

**North Park Main Street
Board of Directors
March 14, 2012
Minutes**

ATTENDANCE

Board Members Present

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

Board Members Absent

Amy Paul (excused)

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Karsten Gjemre, Stephanie Scollo, Robyn Guy, Bob Keiser, Matt Gordon, Lara Easton Le, Lucky Morrison, Cheryl Dye, Sara Morrison, Ed Cronan, and Karen Lenyoun

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
David Gamboa/Trent Riley (9/0/0)**

**Patrick Edwards arrives*

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Karsten Gjemre from the Lion's Club passed out club brochures. Karsten reported that the Lion's Club has been around since 1926 and they are currently looking for new members. They have lunches every Wednesday.

**Matthew Cirello arrives*

Lucky Morrison reported that there was a North Park Patrol meeting last night at the Lafayette Hotel. The North Park Patrol will be an extension of the Stonewall Citizen's Patrol.

Karen Lenyoun reported that there will be another Prescription Drug Take Back Day on Saturday, April 28th at the North Park Lion's Club.

Bertha Klann asked about any updates with the North Park Post Office. Angela Landsberg reported that the post office was purchased, but we haven't received any specific information yet.

POLICE REPORT

Officer Jenny Hall reported that there will be a Vice Liaison Officer starting shift change in April. The officer will be working on weekends addressing calls and coordinating with bar owners and bouncers. Hall reported on several incidents including a mugging at 30th and Meade where two males assaulted and robbed a man on March 2nd around 11:30pm. An armed robbery took place at the Valero gas station located at 2405 University Ave on March 11th around 11:00pm. Suspects in either incident have not been apprehended.

Lara Easton Le, Asst. District Attorney, reported that there is an opportunity for North Park to create a community court. In areas with community courts, such as Pacific Beach, people given minor citations can opt to do community service in the district where the citation occurred. If North

Park had a community court, an oversight organization would need to be developed to oversee the community service registration and clean-up activities. Sara Berns, director of Discover PB, reported that they have been overseeing the program in their district for the last 5 years and it has been successful. She reported that they handle the administration aspect of the program for which they collect a small fee from people who register for the program. Lara Easton Le reported that it is possible to have this program up and running in time for Memorial Day Weekend.

PRESIDENT'S REPORT

Festival Update

Angela Landsberg reported that our full media plan for the festival is underway and includes extensive TV, radio, social media and print advertising. Landsberg reported that we are still looking for corporate sponsorships and we could use referrals and assistance from Board members for additional outreach. Landsberg reported that the committee meetings take place every other Thursday at 6pm at the office.

Info – Sustainable Committee

Steve Codraro reported that the New School of Architecture, in partnership with Sustainable North Park Main Street is funding the Herald Hay Solar Competition. Codraro reported that they hosted a kick-off meeting on March 10th where students submitted a statement of intent to compete. Codraro reported that the students will be using the Sustainable North Park Main Street Study as their guideline. The design will represent a creative integration of passive solar and energy efficient design in architecture. Project designs will be submitted in May.

Info – North Park Parking Garage Informational Flyer

Trent Riley reported that the Economic Restructuring committee has been working on promoting the North Park Parking Garage. Riley reported that they have almost finalized a flyer that can be used to promote the garage. The goal is to distribute the flyer to all business members so they can post on their websites and Facebook pages.

Patrick Edwards reported that there has been some concern about the North Park Parking Company that has been using private flat lots for vehicle parking on Thursday – Sunday nights. Some property owners have said that the company has been using their lots without their permission. They also have illegal signage that poses traffic and pedestrian safety issues. Edwards reported that this company is not a BID member and they have not responded to past requests to follow BID requirements. David Cohen suggested that the issue should be discussed at future board meeting.

Info – Reinvestment Task Force Advisory Committee

Angela Landsberg reported that she has been working on improving bank involvement in BID communities. Landsberg reported that in the early 80's the Community Reinvestment Act was implemented to get banks to reinvest in the communities where they have branches. Oversight over the last 10 years has been minimal and under-enforced. Landsberg reported that Councilmember Tony Young recently put together an oversight committee to make sure banks are complying with this law. Landsberg reported that banks will be given a report card and graded on how well they fulfill their compliance. Landsberg reported that the city of L.A. just passed a policy stating that banks that are not compliant cannot operate in the city.

Action: Board Retreat Strategic Plan

David Cohen reported that the board recently held a retreat to review our strategic plan and concluded that there were four main areas that NPMS should focus energy and resources on in the coming year. Those areas include: the Arts, Maintenance, Sustainability, and Economic Restructuring. Cohen reported that board members present at the retreat were assigned with the task to develop draft plans for each of these areas. The draft plans were instructed to contain measurable and attainable goals that staff can reasonably achieve within one year. The board

reviewed the “Proposed Draft Strategic Plan for North Park Main Street” that was included with the Board Packet. Those board members that attended the retreat gave an overview of each draft plan:

The Arts: Amy Colony reported that she worked with board member Amy Paul, who was unable to attend the board meeting, to develop a plan for the Arts component. Colony reported that they came up with the plan to create an official Arts Committee that would be overseen by NPMS staff. The meetings would be Brown Acted and would occur on a regular basis. The committee would focus on supporting the arts in North Park and encouraging future development of the arts district.

Economic Restructuring: Trent Riley and Jason Nobel reported that they worked on this plan and decided that what NPMS could use is a business recruitment package that staff can use to recruit new developers and business owners to North Park. The package would include information about NPMS, area demographics, commercial listings, business inventory, maps, planning resources etc...

Sustainability: Steve Codraro and Angie Landsberg worked on developing this plan and reported that currently the Sustainable North Park Main Street program is still in its early stages, but could someday have a paid program manager. In the meantime, NPMS can work on developing a program outline and job description to help seek funding for the potential position.

Maintenance: David Cohen reported that his draft plan to address issues of maintenance in the business district include the development of an endowment program by which business owners would pay into the program for additional security and litter abatement services.

*****PROPOSED MOTION: ADOPT GOALS AND OBJECTIVES PRESENTED IN THE DOCUMENT TITLED “PROPOSED DRAFT STRATEGIC PLAN FOR NORTH PARK MAIN STREET” (David Cohen/Steve Codraro) 11/0/0 Motion passed.***

Nominations for Vacant Seats

David Cohen reported that there are three vacated seats on the board that need to be filled by the next board meeting. Cohen reported that there are two seats that are vacant until October 2013 and one seat that is vacant until October 2012. Cohen reported that we are now accepting nominations to fill these seats which will be voted on at the next board meeting. Nominations will be accepted beginning now until April 1st.

Cheryl Dye nominated herself to be considered for one of the open seats on the board. Cheryl reported that she is an associate member of NPMS and has been involved with the Economic Restructuring committee and sits on the North Park Community Planning Committee. Dye reported that she is also a local resident.

David Cohen nominated business owner, Matt Gordon and, associate member, Sara Morrison. Cohen stated that Matt Gordon is the owner of Urban Solace which has been in North Park for 5 years. Sara Morrison reported that she is a local resident and has been the chair of the Festival of Arts and Toyland Parade for the last few years. She also sits on the Promotions Committee.

Amy Colony reported that any NPMS business member or associate member interested in submitting a nomination can do so anytime between today and April 1st.

Farmers’ Market

Robyn Guy reported that they are working on producing the next Outlook newsletter for the market which will be published in the Uptown News in April. Robyn reported that most of the ad space is covered, but they are still looking for a few more. Robyn reported that they are still working on the Cash Crops program by partnering up with schools. It’s starting up slow, but is still underway. Catt

White reported that they would like approval from the board to give out a certain amount of gift cards each month. Catt reported that this will be an expense at first, but should yield more shoppers.

Financial Reports/Budgets

Jeff Horvitz reviewed the financial statement and reported that our current assets total \$69,473.96. Horvitz reported that \$25,000 of that is reserved for the Going Green county grant. Horvitz reported that expenses are averaging \$14,000 a month which includes rent, salaries, insurance, utilities etc...

Horvitz reported that after factoring in the income from BID assessments, SBEP and the Farmers' Market, we still need to raise an additional \$55,000 to \$60,000 a year from special events and other income in order to cover our monthly costs. It's important for us to continue to support our special events to ensure the financial health of the organization.

*****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.
(John Anderson/Trent Riley) 11/0/0 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. (Jeff Horvitz/Jason Nobel) 9/0/2. Christopher Bittner and Matthew Cirello abstained due to being absent from February meeting.***

Approval of Minutes

*****PROPOSED MOTION: APPROVE THE MINUTES FROM THE FEBRUARY 8TH OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.***

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)

Anthony Bernal reported that Todd Gloria has been focusing on public safety issues and has been meeting with business owners and community members regarding the development on a Citizen's Patrol. The goal is to continue lowering crime stats. Bernal reported that Gloria is also working on infrastructure improvements on Texas Street regarding future traffic mitigation issues resulting from the Quarry Falls development in Mission Valley. The Planning committee is working to implement bike lanes and acorn lighting.

BID Council (Patrick Edwards)

Patrick Edwards reported that the City Council has a new Economic and Development sub-committee which will focus on small business issues, among other things. The BID Council reported that they recently found that 5 BIDs have extra money in their accounts. They are working with the City to have those funds released to those BIDs. Patrick also reported that the BID Council is working to secure an SBEP 5-year contract with the City.

North Park Planning Committee (David Cohen)

David Cohen reported that the Planning Committee will be having their elections at the March meeting. Recently the committee approved a Conditional Use Permit for the Circle K to have off-sales liquor license. They also reviewed and discussed the proposed Plaza de Panama and will present their notes and comments to the City.

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

Amy Colony reported that the MAD recently had 5 new ornamental trash cans installed in the North Park business district. The MAD is considering having some plaques for the trash cans to promote the services the MAD provides to the community. The NPMS Design committee will offer some design advice for potential plaques.

Design Committee (Steve Codraro)

No report.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the ER committee has been focusing on supporting the parking structure with the development of the parking flyer which has already been discussed. The parking garage is looking at offering discounted rates for businesses who want to purchase monthly parking packages or validation packages. The new valet service has generated an increase usage of the garage and has been successful so far.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

David Gamboa reported that the Promotion committee discussed the upcoming Farmers' Market Outlook newsletter with Catt White and Robyn Guy. The promotions committee also heard a presentation from Steven Williamson about putting together a fashion show at the North Park theatre that would support local boutiques.

EXECUTIVE DIRECTOR'S REPORT

See March Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

Alma Rodriguez from Queen Bee's reported that she will be holding a fundraising event for Pat Washington who will be running for board 79th Assembly District. Matthew Cirello reported that he has expanded his gallery into space next door. Patrick Edwards stated that Glenn's Market has moved the Glenn's Market sign to a new location.

ADJOURNMENT

*****PROPOSED MOTION: MOTION TO ADJORN.
(Trent Riley/Matthew Cirello) 11/0/0 Motion passed.***

Meeting adjourned at 9:00 a.m.

Next meeting is April 11, 2012
Respectfully submitted, Amy Colony, Assistant Director