

ECONOMIC RESTRUCTURING COMMITTEE MEETING

Minutes

Tuesday, January 20th, 2014

12:00 PM

North Park Main Street * 3076 University Ave * (619) 294-2501

Attendance: Trent Riley, Rich Geisler, Dang Nguyen, Nate Benedetto, Corey Watson, Jillian Wolter (Executive Assistant)

1) Call to Order: 12:05 PM

2) Introductions

- None

3) Approval of Agenda & Minutes

- Agenda Approved by consensus
- Approval of minutes from November 2014 and December 2014
 - i. Motion by Trent Riley, Second by Nate Benedetto

4) Website Redesign

Completed Edits:

1. Committees now have their own tab on the top of the main page. This has a description of each committee along with links to agendas and minutes
2. Color scheme has been replaced with a better overall look of the site
3. Social media links can be accessed at the top of every page and our Facebook feed runs live from the main page
4. Information has been edited down significantly and replaced with simplified language

Next Steps:

1. New pictures are preferred – to be found in NPMS archives or new photos to be donated by local photographer (Rich will follow-up with a friend who might be interested)
2. Boutiques Page needs information and photos
3. Dining Page needs information and photos – Matt Gordon has offered to write description
4. Existing Google Calendar will be replaced with a new Google Calendar to be created and managed by Jillian Wolter – Jillian and Corey will work together on getting the new calendar up for next month
5. Committee hopes to have the fully-remodeled website by late February / early March

5) 2015 Goal Setting

- **Committee Name Change:** Group briefly discussed new name options. Some suggestions include: Business Development Committee, Urban Development Committee, Business and Economics Planning Committee, Community Development Committee, Smart Growth Planning Committee, Local Initiatives

Committee, Business Enterprise Committee... suggestions welcomed! Will be discussed further at upcoming meetings

- **Available Parcels Project:** Identify available parcels for rent or sale and help promote to potential investors
- **Business Outreach:** Welcome packets, new business resources / contact info
- **Business Wish List:** For types of services / establishments desired in North Park – to be updated annually by this committee
- **Parking Management:** Committee members discussed making parking a focus of this group. ACE Parking will be invited to an upcoming meeting to discuss opportunities for collaboration with / promotion of the North Park Garage. Group wants to confirm the rate fees, hours of operation and car retrieval process prior to advertising
- **Ride Sharing:** Group will research opportunities for bringing in free or low-rate ride share programs (similar to Downtown’s request for services for a free ride program)
 - this would help encourage a “park once” mentality in the district while still reaching all corners (potential for collaboration with El Cajon Blvd and Adams Ave)
- **Sales Data:** Group will look into quantifying sales data for the education of potential investors – sales achievable per sf and sales potential v rent prices
- **Rental Data:** Group will collect data for housing and commercial rental rates to be updated annually. Create annual community demographics
- **Business Survey:** Group would like to distribute a digital business survey to gauge community needs and existing conditions. A survey was developed in this committee in past years – will look to see if it was ever distributed
- **North Park App** – research the feasibility / need for a North Park app – could detail shopping, sales, parking availability, bike-friendly routes, etc.
- **Overarching Goals:** Bring businesses together, create opportunities for collaboration, compliment services that exist and encourage new types of activities, market North Park as a thriving, cohesive community and promote local pride

6) Announcements and Public Comment

-None

7) Adjourn

Meeting adjourned at 1:04 PM

**Next Meeting:
Tuesday, February 17th, 2015**