

**North Park Main Street  
Board of Directors  
May 9, 2012  
Minutes**

**ATTENDANCE**

Board Members Present

David Gamboa (Vice President), Jeff Horvitz (Treasurer), Trent Riley (Secretary), 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

David Cohen  
Christopher Bittner

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Matt Harding, Rene Vidales, Debbie Fuentes, Jenny Hall, Don Leichtling, Adrian Kwiatkowsn, Bob Keiser, and Catt White

**CALL TO ORDER**

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

**INTRODUCTIONS AND AGENDA**

***\*\*PROPOSED MOTION: APPROVE THE PROPOSED AGENDA***

***Trent Riley/Alma Rodriguez (12/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Don Leichtling asked why pedal carts are allowed throughout the City, but food trucks aren't. The board reported that pedal carts actually are not allowed in any area outside of downtown as ruled by City Council. As of now there are no known restrictions on food trucks other than needing to adhere to the usually parking regulations and health codes.

Matt Harding reported that the Greater San Diego Business Association (GSDBA) has been working with businesses to cross promote and promote overall tourism in San Diego. Harding reported that the next Pride mixer will be taking place at Wang's in North Park in July. Currently, the GSDBA is hosting networking workshops within the different BIDs to cross promote. Harding reported that the GSDBA also has advocacy resources that are available.

Rene Vidales reported that there is an issue with the traffic stoplight at 32<sup>nd</sup> Street and University Ave. The City responded and agreed that the lights needed to be improved, but the project has been placed on a waiting list. Don Leichtling added that traffic has been backing up on east-bound traffic on University Ave after 32<sup>nd</sup> Street.

Debbie Fuentes reported that Victoria House will be hosting dining events in order to fundraise for the parade. On certain days, participating restaurants will donate a percentage of their proceeds to the parade. The next dining fundraiser will take place at Paesano's on May 24<sup>th</sup>.

Cheryl Dye reported that the North Park Planning Committee has been working with the City Council to create a taskforce that will develop better standards for the installation of utility boxes resulting from the undergrounding of power lines.

## **POLICE REPORT**

Officer Jenny Hall reported that on April 24<sup>th</sup> at 11pm the Thrifty gas station located on University Ave and Boundary Street was robbed at gunpoint. Officer Hall also reported that Denny's on El Cajon Blvd. was robbed on May 7<sup>th</sup> in the early morning hours. The suspect gave a demand note to staff and indicated that he had a weapon. Hall also reported that the Idaho Market was robbed on El Cajon Blvd. on April 16<sup>th</sup>. The manager reported that he was robbed while leaving the store to make a deposit.

## **PRESIDENT'S REPORT**

### Info: Plaza de Panama

Adrian Kwiatkowsn, from Bartell and Association, presented to the board plans for Plaza de Panama in Balboa Park. Kwiatkowsn displayed images of the proposed changes to the Plaza de Panama in Balboa Park and described each aspect. Kwiatkowsn reported that approval for the plans started through the City. The primary goal is to eliminate the current parking and car traffic that currently exists with the Plaza de Panama. The current plan is to re-route cars entering the park on the Centennial Bridge into a new parking structure. In order to re-route traffic to the parking structure, an additional by-pass bridge will need to be built off of the existing Centennial Bridge. In addition to the parking structure and by-pass bridge there are plans to introduce water features and new lighting within the plaza, as well as a tram plan for shuttling people within the park.

The board had several questions. One main question was if the historical status of the park would be negatively affected by the addition of the by-pass bridge off the current Centennial Bridge. Kwiatkowsn reported that the City's opinion is that the park would not lose its historic designation if the plan was implemented. The board also asked what the time frame is for completed of the project if approved. Kwiatkowsn reported that the goal is to obtain approval this year and complete construction in time for 2015 Centennial Celebration.

Rene Vidales passed out a flier summarizing the formal opinion from the North Park Planning Committee (NPPC) regarding the proposed plans. Vidales reported that some of the primary concerns expressed by the NPPC are that the by-pass bridge and road are inconsistent with the community's goals of historic preservation. Vidales reported that there is also concern over the liability of the bond issued for the construction of the parking structure. The concern is that the park's net parking gain will only be 206 parking spaces which is too little to justify the introduction of paid parking structure into a public park. Vidales reported that there is also concern about losing a public bathroom and mature trees with the development of the parking structure.

Kwiatkowsn reported that the plans for the parking structure have been approved and known about for many years, but the City never had the funds to initiate the project until now. Kwiatkowsn reported that the public bathrooms will be replaced and the park will benefit in the long run by removing parking and traffic within the park and becoming more pedestrian friendly. He also reported that the museums and the people who live and work in and around Balboa Park support the project.

Cheryl Dye reported that there was a great deal of review and analysis that went into the NPCC vote to not support the Plaza de Panama plans as they stand. Dye stated that the unresolved issues of the project are the negative impact on historic value of the Centennial Bridge and the plans general deviation from standard urban planning development practices.

### Info: Festival Sponsor Update

Angela Landsberg reported that, so far, we have raised approximately \$17,000 in corporate and stage sponsorships for the festival which is up 20% from last year. Landsberg stated that although event income is up in sponsorships, costs have also increased and vendor income has decreased slightly due to the economy. Landsberg reported that we decided to spend more this year on advertising in order to increase promotion for the event, primarily the Craft Beer Block and beer

garden. Landsberg reported that our goal is to have an overall increase in net income by about 5-10% over last year, but this will depend on the success of the beer garden and the Craft Beer Block on the day of the event.

Info: Update on City's Oversight Board for Former Redevelopment Projects

Angela Landsberg gave an update on the progress made by the City's Oversight Board for Former Redevelopment Projects. The City has finalized their list of redevelopment projects that should receive funding and the list has been submitted to the State. Projects will need final approval at the State level before any remaining redevelopment funds are dispersed. More information to follow in the coming months, but meanwhile all former redevelopment projects are on hold.

*\*Matthew Cirello arrives*

Info: Sustainable North Park Main Street Grant Application

Angela Landsberg reported that North Park Main Street will be applying for another grant through the Office of Historic Preservation to expand on the Sustainable Study developed last year. The proposal is to use the grant money to develop a virtual resource center that will provide advice and resources regarding sustainable practices for businesses located in a historic district. Landsberg reported that we are currently looking for matching funds.

Action: Consider Application for the Adopt-a-Highway 805 Caltrans Project

Steve Codraro reported that Cal-Trans has a program available by which organizations or individuals can adopt a stretch of highway or Caltrans designated area. Codraro reported that the only requirement is a commitment of volunteer hours to maintain the area. In return, North Park Main Street would have sponsorship of the area which includes a designation sign. The area Main Street is looking at is located near the 805 southbound on/off-ramp near the intersection of North Park Way and Boundary Street. The area is a triangular piece of land that has currently been cleared of debris and old plants by Caltrans. They now have plans to landscape the area with new plants and they are looking for an organization to help with occasional maintenance. The request to the board is to allow North Park Main Street to apply to adopt this area.

***\*\*PROPOSED MOTION: ALLOW NPMS STAFF TO APPLY FOR THE ADOPT-A-HIGHWAY PROGRAM FOR THE LANDSCAPED AREA LOCATED NEAR THE SOUTHBOUND 805 OFF/ON RAMPS AT THE INTERSECTION OF NORTH PARK WAY AND BOUNDARY STREET.***

***(Matthew Cirello/Patrick Edwards) 13/0/0 Motion passed.***

Info: Farmers' Market Update

Catt White reported that the vendors are staying steady and things should start picking up in the summer months. White reported that the Lookout Newsletter was released at the end of April in the Uptown News and will hopefully generate activity and community awareness of the market. They are thinking of involving school by having a coloring contest.

Angela Landsberg asked how the other promotional ideas were going. White reported that the chef demo idea that was discussed in the recent Promotion Committee meeting has not been very successful in the past, in part, because the timing of Thursday afternoon interferes with many chefs' busiest service times. An alternative idea would be to have chef demos hosted by some of the cooking schools in the district like Casa de Luz or Hip Cooks.

Matt Gordon asked if there was any incentive program in place whereby local chefs can get discounts for bulk purchasing at the market. White reported that most of the market vendors will work well with the local chefs and do have their own deals and bulk prices that they arrange individually.

Financial Reports

Jeff Horvitz reported that our total assets equal \$100,888.51. Currently liabilities include the \$25,000 Going Green Grant and cleaning deposits from food vendors for the festival. Horvitz reported that we are averaging about \$6,000 a month in BID assessments.

***\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.  
(Jason Noble/Trent Riley) 13/0/0 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. (Amy Paul/Matt Gordon) 12/0/1. Trent Riley abstained due to being absent from previous meeting.***

Approval of Minutes

***\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE APRIL 11th 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)

Report given in public comment

BID Council (Patrick Edwards)

Patrick Edwards reported that the next BID Ex Comm. meeting will be taking place Monday, May 14<sup>th</sup> at 11am. The next full BID board meeting will take place on Thursday, May 24<sup>th</sup> at 7:30am in the Wells Fargo Building located on 4<sup>th</sup> & B Street.

North Park Planning Committee (David Cohen)

No report

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

Amy Colony reported that there were no new updates because the May MAD meeting has not taken place yet.

Design Committee (Steve Codraro)

Steve Codraro reported that the Design Committee is focused on completing the Going Green Grant and the 805 Gateway Beautification project. He reported that he has started outreach to the property owner at the auto-mechanic business where the proposed 805 Gateway Beautification project will be located. Codraro reported that he has commitment from the North Park Nursery to donate plants for the landscaping portion of the project.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the ER Committee discussed the benefits of the Enterprise Zone and explored the possibility of hosting another educational workshop. Riley also reported that the committee continues to work on developing a new business recruitment brochure. The committee has also been actively looking for new office space.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

Angela Landsberg reported that the Promotions Committee spent a lot of time discussing ways to improve the farmers' market including providing bike parking and incentivizing people to ride their bikes to the market, showcasing local schools by providing them a booth and hosting cooking demos.

**EXECUTIVE DIRECTOR'S REPORT**

See May Executive Director's Report.

**OLD BUSINESS**

None

**NEW BUSINESS/OPEN DISCUSSION**

Alma Rodriguez reported that they just replaced the roof at Queen Bee's and they are going to put pictures of it on Facebook.

Matthew Cirello reported that Ray at Night will be taking place this Saturday from 6-10pm.

Angela Landsberg reported that our Assistant Director will be leaving soon and her last day at North Park Main Street will be sometime around the first week of July. Landsberg reported that we need to put together a Nominating Committee to help review resumes and conduct interviews, probably in early June. Alma Rodriguez, Sara Morrison, Jeff Horvitz and Steve Codraro volunteered to be on the nominating committee.

**ADJOURNMENT**

Meeting adjourned at 9:00 a.m.

Next meeting is June 13, 2012

Respectfully submitted, Amy Colony, Assistant Director