

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

**ATTENDANCE**

Board Members Present

David Cohen (President), Jeff Horvitz (Treasurer), Trent Riley (Secretary), John Anderson, Mathew Cirello, Steve Codraro, Matt Gordon, Sara Morrison, Jason Noble, Amy Paul, Cheryl Dye, and Patrick Edwards

Board Members Absent

David Gamboa (Vice President)  
Christopher Bittner  
Alma Rodriguez

Staff and Guests Present

Angela Landsberg (Executive Director), Kevin Clark (Assistant Director), Roni Kleinhen (Bookkeeper), Jenny Hall, Lucky Morrison, Brijet Myers, 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/Steve Codraro (11/0/0)***

**PUBLIC COMMENT FOR ITEMS NOT AGENDIZED**

Patrick Edwards reported that there is a black greasy substance on the sidewalk in front of West Coast Tavern. He is unsure if it is sap or some other kind of substance. He would like the cause investigated

\*\*\*Jason Noble arrives\*\*\*

**POLICE REPORT**

Officer Jenny Hall reported that there was a series of residential burglaries on July 9<sup>th</sup> with the suspect description matching in all of the cases. The suspect has not been apprehended and is described as a black male, twenty to forty years old wearing dark clothing. The officer reported that the best way to deal with transients urinating and loitering was still to call the Homeless Outreach Team (HOT) line. She reiterated that trespass letters are good for six months then need to be renewed.

**PRESIDENT'S REPORT**

Info: Taste of North Park Update

The Executive Director reported that the Taste of North Park date has been set for Saturday October 6<sup>th</sup>. A working team has been put together to assist NPMS staff with the planning and preparations for the event. Angela Landsberg reported that an Old Town trolley will be a new addition to the Taste to help move people around the district during the event.

Action: Community Patrol

To form a NPMS community patrol, NPMS will hire Elite Security to man a two person bike patrol on weekend nights from 11pm to 3am. The patrol would be limited to the jurisdiction of the North Park BID. The goal of the patrol is to curb loud behavior in the area. The patrol would not engage any belligerent citizens but would simply observe and report. It would be paid for by donations from some of the businesses in North Park. NPMS would have no insurance liability for the patrol it would be covered by Elite. The security patrol would provide all of their own equipment and only need a place for storage. The interactions of the patrol would be tracked by reports that they would file after every shift.

The security patrol would serve a different purpose than the Stonewall Citizens patrol in that they would only patrol the NPMS area and would be on bikes instead of in a car. The need for coordination and cooperation between Elite, Stonewall and SDPD was stressed at this point. David Cohen stressed that the Elite security patrol would only go on as long as financial support for the effort came from the business community and that this effort would be budget neutral.

**\*\*PROPOSED MOTION: APPROVE SUPPORT FOR NORTH PARK MAIN STREET COMMUNITY PATROL WITH THE UNDERSTANDING THAT FUNDING WILL BE PROVIDED BY BUSINESS OWNERS AND WILL BE A BUDGET NEUTRAL COST TO NPMS.**

*(Patrick Edwards/John Anderson) 11/0/1(Matt Gordon Abstained) Motion passed.*

Action: Taste of North Park, Promotion and Public Relations Coordinator

Angela Landsberg stated that the Promotions committee would like to be able to negotiate separate contracts to handle promotional material, social media campaigns and media outreach for the Taste of North Park. She stated that the approximate budget for promotions would remain near the cost of last year's taste about \$6,000.

**\*\*PROPOSED MOTION: GRANT PERMISSION TO THE PROMOTIONS COMMITTEE TO HIRE CONTRACTORS TO PROVIDE PROMOTIONS AND SOCIAL MEDIA SERVICES FOR THE "TASTE OF NORTH PARK" EVENT AT A NEGOTIABLE FEE.**

*(Sara Morrison/Matt Cirello) 12/0/0 Motion Passed.*

Info: Presentation from City of San Diego Tax Collector, Dan McAllister

Dan McAllister reported that he collects 978,800 property tax bills and \$4.54 billion in revenue. He reported in 2007 and 2008 revenue dipped by \$50 and \$48 million respectively. However, last year tax revenue grew by \$68 so San Diego is seeing good economic signs. He reported that the current real estate inventory is small and that investor purchases are up. Dan reported that he is seeing a shift in the way people pay their property taxes with in person payments down 7%. The biggest shift is to online payments of property taxes. The largest way people pay is through impound accounts. Dan reported that the City had a 98% collection rate last year which is extremely good.

Info: Review and Discuss Proposed Changes for Bylaws

The BID Council paid to have a law firm review all BID's bylaws. Patrick Edwards reported that ours faired very well and mostly needed grammatical fixes. The BOD requested that we receive clarification on the meaning of "the immediate past president shall remain on the board of directors" and if unnecessary it be removed. The board also discussed that the bylaws do not specify that a board member sit on at least one committee, but that it is a requirement of a Main Street Community. The board decided to have the past president clause reviewed and the bylaws returned for approval.

Info: Farmers Market Update

Catt White reported that the farmers market is doing well. Business is up this month and booth space is almost filled from Herman to University. They have added some chef demos recently and FM 949 has been coming out to do random acts of kindness from the market. The market has added

a bike valet, sponsored the Bird park summer concert series and will be promoting the market at the July South Park Walkabout to help promote itself.

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz reported that NPMS has \$67,000 in the accounts and \$36,000 in actual funds. He reported that we are scheduled to receive SBEP funds from the City in the amount of \$18,000 in September; this money is to be used on staff salaries. NPMS had \$17,000 in receivables' in August. He further reported that our BID reimbursements look good with \$48,122 for the year, or \$6,000 over what was budgeted. The Farmers Market took in \$24,000 and we recently took in an additional \$5,000 more for the Festival of Art. Jeff stated that we are about \$7,000 above the projections for the year.

**\*\*PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**  
*(Jason Noble/Matt Gordon) 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. (**  
*Matt Cirello/Matt Gordon) 9/0/3. Amy Paul, Cheryl Dye and Patrick Edwards abstained due to being absent from previous meeting.*

Approval of Minutes

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE JUNE 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 any street that has been repaved should be painted within 7 to 14 days and if it is not please report it to the council office. He further reported that 30<sup>th</sup> Street is scheduled to be repaved. Bernal reported that Todd Gloria is seeking to have the parking district revenue be spent on street improvements in the district. Todd has further pushed forward a trench cutting fee for work that cuts through streets. He also reported that Texas Street is scheduled to receive pedestrian improvements.

BID Council (Patrick Edwards)

Patrick Edwards reported that the July BID council meeting would take place at Nick's at the Pier in OB on July 26<sup>th</sup> from 8-10am. The meeting will address legal issues affecting BIDs and how to keep a special event competitive.

North Park Planning Committee (David Cohen)

No report

North Park Maintenance Assessment District (MAD): (Kevin Clark)

No Report

Design Committee (Steve Codraro)

The Design Committee is moving forward on the bike corral with the selection of the racks to be installed. The 805 gateway project is moving forward.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that by next month the NPMS website will have been switched over to wordpress.

Organization Committee (Patrick Edwards)

No report.

Promotion Committee (David Gamboa)

No Report

#### **EXECUTIVE DIRECTOR'S REPORT**

See July Executive Director's Report.

#### **OLD BUSINESS**

None

#### **NEW BUSINESS/OPEN DISCUSSION**

#### **ADJOURNMENT**

***\*\*PROPOSED MOTION: APPROVAL TO ADJORN  
(Trent Riley/ Cheryl Dye) 12/0/0***

Meeting adjourned at 8:50 a.m.

Next meeting is August 8, 2012  
Respectfully submitted, Kevin Clark, Assistant Director