

**North Park Main Street
Board of Directors
December 10th, 2014
Minutes**

ATTENDANCE

Board Members Present

Matt Gordon (Vice President), John Pani, Lea Caughlan, Alma Rodriguez, Steve Codraro, Mike Fish, Lesley Anderson, John Stewart McGaughy, Jason Noble, Garrick Oliver, Rich Geisler, Dang Nguyen

Board Members Absent

David Gamboa (President), Trent Riley (Secretary), Mario Sanchez

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Brijet Myers, Elizabeth Studebaker, Adrian Granda, Brian Beevers, Travis LeGrand, Angela Edwards, Tee Taylor

I. Call to Order and Self-Introductions

– Called to order at 7:34 AM

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

III. Adoption of Agenda

PROPOSED MOTION: APPROVE THE ADOPTION OF THE AGENDA

Jason Noble / John Pani (12/0/0)

IV. 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 12th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET. **

Garrick Oliver / John Pani (8/0/4)

III. Financial Report (Roni Kleinhen)

Roni Kleinhen presented the financial report.

PROPOSED MOTION: APPROVE THE ADOPTION OF THE FINANCIAL REPORT

John Pani / Lea Caughlan (12/0/0)

IV. President's Report (David Gamboa)

A. Intercept Survey Training

This hour was spent training board members and community volunteers how to administer the Intercept Survey. The Intercept Survey will be used for the Engineer's Report in conjunction with our proposed PBID project. The training session was led by Grace Mino of SANDAG.

B. New Business: AirBitz – unable to attend

C. New Business: Swingby – unable to attend

D. Proposed Bylaw Change – Tabled to January Meeting

E. Board Member 101

Event will be held Monday, January 12 from 5:30 – 8:30 PM in the Bears Den at Waypoint Public. All board members are required to attend.

V. Community Reports (3 min. limit per person)

B. Police Report (Officer Jenny Hall)

Jenny Hall reported that there was a commercial robbery at Studio TK for Hair on the night of November 24. Items were reported stolen from storage locker. Redwing's front window was punched in by an intoxicated man, who is now in custody. Officer Hall also reported that a crime prevention discussion has been initiated by the SDPD with property owners of 3020 University Avenue (formerly the Ramona Theater) due to lack of upkeep.

C. State Senator Marty Block, Dist. 39 (Hilary Nemchik)

NO REPORT

D. State Assemblywoman Toni Atkins, Dist. 76 (Jason Weisz)

NO REPORT

E. County Supervisor Ron Roberts, Dist. 4 (Lauren Prescott)

NO REPORT

F. San Diego City Council President Todd Gloria (Adrian Granda)

Adrian Granda reported that City Council is working on the 5-year financial outlook. With the \$58.5 million surplus, the City is looking to increase police retention and infrastructure. December Nights in Balboa Park was a big success and is leading up to the Balboa Park Centennial celebrations in 2015.

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

Elizabeth Studebaker reported that the parklet and public plaza pilot phase is ending and a formal program will be brought before City Council soon. Bikeshare stations will go live in January – community feedback is appreciated. Also, the Downtown PBID renewal will be presented to City Council at the January 27 meeting.

H. North Park Planning Committee [NPPC] (Dang Nguyen)

Dang Nguyen reported that the NPPC is unhappy with the work done by DSD Planning on the Urban Design Element for North Park. The NPPC is reaching out to DSD to mend the situation. Overall the Community Plan Update is working toward establishing distinctive language and solid design standards to guide desired development and prevent unwanted uses. For example: Drive-thrus shall be considered a separate use, rather than a design feature.

I. BID Council (Angela Landsberg)

Angela Landsberg reported the BID Council did not meet in December.

J. North Park Maintenance Assessment District [MAD] (Jillian Wolter)

Jillian Wolter reported that the MAD is in the process of reviewing the FY16 Budget, which will most likely be approved at the January meeting. NPMS is looking into our current power washing contract, as business owner have been unimpressed with recent results.

K. Farmers' Market (Brijet Myers)

Brijet Myers reported on that January Farmers' Markets will feature health and fitness themed vendors and activities. Also, going forward, the North Park Library will be at the Market the 2nd Thursday of each month with a health education specialist to answer

questions and share available library resources. Permit to extend market an additional hour during summer months is in beginning stages.

VI. Executive Director's Report (Angela Landsberg)

Angela Landsberg expressed her appreciation to our Board Members and volunteers for agreeing to participate in the Intercept Survey! Once the Intercept Survey is complete, we will be moving forward with presenting the PBID to City Council.

VII. Standing North Park Committee Reports

A. Economic Restructuring Committee (Trent Riley)

The ER Committee met to brainstorm ideas for 2015 and continued to work on website editing suggestions. Check out Northparkmainstreet.com to see some of the new changes that are already active!

B. Design Committee (John Stewart McGaughy)

Dark in December

C. Promotions Committee (Dani Jimenez)

Next week's Promotions Committee Meeting will serve as our first Festival of Arts meeting for the 2015 event to be held Saturday, May 16.

D. Organization Committee (Matt Gordon)

Organization Committee is continuing its work on drafting language that will require all Board Members to serve on at least one standing committee. Language will be presented for a vote at the January meeting.

VIII. Ad Hoc Committee Reports

A. Ray at Night (Tee Taylor)

Tee Taylor reported that Ray at Night will no longer be run by North Park for the Arts. Starting in January, Ray at Night will be managed by Brian Beevers of Simply Local and Brian's Markets. Thank you to all who have volunteered and made Ray at Night a continued success in North Park!

B. Sustainable NPMS / Eco-District (Angela Landsberg)

This committee may be absorbed into / combined with another committee in 2015.

C. Hospitality Committee (Lea Caughlan)

Lea Caughlan reported that the Hospitality Committee will be adopting a new structure in 2015 and focus on security, philanthropy, and joint marketing.

X. Announcements

A. To celebrate National Pizza Week in January, URBN Coal Fired Pizza will be donating proceeds to the National Main Street Association!

XI. Adjournment

****PROPOSED MOTION: ADJOURN THE MEETING** at 9:19 AM**

Jason Noble / Dang Nguyen (12/0/0)

Next meeting is January 14th, 2015