

**North Park Main Street
Board of Directors
February 13, 2013
Minutes**

ATTENDANCE

Board Members Present

Cheryl Dye (President), David Gamboa (Vice-President), Trent Riley (Secretary), Jeff Horvitz (Treasurer), Sara Morrison, Amy Paul, Jason Noble, Steve Codraro, Patrick Eckstrom, Matt Gordon

Board Members Absent

John Anderson
Patrick Edwards

Staff and Guests Present

Angela Landsberg (Executive Director), Kevin Clark (Assistant Director), Roni Kleinhen (Bookkeeper), Benjamin Stanley, Brijet Myers, Jennifer Owens, Lucky Morrison, Bob Kelsner, Karen Lemjerin, Ed Cronan

CALL TO ORDER

Meeting called to order at 7:34 a.m.

INTRODUCTIONS AND AGENDA

****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
Trent Riley/ Steve Codraro (10/0/0)**

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

- Lucky Morrison, Ray Street resident, announced that because of what he feels as oversaturation and the lack of a process at the State's Alcohol Beverage Control level, he will now be protesting all alcohol licenses in the area to a hearing.

****MATT GORDON ENTERED THE MEETING****

POLICE REPORT

- Officer Benjamin Stanley is filling in for Jenny Hall. He announced that nothing substantial occurred over the last month. He reported that a young male was arrested for being under the influence on the 3900 block of 30th Street and ended up fighting the arresting officers. There has been a recent spike in residential burglaries. On the commercial side there was a burglary on Adams Ave at 30th Street. We have also received one new bike officer for the area.

PRESIDENT'S REPORT

Info: 2013 Board retreat

- Cheryl Dye reviewed the goals from the 2012 retreat. These were to update the website and be more active in social media, more involved in niche markets and to renew our commitment to bean arts district. She then announced that we would be having a retreat this year that would take place between late-March and mid-April. It will not take longer than five hours and we do not have a location yet.

Info: Update on 2013 North Park Festival of Art

- Angela Landsberg announced that the Festival will move to a Saturday this year. It will take place May 18th. Cirello gallery will be managing the juried artists section this year. Ray Street will be active again this year. We have entered into partnerships with fm 949, Pacific Magazine and Citybeat. Additionally, ticket will be on sale soon.

Info: North Park for the Arts Events update

- Angela Landsberg announced an art event the NPMS is supporting North Park for the Arts on. The event will feature a behind the scenes tour of nine different studios, twenty different artists and food sampling.

Info: Parklet Update

- Angela Landsberg spoke about how after inquiries about how San Diego could get parklets, NPMS put together a package to the city about how to regulate and permit parklets. We have a site and preliminary design for one in front of Café Callabria. At the moment we are waiting on City approval to move forward.

Info: Eco-District Update

- Jennifer Owens one of North Parks team of Sustainable consultants came to speak about their kickoff event. The kickoff event will be the start of the North Park Eco District. The event will be at Case De Luz and will be shortly joined with a website that matches the eco-district.

Info: Farmers Market Update

Brijet Myers reported that the farmers market is doing well. The market was up 39% on Thursday and 12% weekly. She expects to have a big market this Thursday with Valentine's Day.

Action: Organization Committee

Cheryl Dye reported that she proposes to reestablish the organization committee to take on organizational issues that face NPMS in the next year. The Organization committees will tackle our tax-exempt status and ongoing funding for street improvements.

****PROPOSED MOTION: REACTIVATE THE ORGANIZATION COMMITTEE TO MEET MONTHLY ON A SET DATE AND TIME**

Sara Morrison/ Dave Gamboa (11/0/0)

Action: Bylaw Amendment

Cheryl Dye proposed that we make a bylaw amendment that every member of the board should serve on at least one committee during their time on the board. There was concern among the directors that a proxy could be appointed to attend for some of the directors who have trouble making it to the meetings. The board decided that this would be allowed under the bylaw amendment

****PROPOSED MOTION: TO AMEND ARTIVLE VI OF THE BYLAWS TO ADD SECTION 6: ALL MEMBERS OF THE BOARD OF DIRECTORS SHALL ACTIVELY SERVE ON AT LEAST ONE STANDING COMMITTEE DURING THEIR TERM.**

Steve Codraro/Amy Paul (11/0/0)

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz presented the financial report.

****PROPOSED MOTION: APPROVE THE TREASURE'S REPORT.**

Trent Riley/ Matt Gordon (11/0/0)

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.**

County of San Diego Community Enhancement Grant

****PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO FOR COMMUNITY ENHANCEMENT PROGRAM FUNDING DURING THE COUNTY'S 2013-2014 FISCAL YEAR.**

City of San Diego Creative Communities TOT Grant

****PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE CITY OF SAN DIEGO FOR THE CREATIVE COMMUNITIES TOT GRANT FOR THE FESTIVAL OF THE ARTS FOR THE 2014-2015 FISCAL YEAR.**

BID Contract with the City of San Diego

****PROPOSED MOTION: THE BOARD OF DIRECTORS APPROVES ENTERING INTO AN AGREEMENT WITH THE CITY OF SAN DIEGO TO RETAIN THE SERVICES OF NORTH PARK MAIN STREET TO PROVIDE WORK COORDINATION SERVICES IN THE NORTH PARK BUSINESS IMPROVEMENT DISTRICT, AND DESIGNATES PRESIDENT TO SIGN THE AGREEMENT, REIMBURSEMENT REQUESTS, AND PROGRAM REPORTS.**

Small Business Enhancement Program (SBEP) Contract

****PROPOSED MOTION: THE BOARD OF DIRECTORS APPROVES ENTERING INTO A CONTRACT WITH THE BID COUNCIL FOR THE SMALL BUSINESS ENHANCEMENT PROGRAM FOR THE 2013-2014 FISCAL YEAR.**

BID Council Delegates

****PROPOSED MOTION: APPROVE THE NORTH PARK MAIN STREET BID COUNCIL DELEGATE FOR 2013 TO BE PATRICK EDWARDS AS PRIMARY AND ANGELA LANDSBERG AS ALTERNATE. David Gamboa/ Jason Noble (11/0/0)**

Approval of Minutes

****PROPOSED MOTION: APPROVE THE MINUTES FROM THE JANUARY 9TH MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

David Gamboa/ Sara Morrison (9/0/2)

REPORTS (5 Min. Time Limit for Each Report)

Assembly District 76 (Lindsey Masukawa)

No Report

Senate District 39(Chris Ward)

Chris Ward is here from Senator Marty Block's office. He wanted to introduce himself he is new to this work. His is going to try to attend as many meeting's as possible. Chris is familiar with the area and used to work in the City.

County District 4

No report

Council District 3 (Anthony Bernal)

Anthony reported the Council President is working on infrastructure. He announced that diagonal parking will go in north of University on Alabama; it will add ten parking spaces to the area. Additionally, the City has settled its lawsuit with the Our Lady of Peace Academy; Todd sided with residents against the school and was disappointed by the outcome. He announced Todd would be available to the community at a coffee meeting on March 9th at Twiggs on Park.

BID Council (Patrick Edwards)

No Report

North Park Planning Committee (Cheryl Dye)

Cheryl Dye reported elections are coming up for the planning committee. The Planning committee has been reaching out to the three BIDs for input into the community plan update that the committee is currently working on.

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

Kevin Clark reported that the MAD has voted to send a letter to the City about our wishes for tree trimming in the neighborhood.

Design Committee (Steve Codraro)

Steve Codraro reported that the Design committee is working on updating and compiling the design guidelines for use in the community plan update.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the economic restructuring committee is working on a new banner program for NPMS. Additionally, the committee is working on a new business recruitment package.

Organization Committee (Patrick Edwards)

No Report

Promotion Committee (David Gamboa)

David Gamboa reported that the promotion committee has set up a social media calendar and is coordinating social media to promote North Park businesses.

EXECUTIVE DIRECTOR'S REPORT

See February Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

ADJOURNMENT

*****PROPOSED MOTION: APPROVAL TO ADJORN
Jeff Horvitz/Trent Riley (11/0/0)***

Meeting adjourned at 9:02 a.m.

Next meeting is March 13, 2013
Respectfully submitted, Kevin Clark, Assistant Director