

**North Park Main Street
Board of Directors
January 11, 2012
Minutes**

ATTENDANCE

Board Members Present

David Cohen (President), David Gamboa (Vice President), Jeff Horvitz (Treasurer), Trent Riley (Secretary), John Anderson, Christopher Bittner, Matthew Cirello, Patrick Edwards, Jason Noble, and Alma Rodriguez

Board Members Absent

Arturo Avila – 4th consecutive absence, no longer a board member
David Muscat – resigned from the board
Steve Codraro
Linda Morris
Amy Paul

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Officer Jenny Hall, Anthony Bernal, Anna Gamboa, Lara Easton, Kristin Beattie, and Bob Keiser

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

*****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
Trent Riley/David Gamboa (10/0/0)***

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Patrick Edwards reported that Mayor Sanders will give his State of the City address tonight.

David Cohen reported that the next Planning Committee will take place on January 17th at 6:30pm. Cohen stated that if anyone wants to run or vote in the Planning Committee March elections then they need to attend and register at the January or February meeting.

Karsten Gjemre from the Lion's club reported that they would like to assist with supporting future Toyland parades. Karsten reported that although the Lion's club cannot be a fiscal sponsor for the event, they can assist with planning and organization.

POLICE REPORT

Officer Jenny Hall reported that Lady of the Lake was robbed on December 16th in the early evening. Officer Hall reported that the suspect entered through the back door as the store was closing and robbed them at gunpoint. Lady of the Lake staff reported that they recognized the suspect as a regular customer, although he has not been apprehended yet.

Officer Hall reported that there was a sexual battery on Illinois Street on Jan 5th at 8:30pm. Officer Hall reported that the victim was walking up apartment stairs when the suspect attacked. The suspect is described as a white male, 30 yrs. old, muscular build with military style haircut.

Lara Easton reported that she will be taking over Kristen Beattie's position as neighborhood prosecutor for North Park. Easton reported that she communicates closely with Officer Jenny Hall and can also consult with businesses that are having problems with crime, graffiti, loitering etc... Easton reported that she can talk with businesses about Sep-ted which is the theory that building

design and structure can lead to a reduction in crime. Some changes include adding lighting, making sure signage is not blocking viewpoints, etc... Lara Easton can be contacted at (619) 533-5629 or emailed at leaston@sandiego.gov.

PRESIDENT'S REPORT

Annual Report

Amy Colony reported that NPMS staff has completed the North Park Main Street 2010-2011 Annual Report which was distributed to all the board members for review. Colony requested that the board review the report and get back to her with any requested changes or edits. Angie Landsberg reported that once the report is approved, it will be posted on the website and distributed.

Going Green Grant Update

Angie Landsberg gave background information about the "Going Green" grant which was originally a \$25,000 "Theatre Design Grant" from the County, but had to be repurposed for a different use. The "Going Green" grant will now be used for the installation of bike corrals, bike racks and recycling containers throughout North Park. Landsberg reported that the maintenance has been approved and staff is now working with the City to identify locations. Amy Colony reported that there will be further discussion about recycling can design and locations at the next Design Committee.

Information: Redevelopment Agency

Dale Bankhead from Assemblymember Tony Atkins office gave an update to the board about the recent ruling regarding the future of Redevelopment Agencies. Bankhead reported that the California State Supreme court ruled for the complete dissolution of all Redevelopment Agencies throughout the State. Bankhead reported that the full dissolution of redevelopment agencies is scheduled for Feb. 1st, but Assemblymember Atkins is working on getting that date extended. Bankhead reported that of the funds removed from Redevelopment Agencies, 1 billion dollars will go to schools and the remaining will go towards social services. Bankhead reported that it is still unclear if un-completed projects will be discontinued.

Festival of the Arts

Angie Landsberg gave an update on the North Park Festival of Arts and reported that the event will take place on Sunday, May 20th. Landsberg reported that staff has already begun initial planning, but that the festival committee will begin meeting next week. Landsberg reported that she is currently looking for sponsors outside of North Park and reported that if the board has any suggestions or ideas, to contact her.

Smart Growth Tour

Angie Landsberg reported that the Smart Growth Conference is taking place in San Deigo this year and a tour for attendees will be held in North Park on Feb 2nd. The conference is primarily for city planners and focuses on civic, environment and economic planning issues. Landsberg reported that NPMS, along with other collaborators and businesses, began planning for the tour back in July. The tour will take place from 1-4pm starting at Platt/Whitelaw Architects. George Franck from the Historic Resource Board will lead the tour. The tour has planned visits to the North Park Theatre, Ray Street, Art Produce Gallery and the Farmers' Market. Board members are encouraged to attend the farmers' market.

Website Improvements

David Cohen reported that we are looking into making some improvements to the North Park website which would include transferring our content to a more user friendly management system like WordPress. Cohen reported that he spoke with Jim Tinsky who developed the programming for our current website and he said he would be able to transfer the content over to WordPress for \$500.

Cohen reported that this will allow us to have more control over the future development of the website, but that we need to consider developing new content.

Landsberg reported that our goal is to make the north park website more of a hub of all of North Park, rather than just a resource for business members. Landsberg reported that the Economic Restructuring Committee has been discussing ways to improve the website and have decided that we need a good business directory, updates on events, a blog, ability to sell ad space, etc...

Cohen reported that Tinsky's quote does not include developing advertising space, but he can include it in an additional quote latter on once the contact is switched. Landsberg suggested that the board take a look at other BID websites for ideas.

*****PROPOSED MOTION: ALLOW EXECUTIVE DIRECTOR TO ENTER INTO A CONTRACT WITH A WEBPROGRAMMER FOR NPMS WEBSITE IMPROVEMENTS. CONTRACT NOT TO EXCEED \$500.
(David Gamboa/Trent Riley) 10/0/0 Motion passed.***

Farmers' Market

There were 5 weeks in December, but because of the shorter days patronage has gone down. NPMS is netting approximately \$400 a week right now. Cohen reported that the farmers' market just had new signs made.

Financial Reports/Budgets

Jeff Horvitz reported that our total current assets now are \$74,695. Horvitz reported that the November BID reimbursement was lower than usual. Horvitz reported that normally, the reimbursement is around \$5,000, but in November it was \$2,719.

*****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.
(Jason Noble/Matthew Cirello) 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 DECEMBER 14th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. (Trent Riley/ Jeff Horvitz) 8/0/2. Patrick Edwards and Christopher Bittner abstained due to missing the previous meeting***

REPORTS (5 Min. Time Limit for Each Report)

Assembly District 76 (Lindsey Masukawa)

Senate District 39 (Sean Wherley)

No report

County District 4

No report

Council District 3 (Anthony Bernal)

Anthony Bernal reported that the California Supreme Court ruled for an end to Redevelopment. The City will begin working on developing alternative ways to support redevelopment projects.

Bernal stated that the City still owns the Woolworth building and is working with the developer to move forward with the project, but nothing is guaranteed at this point.

BID Council (Patrick Edwards)

Patrick Edwards reported that City Council voted 7-0 to have the City of San Diego become the successor to Redevelopment Agencies, which means the City will oversee the dissolution of the agencies in San Diego.

North Park Planning Committee (David Cohen)

David Cohen reported that the North Park Planning Committee will be holding their elections in March and that anyone that wants to run or vote at this election needs to attend the next meeting in January. Cohen reported that the next meeting is held on January 17th at 6:30pm. Cohen reported that they were also presented with the proposed Plaza de Panama concept for Balboa Park and the board voted against the plan.

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

Amy Colony reported that the MAD voted to approve maintenance for the proposed installation of recycling containers. Colony reported that the MAD will arrange for their subcontractor to keep the profits of the recyclables in exchange for free maintenance. Colony also reported that the MAD approved the budget for 2013.

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

No report.

Design Committee (Angela Landsberg)

Angie Landsberg reported that the Design Committee further discussed design concepts for the 805 entrance sign. Landsberg reported that the committee also was given a tour of Casa de Luz which will be opening within the next month.

Economic Restructuring Committee (Angela Landsberg)

Landsberg reported that the ER Committee has been focusing on website improvements.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Cohen)

David Gamboa reported that the Promotion committee has also been working on improving the website and increasing our usage of social media in relation to our events. The promotion committee has begun focusing on the North Park Festival of Arts.

EXECUTIVE DIRECTOR'S REPORT

See January Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

ADJOURNMENT

Meeting adjourned at 9:00 a.m.

Next meeting is February 8th, 2012
Respectfully submitted, Amy Colony, Assistant Director