

**North Park Main Street  
Board of Directors  
January 8, 2014  
Minutes**

**ATTENDANCE**

Board Members Present

David Gamboa (President), Jeffrey Horvitz (Treasurer), Trenton Riley (Secretary), Mike Fish, Alma Rodriguez, Mario Sanchez, Patrick Edwards, Matt Gordon, Sara Morrison, Steve Codraro

Board Members Absent

Tracy Dowdy, John Stewart McGaughy, Jason Noble, Amy Paul, Dang Nguyen

Staff and Guests Present

Angela Landsberg (Executive Director), Kevin Clark (Assistant Director), Roni Kleinhen (Bookkeeper), Bob Keiser, Adrian Granda, Jenny Hall, Julio DeGuzman, Brijet Myers, Elizabeth Studebaker, Toni Duran

**Call to Order and Self-Introductions**

-Called to order at 7:31

**I. Public Comment on Items *Not* on the Agenda** (3 min. limit per person)

-Vivian Moremo from David Alvarez for Mayor wanted to speak for a minute about the candidate. She highlighted his achievements and vision for San Diego and asked that if anyone had any questions about the candidate she would be available after the meeting.

**II. Adoption of Agenda**

***PROPOSED MOTION: APPROVE THE ADOPTION OF THE AGENDA  
Trent Riley/ Matt Gordon (10/0/0)***

**III. Community Reports** (3 min. limit per person)

A. Police Report (Officer Jenny Hall)

Jenny reported on an incident that occurred at Carnitas snack Shack in which an employee was assaulted by a customer. The employee is fine at this time, however, the customer got away he is described at a Hispanic male six feet 190 lbs.

Jenny reported that the mid city police station would be holding a blood drive on Tuesday the 21<sup>st</sup> from 12 to 6.

B. State Senator Marty Block, Dist. 39 (Chris Ward)

Chris reported that the legislature is back in session and the Senator's priorities this session are: CEQA reform, prison overcrowding and the California water project. The state had a budget surplus this year and the senator is supporting an effort to use 1/3 to restore services, 1/3 to pay down debt and 1/3 to restore the rainy day fund.

C. State Assemblywoman Toni Atkins, Dist. 76 (Toni Durant)

Toni announced that you can sign up for the District newsletter online now. Additionally, Assembly member Atkins will be out at the Homeless census later this week.

D. County Supervisor Ron Roberts, Dist. 4  
NO REPORT

E. San Diego City Council President Todd Gloria (Adrian Granda)  
NO REPORT

F. City of San Diego, BID Advocate (Elizabeth Studebaker)

- Liz reported that the City has released its draft Economic Development strategy and that there would be a workshop for interested parties next Tuesday at Balboa Park.
- She reported that the City is moving forward on the food truck ordinance will be before the land use and housing committee on the 20<sup>th</sup>.
- Also the City Parking Advisory Board is trying to draft a Parklet policy.

G. North Park Planning Committee (NPPC)  
NO REPORT

H. BID Council (Patrick Edwards)  
NO REPORT

I. North Park Maintenance Assessment District (MAD) (Kevin Clark)  
NO REPORT

J. Farmer's Market (Brijet Myers)  
-Brijet Myers reported that was rainy last week and the market was a little smaller. They market will be having canning demos and more tours.

**IV. Financial Report** (Jeff Horvitz)  
-Roni Kleinhen presented the financial report.

**\*\*PROPOSED MOTION: APPROVE THE TREASURERS REPORT.\*\***  
**Patrick Edwards/ Trent Riley (10/0/0)**

**V. President's Report** (David Gamboa)  
**A. Presentation of the Annual Report**

-Kevin Clark presented the 2013 North Park Main Street Annual report highlighting the organizations accomplishments for FY 13 and the audited financials for the end of the year.

**\*\*PROPOSED MOTION APPROVE THE 2013 NORTH PARK MAIN STREET ANNUAL REPORT\*\***  
**Alma Rodriguez/ Patrick Edwards (10/0/0)**

**B. Nominations and Election of 2014 Executive Committee**

David Gamboa presented the proposed slate for the executive committee of North Park Main Street

*President: David Gamboa*

*Vice President: Mathew Gordon*

*Secretary: Trenton Riley*

*Treasurer: Jeffrey Horvitz*

The board had no objections to this slate or changes

**\*\*PROPOSED MOTION: ELECT TO THE EXECUTIVE BOARD THE FOLLOWING SLATE:**  
**PRESIDENT: DAVID GAMBOA, VICE PRESIDENT: MATHEW GORDON, SECRETARY:**  
**TRENTON RILEY, TREASURER: JEFFREY HORVITZ**  
**(Patrick Edwards/ Sara Morison) 10/0/0**

**C. Board of Director Packets.**

David Gamboa asked the board to please review the BOD packets and to sign new conflict of interest and confidentiality forms.

**VI. Executive Director's Report** (Angela Landsberg)  
**A. PBID Update**

-Angela spoke about the next steps needed to further the PBID campaign. John Lambeth the Civitas consultant was conference called in to answer any question about the next steps. Angela asked the board to approve a contract with Civitas for the campaign in the amount of \$35,000. She requested a budget appropriation of \$10,000 for the campaign to match the \$20,000 in donations that the property owners had approved. The campaign would also require a separate account to prevent comingling of funds and finally she asked that a few items be delegated to the executive committee due to their time sensitive nature.

1. PBID consultant contract

**\*\*PROPOSED MOTION: APPROVE NORTH PARK MAIN STREET TO ENTER INTO A PROFESSIONAL SERVICES CONTRACT WITH CIVITAS ADVISORS FOR PBID CAMPAIGN.\*\***

*(Matt Gordon/Patrick Edwards) 10/0/0*

2. Budget Appropriation

**\*\*PROPOSED MOTION: APPROVE NORTH PARK MAIN STREET TO APPROPRIATE \$10,000 OF GENERAL FUNDS FOR US IN PBID CAMPAIGN.\*\***

*(Patrick Edwards/ Jeff Horvitz) 10/0/0*

3. PBID Account

**\*\*PROPOSED MOTION: APPROVE THE ESTABLISHMENT OF A NEW BANK ACCOUNT DEDICATED TO THE PBID CAMPAIGN.\*\***

*(Trent Riley/ Alma Rodriguez) 10/0/0*

4. Memorandum of Understanding with property owners

**\*\*PROPOSED MOTION: APPROVE THE NORTH PARK MAIN STREET TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH PROPERTY OWNER DONATING TOWARDS PBID CAMPAIGN.\*\***

*(Patrick Edwards/ Trent Riley) 10/0/0*

5. Delegate to Executive Committee

**\*\*PROPOSED MOTION: APPROVE THE EXECUTIVE COMMITTEE TO GIVE FINAL APPROVAL OF THE ENGINEER'S CONTRACT AND REIMBURSEMENT AGREEMENT WITH THE CITY OF SAN DIEGO FOR PBID CAMPAIGN.\*\***

*(Jeff Horvitz/Patrick Edwards) 10/0/0*

**VII. Standing North Park Committee Reports**

B. Economic Restructuring (Trent Riley)

*See January Executive Director's report.*

C. Design (Steve Codraro)

*See January Executive Director's report.*

D. Promotion (Dave Gamboa)

*See January Executive Director's report.*

E. Organization (Matt Gordon)

*See January Executive Director's report.*

**VIII. Ad Hoc Committee Reports**

F. Sustainable NPMS/ Eco-District

No Report

**IX. Consent Items**

**\*\*PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING.\*\***

**a. Approval of Minutes**

**\*\*PROPOSED MOTION: APPROVE THE MINUTES FROM THE November 13th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.\*\***

*Trent Riley/ Sara Morrison (9/0/1)*

**X. Announcements**

**NONE**

**XI. Adjournment**

**\*\*PROPOSED MOTION: ADJOURN THE MEETING\*\***

**Jeff Horvitz/ Jason Noble (10/0/0)**

Next meeting is February 12th, 2014