

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

ATTENDANCE

Board Members Present

David Cohen (President), David Gamboa (Vice President), Jeff Horvitz (Treasurer), John Anderson, Christopher Bittner, Mathew Cirello, Steve Codraro, Cheryl Dye, Patrick Edwards, Matt Gordon, Sara Morrison, Jason Noble, Amy Paul and Alma Rodriguez

Board Members Absent

Trent Riley (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, Jenny Hall, Lucky Morrison, Cheryl Dye, and Roger Lewis

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 (10/0/0)***

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Stephanie Scolo reported that "Healthy Kids Day" will take place on Saturday April 28th and there will be activities, free food and a farmers' market.

Karsten Gjemre reported that the Lion's Club is still looking for new members. They have lunches on Wednesdays.

Lara Easton from the City Attorney's office reported that they are moving forward with creating a North Park Community Court.

****Matthew Cirello arrives***

David Cohen reported that Jefferson Elementary School will be having a ribbon cutting on Thursday at 10am.

Gordon Kauffman gave a brief introduction to the Plaza de Panama project being proposed for Balboa Park. This is an estimated \$45 million project that would be reclaiming 3.6 acres for pedestrian use. Informational flyers were passed around. It was requested that this item be agendized for the next board meeting.

POLICE REPORT

Officer Jenny Hall reported that there will be a fundraiser today in support of the SDPD and widow's fund today. Hall reported that on March 24th at 4am at 2867 University Ave there was a commercial robbery. No suspect has been apprehended. Hall also reported that a pedestrian was mugged at 2900 30th Street on April 6th. Suspects have not been apprehended.

PRESIDENT'S REPORT

Action: Nomination for Vacant Seats

The slate of nominees to fill the empty board seats was presented to the board and voted on. The slate included Matt Gordon, Cheryl Dye, and Sara Morrison.

****PROPOSED MOTION: ADOPT SLATE OF NOMINEES INCLUDING MATT GORDON, CHERYL DYE AND SARA MORRISON TO FULFILL THE REMAINING TERMS FOR THREE EMPTY BOARD SEATS. (Patrick Edwards/Jason Nobel) 11/0/0 Motion passed.**

The new board members were seated.

Action: Board of Director Meeting Time

Angela Landsberg reported that there has been some suggestions that we review the board of director meeting. Currently, the board of directors meets on the second Wednesday of each month at 7:30am. Landsberg reported that some have suggested changing the meeting time to 8:00am. David Cohen reported that he would like to keep the 7:30am meeting time because it allows for business owners who have to open at 9am the ability to attend the meetings. Other board members reported that they would also like to keep the meeting time the same. No action was taken.

Festival of Arts – May 20th

Amy Colony reported that we need volunteer help at the Festival of Arts. Board members that volunteered to help out at the info booth include: Alma, Patrick, Steve, Cheryl, David Cohen, Matt Gordon, and Jason Noble.

Action: Approve advertising budget for Festival of Arts

Angela Landsberg reported that she would like the board to consider an advertising budget for the Festival. Landsberg reported that the proposed budget would include an 8-page program insert in CityBeat for \$1,000 and a full-page color ad in the San Diego Art Guide for \$250. Both publications are distributed County-wide.

****PROPOSED MOTION: APPROVE AN ADVERTISIGN BUDGET FOR THE NORTH PARK FESTIVAL OF ARTS FOR \$1,250. (Jeff Horvitz/Sara Morrison) 13/0/0 Motion passed. Jason Nobel abstained.**

Request for Outreach Expense Budget

Angela Landsberg reported that she would like the board to consider approving a small expense budget to allow her to take potential business owners and other business partners out to coffee or lunch occasionally. Landsberg reported that this would allow her the ability to reimburse if expense were made. Landsberg reported that an expense budget of \$50 a month would be suitable. David Cohen reported that he supports this expenditure as long as the money is spent at businesses located within the North Park Business Improvement District. Patrick Edwards are requested that any board members that own restaurants or cafes should abstain from the vote.

****PROPOSED MOTION: APPROVE BUSINESS EXPENSE BUDGET NOT TO EXCEED \$50 A MONTH UNDER THE CONDITION THAT THOSE FUNDS ARE SPENT AT BUSINESSES LOCATED WITHIN THE NORTH PARK BID (Jeff Horvitz/Patrick Edwards) 11/0/3 Motion passed. David Cohen, Matt Gordon, and John Anderson abstained.**

Jack in the Box Update

Roger Lewis reported that Jack in the Box (JITB) is requesting a tear-down and redevelopment at their currently leased location at 2959 Upas Street. Lewis reported that in 2000 the City Zoning regulations for that location were changed to exclude drive-thrus as that location. At the time, it was agreed that Jack in the Box's existing drive-thru would remain until the end of their lease. If Jack in the Box undergoes a complete tear-down and redevelopment, they would have to adhere to the updated zoning codes. Lewis reported that JITB is now proposing plans to redevelop and build another drive-thru despite the change in the zoning. Lewis reported that the North Park Planning Committee voted not to approve any JITB plans that included a drive-thru because it violates that zoning designation for that area. Lewis reported that the problems with a drive-thru at that location include increased car-related activity, litter, noise all occurring next to residential zoning.

David Cohen reported that some concerns with opposing JITB redevelopment plans are that they may leave the outdated building as is until the end of their lease, which could be another 20 years. They could also leave and the property owner could rent to a lower standard drive thru tenant that could hurt the business district. Cohen reported that this JITB redevelopment could improve the Upas and 30th Street intersection.

Matt Gordon asked Roger Lewis what he was asking from this board regarding the JITB redevelopment issue. Lewis reported that he is not asking for action today, but asks the board to continue their support of City codes and the decision made by the North Park Planning Committee.

Other board members asked how NPMS's position on the issue would affect the outcome, especially since this is already a city code issue. Lewis reported that even though city zoning prohibits drive-thrus in this location, the City has the authority to override the community's wishes and has done so in the past.

Cheryl Dye reported that there has been an emphasis in the Urban Village concept in North Park over the last few decades. Dye stated that by approving the new JITB development we would be endorsing car-centric community model. Dye stated that other City's prohibit drive-thrus in certain areas and require fast food establishments to cater to pedestrians and not cars. Karsten Gjemre reported that he would encourage the board to strongly consider the issue before going against city codes because this could set a precedence that could affect future development in North Park.

Roger Lewis reported that he may come back to the NPMS board and ask for an official position.

Maintenance Endowment District

David Cohen reported that he has been working to get the North Park Maintenance Assessment District to consider changing their litter pick-up to include Saturdays and Sundays. City staff will look at their current contracts with Urban Corp, who provides the service, and see if that is a possibility. Cohen reported that he is trying to keep this budget neutral. Cohen reported that having litter pick-up on the weekend will help with overall maintenance of the district because most litter generating activities occurs on the weekends.

Farmers' Market

Catt White reported that net income last month to NPMS was \$2,100. White reported that they have been focusing on promotions which include the distribution of the new North Park Farmers' "Outlook" newsletter which will go out in the April edition of the Uptown News. They also ran an ad in the CityBeat Food issues and will have a booth at the North Park Festival of Arts.

Financial Reports

Jeff Horvitz reported that our net assets are \$91,675.88. Horvitz reported that \$25,000 is still restricted for the Going Green Grant and approximately \$1,500 is reserved in the Sustainable North Park Main Street fund. Accounts receivable include a \$7,500 grant from SDG&E for the

Sustainable NPMS program and the 805 Gateway Sign Project. Horvitz reported that our current monthly operating budget is approximately \$14,000.

****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**
(Matt Gordon/Matthew Cirello) 14/0/0 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.** *(Patrick Edwards/Jason Noble) 10/0/4. Amy Paul, Matt Gordon, Cheryl Dye, and Sara Morrison abstained due to being absent from March meeting.*

Approval of Minutes

****PROPOSED MOTION: APPROVE THE MINUTES FROM THE MARCH 14 MEETING 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 there will be a ribbon cutting at Jefferson Elementary School on Thursday, April 12th at 10am to open the joint use park. Todd Gloria's office has been working on streamlining public works projects. Public projects will now occur at a faster pace with more efficiency.

BID Council (Patrick Edwards)

Patrick Edwards reported that Prop 26 has been affecting BIDs regarding how assessment money can be spent. The proposition makes it hard for the BID Council to assist with the development of new BIDs. Edwards also reported that the BID Council will be going to Sacramento at the end of April to speak about the CEQA Act and its regulations on special events.

North Park Planning Committee (David Cohen)

David Cohen reported that the NPPC has their elections in March and Steve Williamson and Omar Passons were elected as new members. All other members elected were incumbents. Cohen reported that the planning committee approved a cell tower and discussed the Plaza de Panama project and will send a letter to the City with individual comments.

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

Amy Colony reported that the MAD had recent officer elections and the new president is now Lucky Morrison and the new secretary is Beth Swersie. The MAD also reviewed our subcontractors litter pick-up schedule and began the discussion of switching a weekday pick-up to a weekend pick-up.

Design Committee (Steve Codraro)

Steve Codraro reported that the 805 gateway sign project is still underway, but we are still waiting for funding to come through from SDG&E. The Design Committee is also working on the Going Green Grant and designing labels for the eight new recycling containers that will be installed with that funding.

Economic Restructuring Committee (Trent Riley)

Angela Landsberg reported that the committee discussed the Enterprise Zone benefits and discussed possibly organizing an education workshop for business owners about how they can take advantage of this opportunity. The committee is also working on developing a new business recruitment package. Landsberg reported that they are also discussing new office space because our lease is up in September.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

David Gamboa reported that a representative from channel 6 came to speak about their “Meals & Steals” program by which businesses can trade gift certificates for on-air promotions. The committee also talked about getting in touch with the Cash Mob group that arranges shopping events at secret locations. One took place recently in North Park where the mob shopped at Vintage Religion and then had an after-party at Splash. More information can be found at cashmob.com.

EXECUTIVE DIRECTOR’S REPORT

See April Executive Director’s Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

ADJOURNMENT

*****PROPOSED MOTION: MOTION TO ADJORN.
(Patrick Edwards/Matthew Cirello) 14/0/0 Motion passed.***

Meeting adjourned at 9:00 a.m.

Next meeting is May 9, 2012
Respectfully submitted, Amy Colony, Assistant Director