot take on any new projects or allocations at this time because of the situation with redevelopment money at the State level. Cohen reported that the PAC was able to approve the panel for the Arts Master Plan RFP that is currently out. Proposals for that RFP are due Sept 26<sup>th</sup>. Cohen reported that the panel is made up of 1 representative from Main Street, 3 members from the PAC, and 3 members from the arts community.

Design Committee (Amy Colony)

Amy Colony reported that the design committee has been discussing different beautification projects that the re-allocated County Grant can go towards. Some projects in discussion are utility box paintings, installing a “green” wall, installing ornamental trash cans etc...

Economic Restructuring Committee (Ken Pecus)

Ken Pecus reported that the ER Committee has been focusing on what their goals and objectives are for the coming year. Pecus reported that he can stay on as chair of the committee after leaving the full board, but the committee could use some additional participation from other board members.

Organization Committee (Patrick Edwards)

No report

Promotion Committee (David Cohen)

Cohen reported that the Promotion’s Committee has been focusing on promotions and planning for the Taste of North Park. The committee has also been looking at how to improve promotions for the farmers’ market with new signage. The committee has also been discussing how to secure sponsors for the Toyland Parade.

**EXECUTIVE DIRECTOR’S REPORT**

See report in September Packet

**OLD BUSINESS**

David Cohen reported that the pigeon’s at the corner of 30<sup>th</sup> Street and University Ave have become a problem and may be an issue that is taken to the MAD.

**NEW BUSINESS/OPEN DISCUSSION**

John Anderson requested that an item regarding “conditional use permits” be added to a future board agenda.

Ken Pecus reported that the board should also discuss sometime soon Main Street’s role with the Toyland Parade and how much of a priority it is to our organization. The board decided that this should be something that is discussed first at the next Promotions Committee.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is October 12, 2011  
Respectfully submitted, Amy Colony, Assistant Director