

**North Park Main Street
Board of Directors
June 13, 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, Matt Gordon, Sara Morrison, Jason Noble, and Alma Rodriguez

Board Members Absent

Amy Paul
Cheryl Dye
Patrick Edwards

Staff and Guests Present

Angela Landsberg (Executive Director), Amy Colony (Assistant Director), Roni Kleinhen (Bookkeeper), Karen Lenyoun, Jenny Hall, Lucky Morrison, Brijet Myers, Robyn Guy, Bob Keiser, and Catt White

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

* Dean Marsden from the City of San Diego cancelled his presentation on the University Ave Mobility Plan due to an illness. Information item was removed from the agenda.

****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
Trent Riley/Steve Codraro (11/0/0)**

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

Lucky Morrison congratulated NPMS on the North Park Festival of Arts and reported that it was the best one he has seen in years. Morrison reported that for next year we might want to carefully consider the placement of festival food vendors and make sure they are not directly in front of restaurants. Morrison also reported that there is a 7-11 planned to go in at 3152 University Ave on the corner of University Ave and Iowa Street. Morrison reported that we should start working with the developer and business owner soon to ensure appropriate planning and positive community relations.

Steve Codraro reported that there is a concert series titled "Bridging Gaps" taking place at Queen Bee's that is very good. Schedule for up-coming concerts is available on Queen Bee's website.

David Cohen reported that on June 26th at the Hall of Champions in Balboa Park there will be an event which business owner and board member, Matt Gordon, will be speaking.

Jason Nobel reported that the next CityBeat will be their annual "Drink Issue".

POLICE REPORT

Officer Jenny Hall reported that there were two recent armed commercial robberies. One occurred at 3252 University Ave on June 3rd at 6am and it was reported that the male suspect showed a gun and took cash from the register. The second robbery occurred at 3276 El Cajon Blvd. on June 12th at 8pm where a different male suspect showed a gun and took cash from the register. Officer Hall reported that the robbery division will handle both cases.

PRESIDENT'S REPORT

Action: Letter of Support for Rocktoberfest

David Cohen requested a letter of support for his upcoming 3rd annual Rocktoberfest taking place on Saturday, Oct. 20th from 3pm-11pm. Cohen reported that the last two years have been successful and there have been no arrests and no problems. Cohen reported that, additionally, he plans to change the speaker set-up to minimize sound impact on surrounding residents and businesses.

*****PROPOSED MOTION: MOTION TO APPROVE A LETTER OF SUPPORT FOR THE 2012 ROCKTOBERFEST.***

(Alma Rodriguez/Patrick Edwards) 10/0/1 Motion passed. David Cohen abstained

Info: 16th Annual North Park Festival of Arts

Angela Landsberg reported that the Festival Committee had their wrap-up meeting last week. Landsberg reported that overall the festival was successful and proceeds were up approximately 10% from last year. Landsberg reported that there were no major problems and there were no towings, arrests or altercations. Overall, attendance was good, but we did have to compete with a lot of other events taking place on that weekend in San Diego. Landsberg reported that the Beer Garden and the Craft Beer Block were profitable and we have ideas already about how to improve them for next year. Landsberg reported that one thing we need to do for next year is to recruit more people to serve on the Festival Committee.

Karen Lenyoun stated that she thought the vendor quality was great and that the beer blocks were run very professionally and that, overall, the festival was very family oriented.

Info: Update on Bank Assessments

Angela Landsberg reported that she has been doing research on why the banks located in our district have not been billed by the City to pay the BID Assessments. Landsberg reported that she found out that the reason the banks have not been billed by the City is because they do not pay a City tax and therefore are not assessed through the City's Treasury Office at all. Banks are registered and taxed by the State directly. Landsberg reported that the City stated that even though banks are not billed by the City's Treasury Office they are technically still required to pay their BID assessment. The City reported that each BID office has the authority to bill the banks directly for their annual BID assessment plus several years of back pay. Landsberg reported that she has been in communication with the bank managers about paying the assessments and, so far, 3 out of 4 have agreed to pay the annual assessment.

Landsberg stated that she would like to work on changing the system so that banks can be assessed, like other businesses, directly through the City's Treasury Office. Landsberg has been working with the BID Council and the City Council to come up with a better billing and enforcement plan for banks and non-profit organizations.

*Matthew Cirello arrives

Info: Update on Assembly Bill 2265

Landsberg passed out an information sheet describing proposed Assembly Bill 2265. Essentially, AB 2265 aims to make it law that current managers or employees of BIDs cannot participate in any development of developing and/or re-balloting of assessment districts including Maintenance Assessment Districts or Property and Business Assessment Districts. Landsberg reports that the goal of the bill is probably to prevent corrupt behavior among private entities that are trying to profit off of the development and management of assessment districts. However, the potential bill would also prevent well-meaning BIDs from growing and improving. Included with the fact sheet, is a form letter opposing AB 2265 that board members and business members are encouraged to sign and send to Senator Christine Kehoe's office.

Info: Farmers Market Budget Update

Robyn Guy from SD Weekly Markets reported that there have been some special promotional and permitting expenses recently. The North Park Farmers' Market purchased a sponsorship with the Bird Park Concert Series and is planning a "picnic promotions" where people can order a packed picnic basket to be delivered at the concerts. Additionally, the North Park Farmers' Market also purchased booth space at the Old House Fair.

Guy reported that the market is now offering a "virtual ATM" at the market info booth where people can use their ATM card to purchase tokens that can be used at any of the vendors. The service charge fee is \$1 for every \$20 worth of tokens. The tokens are only redeemable at the North Park Market, but they never expire.

Financial Reports

Jeff Horvitz reported that our total assets equal \$98,227.63. Horvitz reported that between our US Bank savings account, Farmers Market savings account and Union Bank general checking account we have approximately \$50,000 saved up. Horvitz reported that we also have separate money reserved for the \$25,000 Going Green Grant, the \$2,500 SDG&E Grant and the remaining \$1,200 balance on the Sustainable Grant.

Horvitz reported that we also have several accounts receivable including a few outstanding Festival sponsorships and the City TOT grant for the festival which should arrive in August. Horvitz stated that we have about 4-5 months reserves of operating funds which should carry us through September/October or, at least, until the next Taste of North Park event.

Horvitz reported that the Farmer's Market income has averaged just under \$2,200 per month to NPMS. We were hoping the average would be \$2,500 a month, but we had a tough winter and hopefully the summer months will make up for the decrease in income.

*****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.
(Matt Gordon/Alma Rodriguez) 12/0/0 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) 10/0/2. David Cohen and Christopher Bittner abstained due to being absent from previous meeting.***

Approval of Minutes

*****PROPOSED MOTION: APPROVE THE MINUTES FROM THE MAY 9TH 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 Councilmember Todd Gloria is currently the chair of the Budget and Finance Committee and is excited to be able to restore some City services including library hours, infrastructure improvements, homeless services, etc...

Bernal also reported that the Land Use and Housing Committee has been working with the California Restaurant Association and the BID Council to streamline the Sidewalk Café Permitting Process. A taskforce was created and met to discuss the issue. The solution might be to make revisions to the Development Service Code in regards to Sidewalk Cafes and change the development code from the current level of a "3" to a "1" or "2". They are also suggesting the payment system be changed from an upfront deposit to an invoice system.

BID Council (Patrick Edwards)

No report

North Park Planning Committee (David Cohen)

David Cohen reported that at the last Planning Committee they discussed the recent violation of their by-laws by one of the seated members and voted as to whether or not that member should remain on the committee. Cohen reported that the violation was in regards to trying to influence the recent committee election process. The committee voted to allow the individual to remain a member. Cohen reported that the committee also reviewed the Greater North Park Community Plan Update, but no action was taken.

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

Amy Colony reported that the North Park MAD discussed the adoption of a potential MAD logo that was designed by a member of the North Park Design Committee. The MAD was not able to approve the logo as presented, but they would consider a revision. Colony reported that the MAD's service contracts are up for review and the MAD will be reviewing/approving new contracts in the next few months.

Design Committee (Steve Codraro)

Steve Codraro reported that the committee has been working on the 805 Gateway project and is almost ready to send off for the fabrication of materials. Codraro reported that he still is trying to connect with the property owner to get final approval. The design committee has also been working with Cal-trans on the Adopt-a-Highway program for a landscaped area near the SB 805 off-ramp onto to Boundary Street. Codraro reported that at the last meeting, the committee toured the new business, Seven Grand, which will be a high-end whiskey bar. The committee discussed sound and traffic mitigation with the bar manager.

Economic Restructuring Committee (Trent Riley)

Meeting was dark in May. No report.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

Meeting was dark in May. No report.

EXECUTIVE DIRECTOR'S REPORT

See June Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

Alma Rodriguez reported that she has still be having problems with the North Park Parking Company and would like to discuss the issue at the next board meeting.

ADJOURNMENT

*****PROPOSED MOTION: APPROVAL TO ADJORN
(David Gamboa/Trent Riley) 12/0/0***

Meeting adjourned at 8:45 a.m.

****CLOSED SESSION MEETING**

The board of directors held a closed session meeting to consider raise to Executive Director

REPORT ON VOTE

*****PROPOSED MOTION: APPROVE PAY INCREASE TO EXECUTIVE
DIRECTOR. (?? 12/0/0)***

Next meeting is July 11, 2012

Respectfully submitted, Amy Colony, Assistant Director