

# DESIGN COMMITTEE MEETING

## MINUTES

North Park Main Street  
Tuesday, April 4, 2017 at 9:00 AM  
North Park Main Street Office | 3076 University Avenue  
(619) 294-2501

*Attendance: Angela Landsberg (Executive Director), Jake Romero (Assistant Director), Steve Codraro, Garrick Oliver, Lynn Susholtz, Troy Geyer, Steve Blasingham, Donna Posin, Cindy Matherly, Emily Tsen (Think Parallax)*

### 1. Call to Order and Introductions: 9:06 am

### 2. Approval of Agenda and Minutes

- a. Motion to approve by Steve Codraro, seconded by Donna Posin

### 3. Wayfinding

- a. Angela gave a review of initial installment of funds for the wayfinding projects. NPMS has \$40k for a wayfinding project. The Committee is looking at producing an app to promote businesses, events, parking, and eventually monetize it.
- b. Signs would be produced with the App info on them.
- c. A small amendment to the initial grant proposal will need to happen.
- d. Donna brought up maintenance issues. David said there should be none; app would be maintained by the individual businesses.
- e. Donna stated that she prefers a physical sign to set off the neighborhood.
- f. Liz stated that the next step is to identify wayfinding criteria.

### 4. California Cultural District Project

- a. New state project initiated this year.
- b. Grantees receive \$5k and marketing.
- c. The Committee will likely apply next year
- d. Wayfinding project could be part of the support materials for the CCDP application.

### 5. Mural Project

- a. Emily Tsen gave a presentation and previewed the design for the new mural.
- b. Theme for the mural is "Together we are Community".
- c. The overall response to the mural design was negative.
- d. Lynn stated that the mural was not developed.
- e. Angela invited Alan and Emily to tour North Park to get a feeling of the neighborhood.
- f. Emily stated that if they are going to make the 5/20 Festival deadline, the design needs to be hammered down in 2 ½ weeks.

### 6. SDCCU Festival of Arts in North Park

- a. Angela gave an update on the progress of the festival:

1. Big Dance Stage will now be a cocktail garden and viewing area for the Live Art Block.
2. Volunteers are needed.

**7. NPMS Mixer:**

- a. NPMS will host a business mixer at THE SAFEHOUSE on Wednesday, April 12 from 5:30 to 7:30 PM.

**8. NPMS Open House**

- a. NPMS will host an open house and art show featuring Julie Warren on Wednesday, May 3 from 5:00 to 7:00 pm.

**9. Announcements**

- a. NPMS will host an ADA seminar on May 1st addressing the ADA lawsuits occurring in North Park.
- b. Angela reported that vice was out doing sting operations targeting Mid-City.
- c. Angela reported that the bike racks in front of Holy Matcha need to be repainted (they were painted pink without NPMS consent).
- d. Angela spoke about the new brochure/cultural assets map coming out. Businesses can participate for \$75.
- e. Cindy Matherly asked the Committee to please follow the North Park Kindness Project on Instagram.

**10. Adjournment**

- a. Move to adjourn at 10:05, all in favor.