

**North Park Main Street  
Board of Directors  
February 8, 2012  
Minutes**

**ATTENDANCE**

Board Members Present

David Cohen (President), David Gamboa (Vice President), Jeff Horvitz (Treasurer), Trent Riley (Secretary), John Anderson, Steve Codraro, Patrick Edwards, Jason Noble, Amy Paul, and Alma Rodriguez

Board Members Absent

Linda Morris  
Mathew Cirello  
Christopher Bittner

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Karsten Gjemre, Stephanie Scollo, Robyn Guy, Catt White, and Bob Keiser

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

***\*\*PROPOSED MOTION: APPROVE THE PROPOSED AGENDA  
Jeff Horvitz/Trent Riley (9/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Stephanie Scolo from YMCA Youth and Family Services introduced herself and reported that YMCA is reaching out to surrounding communities to let people know that their local center provides at-risk youth services and a lot of other assistance.

Karsten Gjemre from the Lion's Club reported that they are always looking for new members. They have Wednesday lunches at noon and serve food from local restaurants.

**POLICE REPORT**

No report.

**PRESIDENT'S REPORT**

Going Green Grant Update

Angie Landsberg gave background on the Going Green grant and discussed the latest developments. Landsberg reported that we have identified 8 locations for new recycling containers and are finalizing the design/color/identification of the containers. Landsberg also reported that NPMS staff is working with the City on getting one bike corral installed and up to 35 regular, single bike racks installed throughout the district. More information regarding this project will be discussed at upcoming Design Committee meetings.

\*David Cohen arrives.

Sustainable Committee

Angie Landsberg reported that the Sustainable Committee was formed out of the Orchid Award that North Park Main Street was awarded for the Sustainable Study that was developed last year in partnership with Platt/Whitelaw Architects. Landsberg reported that the first project the Sustainable Committee will be working on is the Hearld Hay Solar Design competition that will award the

winning concepts with \$6,000. Applicants will be directed to use design concepts from the Sustainable Study. Potential matching funds can be used in the future to implement and install the winning design. Landsberg also reported that the Sustainable Committee is also looking at applying for future grants through the Office of Historic Preservation.

Amy Paul had a question about the timeline for the Hearld Hay Solar Design project and whether other students can participate. Landsberg reported that the competition is only open to New School of Architecture students because the funding is coming from the school.

Patrick Edwards reported that the La Jolla BID is also working on sustainable development and may also be interested in future design competition.

#### Board Retreat

David Cohen reported that he meet with Gary Winters who will lead the upcoming retreat. Cohen reported that Gary Winters will be doing the training for trade. Cohen reported that the goal is to get board members outside of the office and working together in a different environment. At the retreat the board will be setting goals and objectives for North Park Main Street. This will be a good opportunity to connect on another level and be more involved with strategic planning for the organization. The retreat will take place on February 10<sup>th</sup> from 1pm-5pm at the Lafayette Hotel.

#### Toyland Parade

Landsberg reported that we received a letter of intent from Victoria house to take over the parade. Landsberg reported that she met with staff from Victoria House and they were very excited about taking over hosting responsibilities for the parade.

Karsten Gjemre reported that a new Lion's Club member, Max Masons, was the one that referred North Park Main Street to Victoria House. Masons is connected to Victoria House and is a local business owner on Adams Ave and is also very excited about being involved with the Toyland Parade. Gjemre asked that the business community be supportive to Victoria House and that NPMS be available as a resource to them as well.

Steve Codraro reported that it should be clear about what is being transferred from NPMS to Victoria House. Landsberg reported that all hosting and financial responsibilities will be transferred to Victoria House.

Patrick Edwards reported that his wife was the one that help re-instate the parade in 1988, so we should hang on to all the historical materials here in the NPMS office. Recent management information should be transferred to the new hosting organization, but all historical memorabilia should be kept in one place.

#### Employee Reporting Audit

David Cohen reported that recently there have been some investigative reports surrounding BIDs and employee reporting among businesses. Cohen reported that business employee count on business tax certificates are based on a self-reporting honor system. Please contact NPMS if you have concerns about your business employee –count to make sure that you are in compliance with the City.

#### Farmers' Market

Catt White reported that the January markets have been steady, but there have been some recent expenses that have affected net profit including purchasing new signs, submitting new permits etc... White reported that it is important to keep money flowing through the market because we still need more shoppers to support the participating vendors. White reporting that she is still doing the school program but it hasn't reached its full potential yet. They are looking to do another Outlook newsletter to come out in the March edition of Uptown News. Robyn from SD Weekly Markets

will be going around to businesses selling advertising space in the newsletter, so please consider supporting the farmers' market by purchasing ad space.

Angie Landsberg asked how the EBT (food stamp) issue was coming along. White reported that in order to accept food stamps we need to create an account. Unfortunately, in order to apply and create an account to accept food stamps, the federal government now wants the social security number and photo id of all board members and their spouses. White reported that they are considering applying for the food stamp program through SD Weekly Market and then figure out a way to divvy up the money with North Park Main Street.

#### Financial Reports/Budgets

Jeff Horvitz reported that our current assets are \$69,759.82. Horvitz reported that of those assets, \$25,000 is restricted for the Going Green grant and \$1,500 is restricted for the Sustainability grant. Horvitz reported that we will be transferring funds from US Bank to Union Bank and consolidating funds. The board had a question about remaining funds from the Toyland Parade account. Horvitz reported that the Executive Committee decided that the funds will remain with North Park Main Street because it was money raised by NPMS staff. Landsberg reported that Victoria House is not expecting any funds. Horvitz reported that our December assessment was \$5,249.17.

The board also reviewed the prepared financial audit.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(David Gamboa/Trent Riley) 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. (Trent Riley/ Jeff Horvitz) 10/0/0.***

#### Approval of Minutes

***\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE DECEMBER 14th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.***

#### McFarlane Contract for the 2012 North Park Festival of Arts

***\*\*PROPOSED MOTION: TO ENTER INTO AGREEMENT WITH MCFARLANE PROMOTIONS FOR PROMOTIONAL SERVICES FOR THE 2012 NORTH PARK FESTIVAL OF ARTS.***

#### County of San Diego Community Enhancement Grant

***\*\*PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO FOR COMMUNITY ENHANCEMENT PROGRAM FUNDING DURING THE COUNTY'S 2012-2013 FISCAL YEAR.***

#### City of San Diego Creative Communities TOT Grant

***\*\*PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE CITY OF SAN DIEGO FOR THE CREATIVE COMMUNITIES TOT GRANT FOR THE FESTIVAL OF THE ARTS FOR THE 2013-2014 FISCAL YEAR.***

#### BID Contract with the City of San Diego

***\*\*PROPOSED MOTION: THE BOARD OF DIRECTORS APPROVES ENTERING INTO AN AGREEMENT WITH THE CITY OF SAN DIEGO TO***

***RETAIN THE SERVICES OF NORTH PARK MAIN STREET TO PROVIDE WORK. COORDINATION SERVICES IN THE NORTH PARK BUSINESS IMPROVEMENT DISTRICT, AND DESIGNATES DAVID COHEN TO SIGN THE AGREEMENT, REIMBURSEMENT REQUESTS, AND PROGRAM REPORTS.***

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

Assembly District 76 (Lindsey Masukawa)

No report

Senate District 39 (Sean Wherley)

No report

County District 4

No report

Council District 3 (Anthony Bernal)

Bernal reported that North Park crime numbers are apparently down, while crime in Hillcrest and Mid-Town are up according to the Voice of San Diego. Bernal reported that they haven't been able to confirm these reports yet and official numbers from VICE haven't been released. Once the stats are confirmed, our Community Relations Officer will report them at the board meeting.

BID Council (Patrick Edwards)

North Park Planning Committee (David Cohen)

No report.

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

No new report. February meeting hasn't taken place yet.

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

No report.

Design Committee (Steve Codraro)

Steve Codraro reported that the Design Committee has been working on the 805 gateway sign and beautification project which has been approved in concept by the North Park Planning Committee and by the City Heights Planning Group. Codraro reported that there are plans to secure additional funds and the actual design for the project will be determined at future Design Committee meetings. Currently, we are looking for in-kind or financial donations from local businesses to assist with construction, landscaping and maintenance of the project.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the main focus of the ER Committee was the NPMS website. The committee decided that the content of the website should be put together by board members that represent different sectors of businesses such as arts, dining, shopping, entertainment etc... Riley also reported that the recent business mixer at Wang's was a great success and we netted approximately \$600 and this was the highest attended mixer we have had yet. Riley reported that recent business developments include the opening of Casa de Luz, the expansion underway of Smoking Goat, Glenn's Market will be moving to a new building and taking sign with them, and Seven Grand will be opening, hopefully, in the next couple of months.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

David Gamboa reported that the Promotion Committee reviewed the contract with McFarlane for the Festival of Arts. The committee has also been discussing hosting another event, possibly next January or February. Details regarding another event will be discussed at future Promotion meetings.

**EXECUTIVE DIRECTOR'S REPORT**

See February Executive Director's Report.

**OLD BUSINESS**

None

**NEW BUSINESS/OPEN DISCUSSION**

David Cohen reported that the North Park Planning Committee will be having elections at their March meeting. In order to be able to vote or run in the March elections, you would have to attend the February meeting and fill out a registration form. Cohen reported that the February meeting will take place on Tuesday, February 21<sup>st</sup> at 6:30pm.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is March 14th, 2012  
Respectfully submitted, Amy Colony, Assistant Director