

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
August 9, 2018

ATTENDANCE

Board Members Present

Al Kerendian (Secretary), Andrew Greenberg (Treasurer)
Chris Blankinship, Patric Cowan, Steve Billings, David Gamboa, Matt Gordon, Jason Noble

Board Members Absent

Joseph Balestrieri (President), Lynn Susholtz, Matthew Segal, Steve Blasingham

Staff in Attendance

Angela Landsberg (Executive Director), Jake J. Romero (Assistant Director), Roni Kleinhen
(Bookkeeper)

Guests Present

San Diego Community Police Officer Jenny Hall, Jason Weisz – Office of State Senator Toni Atkins,
Peter Hill – North Park Planning Committee, Brian Beevers – North Park Thursday Market
Cathy Smith – Cityworks, Oscar Urteaga – Wireless Infrastructure Now, Paris Landen – West Coast
Tavern and the Observatory North Park, Mark Bolton – Sporting Fraternity Inc.

- I. **Call to Order and Self-Introductions**
 - A. Meeting called to order at 8:00

- II. **Adoption of Agenda**
 - A. Motion to adopt agenda by Matt Gordon, seconded by Steve Billings, all in favor.

- III. **Public Comment and Items Not on the Agenda** (3-minute limit per person)
 - A. Mark Bolton was self-nominated to be on the North Park Main Street Board of Directors
 - B. Motion to accept Mark Bolton’s self-nomination to the NPMS Board of Directors by Chris Blankinship, seconded by Steve Billings. All in Favor
 - C. Paris Landen was self-nominated to be on the North Park Main Street Board of Directors
 - D. Motion to accept Paris Landen’s self-nomination to the NPMS Board of Directors by Chris Blankinship, seconded by Patrick Cowan. All in Favor

- IV. **Announcements**
 - A. Jason Noble announced the City Beat Chef and Shakers event

- V. **Consent Items**
 - A. Motion to approve minutes and financials by Patrick Cowan, seconded by Al Kerendian, all in favor.

- VI. **Presentation: Oscar Urteaga, Wireless Infrastructure Now**
 - A. Oscar gave a presentation on Wireless Infrastructure Now, asked for support from meeting attendees, took questions and explained the process for installation of public wireless networks.

- VII. **Presentation: Cathy Smith, Cityworks, 30th Street Pipeline Replacement Project**
 - A. Cathy and a team from Cityworks and the City of San Diego gave an overview of what to expect with the 30th Street pipeline replacement.

- B. Clem Wassenberg, City of San Diego, relayed information and took questions on the project and its implementation.

VIII. Community Reports

- A. North Park Thursday Market: Brian Beevers
 - 1. Brian gave an overview of the condition of the Market, the gains and losses of vendors, the stability of the Market, his style of management and promotion for the Market, the need to increase vendors and increase sales, and efforts to establish partnerships with adjoining businesses. He thanked NPMS for hiring him as manager.
- B. Police Report: Jenny Hall
 - 1. Jenny reported on crime in the district including an update on the stabbing at Bluefoot and the break-in at Stubborn Goat Bike Shop.
- C. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. Jason distributed a newsletter and spoke on efforts to improve service at the Department of Motor Vehicles: new employees to decrease wait times, self-serve kiosks, a new text notification system, and the addition of Saturdays and extended hours. Toni's office is watching the DMV to hold them accountable.
- D. Assembly Member Todd Gloria, District 78: Nick Serrano
 - 1. No report
- E. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun
 - 1. No report
- F. San Diego Council Member Chris Ward: Tyler Renner
 - 1. No report
- G. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
 - 1. No report
- H. North Park Planning Committee: Peter Hill
 - 1. Peter Hill spoke on the empty committee seat and NPPC election, work beginning on two new historic districts, and the Target art installation selection committee.
- I. North Park Maintenance Assessment District: Peter Hill
 - 1. Peter Hill gave an update on recent items addressed by the Maintenance Assessment District: tree well program, El Cajon median, twinkle light maintenance, fall planting season, and effort to have the MAD join the NPPC as a subcommittee.

IX. Presidents Report:

- A. Board of Directors Membership
 - 1. Angela Landsberg stressed the importance of Board committee attendance and volunteer support. She noted that the Executive committee decided to continue the mandatory Board member committee attendance rules. She asked for regular attendance and the need for support from the Board, including event support. She distributed event sign up cards to members.

X. Standing North Park Committee Reports

A. **Design Committee** (Lynn Susholtz)

1. No report

B. **Promotions Committee** (David Gamboa)

1. David Gamboa gave an overview of items ongoing in the Promotions Committee: World Cup overview, Explore North Park Campaign, and Taste of North Park.

C. **Business Development Committee**

1. No report

XI. **Executive Director's Report** (Angela Landsberg)

- A. See attached

XII. **Adjournment**

- A. Motion to adjourn by Jason Noble, seconded by Matt Gordon, all in favor.
- B. *ADJOURN MEETING at 9:57 AM*

NEXT MEETING: September 13, 2018 at 8:00 AM, North Park Main Street Administrative Office

Respectfully Submitted by: _____

Alfred Kerendian, Board Secretary

Executive Director's Report

August 2018

***Proposed action items*

Abbreviations:

"BID" = Business Improvement District

"CD3" = City Council District 3 (City Councilmember Chris Ward)

"NPPC" = North Park Planning Committee

"MAD" = Maintenance Assessment District

"NPCA" = North Park Community Association

"NPMS" = North Park Main Street

"PBID" = Property Business Improvement District

PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

NPMS STAFF & BOD PROJECTS:

World Cup – The event drew a crowd of close 13k and resulted in increased sales overall throughout the district. The economic impact of the event will be posted on the website next week.

North Park Parking Garage – The finalists for the project were selected by the committee and have been sent to the Commission for Arts and Culture for approval.

New NPMS Website – NPMS launched a new website in August. The features include the ability to receive payments via the website, updated information and stats on the PBID. The website work was a donation from board member Chris Blankenship.

Wayfinding Signs in North Park – NPMS received 20k for the design, fabrication and installation of wayfinding signs throughout the district. The next step is to identify locations for the signs. This project will be vetted through the Design Committee.

Ray Street – NPMS is working with the businesses on Ray Street to create a placemaking project designed to activate and reinvigorate Ray Street. The project will be vetted in Design Committee along with special meetings to take place on Ray Street.

North Park Mini-Park – The City is now in possession of the Mini-Park in anticipation of construction which is scheduled to begin in summer 2019. IN the meantime, the City has agreed to allow NPMS use of the lot free of cost for activation of the space. These projects will be discussed in Promotions Committee.

Explore North Park Magazine – The next issue is scheduled to be released and distributed in early October. Please contact executive director for interest in placing an ad.

SDCCU Festival of Arts in North Park - May 12th is the 2018 event date. A new Craft Beer Block will include a stage as well as craft cocktails, food and beer pairing and the favorite karaoke. Tickets for the food and beer pairing are \$25 pre sale and \$30 general admission. See website for more info.

Target – Target is scheduled to open in March 2019. NPMS staff has been in communication with the store executives and will continue to work with them as the store opens.

North Park Thursday Market- NPMS has been working with the new market manager to implement programming and activities to increase attendance at the market. Number for the market revenue will be available upon request.

Homeless Outreach Worker – NPMS is in discussions with Price Charities regarding a program that would be partially funded by Price, NPMS, City Heights CDC and Council Districts 3 and 9. This program would provide a full-time homeless outreach worker to work hot spot areas in North Park. The goal would be to decrease the impacts of homeless activity on the streets of the district. Goals for this program are still being discussed.