

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
September 13, 2018

ATTENDANCE

Board Members Present

Joseph Balestrieri (President), Al Kerendian (Secretary), Andrew Greenberg (Treasurer)
Chris Blankinship, Mark Bolton, Steve Billings, Steve Blasingham, David Gamboa, Matt Gordon, Paris Landen, Jason Noble, Matthew Segal, Lynn Susholtz

Board Members Absent

Patric Cowan

Staff in Attendance

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

Guests Present

Tim Taylor – North Park Planning Committee, Tyler Renner – Office of Councilmember Chris Ward,
Michaela Valk – Office of Assemblymember Todd Gloria

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:04

II. Adoption of Agenda

- A. Agenda adopted by committee

III. Public Comment and Items Not on the Agenda (3-minute limit per person)

- A. No comment

IV. Announcements

- A. No Announcements

V. Consent Items

- A. Motion to approve minutes and City Beat contract by Paris Landen, seconded by Mark Bolton, abstention by Jason Noble, remainder in favor.

VI. Financial Statements: Roni Kleinhen

- A. Motion to adopt financial statements by David Gamboa, seconded by Al Kerendian

VII. Community Reports

- A. North Park Thursday Market: Brian Beevers

1. No report

- B. Police Report: Jenny Hall

1. No report

- C. State Senator Toni Atkins, District 49: Jason Weisz

1. No report

- D. Assembly Member Todd Gloria, District 78: Mikaela Valk

1. Michaela gave a report on legislation sponsored by Assemblymember Todd Gloria

- E. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun

1. No report

- F. San Diego Council Member Chris Ward: Tyler Renner

1. Tyler gave a report on legislation being sponsored by Councilmember Chris Ward, the Councilmember's support of a North Park pilot homeless outreach program, \$10,000 in funding for the program, and a diaper drive being sponsored by Chris Wards office.

G. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker

1. No report

H. North Park Planning Committee: Tim Taylor

1. The Committee conducted a formal 5-year review of the Neighborhood Use Permit review of Bluefoot Bar & Lounge. The review is a condition of the permit. The Planning Committee heard from a number of neighbors with negative and positive comments. The Bluefoot representatives indicated that they would work with the neighbors on the negative issues. The Committee found that the bar is in compliance with the NUP condition and recommended that Bluefoot continue their neighborhood outreach efforts.
2. Based on the recommendations of the Ad Hoc Subcommittee on Historic Districts, that was formed as a Joint Subcommittee of the NPPC and Uptown Planners, the Planning Committee:
 - a. endorsed the establishment of the Park Blvd. Historic District, which generally straddles Park Blvd., north of Upas and south of Robinson. The District will head to the Historic Resource Board this fall.
 - b. endorsed amendments to the Historical Resources Board Procedure on Establishing Historic Districts related to increased noticing for the establishment of new Districts.
3. The Planning Committee did not support amendments that would change the decision maker for Historic Districts from the City Council to the Planning Commission and would require starting the process over again in the event of an appeal.

I. North Park Maintenance Assessment District: Jake Romero

1. Jake reported on the issue being addressed by the committee of scooter tire marks on the red sidewalks in North Park. He reported that the issue will be addressed through the sidewalk contractors' warranty first.

VIII. Presidents Report:

A. 2019 Festival of Arts in North Park

1. Angela Landsberg gave an overview of expenses for the festival and presented information for consideration when asking the Board for their opinion on changes to the events hours of operation. She stated that an analysis of the events structure, staff, and financial investment was needed. She stated that the Board may choose to consider the hiring of an outside event planner for the event.
2. The consensus from the Board was that Angela should investigate the hiring of an event coordinator.
3. MOTION: Motion to review coordinators for the 2019 Festival of Arts in North Park by Chris Blankinship, seconded by Mark Bolton, all in favor.
4. No action on agenda item VIII, section 1, motion items b and c. Motions tabled.
5. Additionally, a discussion was held on potential changes to the hours of operation for the festival.

IX. Homeless Outreach Program

1. Angela Landsberg gave an overview of available homeless outreach services.
2. She stated that time and relationship building along with having an outreach person to connect services with the homeless is required.

3. Angela spoke on efforts through North Park Main Street to find funding to provide for a full-time homeless outreach specialist. Through NPMS efforts, funding has been pulled together from City Heights Business Association, City Heights CDC, Councilmember Chris Ward's office, office of Councilmember Georgette Gomez, and Price Charities.
4. To fund the program fully, NPMS must allocate \$10,000.
5. Angela gave an overview of the services that would be provided by the program administered by PATH (People Assisting the Homeless). All stakeholders would oversee the program via a representative committee. CDC of City Heights would manage all funds.
6. MOTION: Motion to approve North Park Main Street allocating \$10,000 in funding to a mid-city homeless outreach pilot program by Matt Gordon, seconded by Paris Landen, all in favor.

X. Taste of North Park

1. Angela Landsberg gave a ticket sales update: \$12,000 this year vs. \$11,000 last year.
2. She informed the Board on sponsorships through BIRD Scooters, advertising, and inclusion of a trolley shuttle.
3. Event likely to sell out.

XI. Project Update and Executive Directors Report

1. Angela Landsberg gave an update and presentation on the numerous ongoing projects being worked on by NPMS Staff. She included the new Kiosk on Ray and University, wayfinding signage, and landscaping project on 30th and Lincoln as examples.

XII. Standing North Park Committee Reports

A. Design Committee (Lynn Susholtz)

1. Lynn spoke on projects being addressed in Design Committee and deferred to Angela Landsberg's earlier presentation on Wayfinding and landscaping.

B. Promotions Committee (David Gamboa)

1. Angela Landsberg reported that she had met with representatives of Small Business Saturday and began discussions for promotions of the November 24, 2018 event.
2. Angela spoke on Ray at Night and stated that the event may no longer be viable. The Board also shared this opinion, and moving forward, a decision will need to be made if the event is worth producing.

C. Business Development Committee (Andrew Greenberg)

1. Andrew spoke on efforts to focus and define the committee through a vision charrette to determine projects for the committee. Process will be ongoing.

XIII. Executive Director's Report (Angela Landsberg)

- A. See item XI.

XIV. Adjournment

- A. Motion to adjourn by David Gamboa, seconded by Chris Blankinship, all in favor.
- B. *ADJOURN MEETING at 9:44 AM*

NEXT MEETING: October 11, 2018 at 8:00 AM, North Park Main Street Administrative Office

Respectfully Submitted by: _____

Alfred Kerendian, Board Secretary