

**North Park Main Street
Board of Directors
March 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, John Anderson, Patrick Edwards

Board Members Absent

Amy Paul

Staff and Guests Present

Angela Landsberg (Executive Director), Kevin Clark (Assistant Director), Roni Kleinhen (Bookkeeper), Brijet Myers, Lucky Morrison, Bob Kelser, Officer Jenny Hall

CALL TO ORDER

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

INTRODUCTIONS AND AGENDA

****PROPOSED MOTION: APPROVE THE PROPOSED AGENDA
Trent Riley/ Dave Gamboa (12/0/0)**

PUBLIC COMMENT FOR ITEMS NOT AGENDIZED

- Lucky Morrison, Ray Street resident, announced that he did not sign off on his protest for Hess Brewery because he felt that it would cause more breweries to come to the area. He expressed his belief that NPMS is supporting these businesses too much. Lucky stated that he believes North Park does not have a good mixture of businesses and that NPMS should support either a residential parking district or a conditional use permit process for the area.

POLICE REPORT

- Officer Jenny Hall reports that a gentleman was robbed at the 7/11 at Texas Street. The man was forced to buy some beer by a man who was then later apprehended. She also reported that a man was shot in the upper thigh area on Saturday night at True North Tavern. She reported that the detectives handling the case were impressed with the staff's reaction and the available information from True North's security systems.

PRESIDENT'S REPORT

Action: Confirm the 2013 committee assignments

- Cheryl Dye read the committee assignments of the board members.

****PROPOSED MOTION: APPROVE THE COMMITTEE ASSIGNMENTS AS READ BY THE PRESIDENT.**

David Gamboa/ Jeff Horvitz (12/0/0)

Action: Confirm Organization Committee monthly meeting

- Cheryl dye announced that after speaking with the members of the organization committee the meeting would take place on the second Monday of the month at Noon.

****PROPOSED MOTION: APPROVE THE ORGANIZATION COMMITTEE TO MEET MONTHLY ON THE SECOND MONDAY AT NOON.**

Jeff Horvitz/ David Gamboa (12/0/0)

Info: Review and discuss the 2012 retreat goals

- Cheryl Dye shared her thoughts on the 2012 retreat. She summarized the goals that the board set. She wanted this retreat and the committee meetings that follow after to be more goal oriented. Cheryl wants to leave the retreat this year with goals and actions to be taken to facilitate the goals.

Action: 2013 Board of Directors retreat

- Cheryl Dye thanked Pat Eckstrom for putting out the survey monkey to get the results from the board on their preferences for a retreat. Board Members showed no preference between the days but preferred a four

hour retreat. It appears that the date that works best for the board and the facilitator is April 27th from 9 am to 1 pm.

****PROPOSED MOTION: APPROVE THE 2013 BOARD OF DIRECTORS RETREAT TO TAKE PLACE ON APRIL 27TH FROM 9AM TO 1 PM.**

Dave Gamboa/ Trent Riley (12/0/0)

Action: Bank Assessment Inquiry

- Angela Landsberg reported that the City does not have a method to bill banks and have not shown an interest in identifying a method. She would like to request that the Board make a formal request to the BIDC for information on what is and can be done.

****PROPOSED MOTION: REQUEST THAT THE BUSINESS IMPROVEMENT DISTRICT COUNCIL FORMALLY INQUIRES INTO BANK BID ASSESSMENTS PROVIDING CLARIFICATION AS TO WHETHER:**

1) BANKS ARE REQUIRED TO PARY BID ASSESMENTS

2) WHAT MECHANISM CAN BE OR SHOULD BE USED TO ENSURE THESE ASSESMENTS ARE PAID.

Patrick Edwards/ Alma Rodriguez (12/0/0)

Info: 2013 North Park Festival of Arts

- Angela Landsberg reported that planning is ongoing for the festival of art. She reported that A7D did a really great job on the poster art contest getting over 147 entries after we only had 5 last year. She additionally reported that we have \$6,000 in sponsors, half the beer block filled up and good vendor numbers so far.

Financial Reports / Budget & Finance Committee Update

Jeff Horvitz presented the financial report.

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

Matt Gordon/ Jason Noble (12/0/0)

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.**

Approval of Minutes

****PROPOSED MOTION: APPROVE THE MINUTES FROM THE FEBRUARY 13TH MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

Trent Riley/ Jason Noble (10/0/2) (John Anderson and Patrick Edwards abstained)

REPORTS (5 Min. Time Limit for Each Report)

Assembly District 76

The representative from Toni Atkins office came to speak about Toni's legislative initiatives for this session. Toni introduced a redevelopment bill. She is also assisting in finding people to take part in a cancer research study.

Senate District 39(Chris Ward)

No report

County District 4

No report

Council District 3 (Anthony Bernal)

No report

BID Council (Patrick Edwards)

Patrick reported that the next BIDC meeting will take place on March 28th, 8 am at the SDGE energy center. He reported that the BIDC council has new transparency measures and that certain records and all RFP's have to be available on the website.

North Park Planning Committee (Cheryl Dye)

Cheryl Dye reported that the City is gearing up to really work on the North Park community plan update. The NPCC is looking for more BID input into the plan and NPMS has been actively involved in that effort.

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

Kevin Clark reported that the MAD has voted to replace three can on university, move a can and install a new can per a request from NPMS.

Design Committee (Steve Codraro)

Steve Codraro reported that the Design committee:

- reviewed the parklet design and will meet with principals to ensure that what is important to NPMS will be incorporated
- reviewing and updating the design standards and will be ready in a couple of months.

Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the economic restructuring committee is working on:

- writing a grant for new banners for the district
- the recruitment video and getting it uploaded onto the internet
- next week we will address a business recruitment package; we will begin work on the physical business package

Organization Committee (Patrick Edwards)

No Report

Promotion Committee (David Gamboa)

David Gamboa reported that the promotion committee has:

- reviewed the poster contest winners and set up a small party for the winners and entrants.
- worked on promoting the art event that will take place April 13th and is in conjunction with North Park for the Arts

EXECUTIVE DIRECTOR'S REPORT

See March Executive Director's Report.

OLD BUSINESS

None

NEW BUSINESS/OPEN DISCUSSION

ADJOURNMENT

****PROPOSED MOTION: APPROVAL TO ADJORN
Matt Gordon/ Trent Riley (12/0/0)**

Meeting adjourned at 9:13 a.m.

Next meeting is April 10, 2013
Respectfully submitted, Kevin Clark, Assistant Director