

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
November 08, 2018

ATTENDANCE

Board Members Present

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

Board Members Absent

All in attendance

Staff in Attendance

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

Guests Present

Jenny Hall – SDPD Community Relations Officer, Tyler Renner – Office of Councilmember Chris Ward, James Clair – Crossroads Church, Kelsey Tapia – San Diego City Attorney, Alissa Gabriel – City of San Diego, Kelsey McNair – North Park Beer Co., Jason Weisz – Office of Senate Pro Tempore Toni Atkins

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:03

II. Adoption of Agenda

- A. Motion to add “C. Review of proposal one or proposal two” to section VIII, item 1.
- B. Motion to adopt agenda as amended by David Gamboa, seconded by Jason Noble.

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

- A. Kelsey McNair spoke to the Board on behalf of North Park Beer Co. and asked for a letter from the North Park Main Street supporting a request to the City for extended hours on their patio.

IV. Announcements

- A. No announcements

V. Consent Items

- A. Approval of minutes from the October 11th, 2018 meeting of the North Park Main Street Board of Directors.
- B. Approval of Financial Report
- C. Motion to approve consent items by Chris Blankinship, seconded by Lynn Susholtz, abstention by David Gamboa, remainder in favor.

VI. Information Items

- A. A date change was announced for the January Executive Committee meeting. The new date will be January 7th at 12 noon.
- B. Angela Landsberg presented a training on the Brown Act.

VII. Community Reports

- A. North Park Thursday Market: Brian Beevers
 - 1. No report

- B. Police Report: Jenny Hall
 - 1. Jenny reported on crime in the district and introduced San Diego City Attorney Kelsey Tapia

- C. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. Jason distributed a newsletter, gave a report on legislation sponsored by Toni Atkins, and extended an invitation to the senators open house.

- D. Assembly Member Todd Gloria, District 78: Mikaela Valk
 - 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. Tyler gave a report on subjects/legislation/projects being addressed by Councilmember Chris Wards office including marijuana shop regulations, the polystyrene ban, changes to the Council itself, the water tower seismic retrofit, and new MTS bus shelters. He also distributed the Councilmembers newsletter.

- G. City of San Diego, Storefront Improvement Program Manager: Alissa Gabriel
 - 1. Alissa announced that she will report on behalf of the City replacing Liz Studebaker.

- H. North Park Planning Committee: Tim Taylor
 - 1. See attached

- I. North Park Maintenance Assessment District (MAD): Angela Landsberg
 - 1. Angela Landsberg announced that moving forward, NPPBID Maintenance Manager Freddie Carruthers will represent North Park Main Street at MAD meetings.

VIII. Presidents Report:

- A. North Park Art Project
 - 1. Angela Landsberg presented two proposals for a North Park Art Project to be funded with reallocated NPPBID funds.
 - 2. A discussion was held on the pros and cons of spending funds. Angela Landsberg stressed that the project fulfills goals of the charrette: elimination of blight and support of arts.
 - 3. Motion to approve allocation of \$13,000 to a North Park art project to be vetted through Design Committee made by David Gamboa, seconded by Al Kerendian.
 - 4. Motion to approve a hybrid of proposals one and two made by Pat Cowan, seconded by David Gamboa, opposed by Andrew Greenberg, remainder in favor.

IX. North Park Festival of Arts

- 1. Angela Landsberg presented a review of the event coordination proposal submitted by McFarlane Promotions.
- 2. Motion to approve the MacFarlane Promotions event coordination contract for the 2019 Festival of Arts in North Park by Paris Landen, seconded by Matt Gordon, abstention by David Gamboa, remainder in favor.

- X. **Memorandum of Understanding: Mid-City Homeless Outreach Pilot Program**
1. Motion to approve the Memorandum of Understanding between City Heights Community Development Corporation, City Heights Business Association, Price Charities, and North Park Main Street by David Gamboa, seconded by Pat Cowan, all in favor.
- XI. **Grievance Policy**
1. Motion to approve language to be included in the North Park Main Street bylaws addressing grievances made by Matt Gordon, seconded by David Gamboa, all in favor.
- XII. **Standing North Park Committee Reports**
- A. **Design Committee** (Lynn Susholtz)
 1. Lynn Susholtz reported on projects being vetted through the committee: wayfinding, North Park Art Project, and landscaping project at 30th and Lincoln.
 - B. **Promotions Committee** (David Gamboa)
 1. David Gamboa reported on projects addressed in the last meeting: 2019 Festival of Arts, Thursday Market, and Small Business Saturday.
 - C. **Business Development Committee** (Andrew Greenberg)
 1. Andrew reported on projects being vetted through the committee: a concierge event and a future tour of real estate professionals.
- XIII. **Executive Director's Report** (Angela Landsberg)
- A. See attached
- XIV. **Adjournment**
- A. Motion to adjourn by David Gamboa, seconded by Chris Blankinship, all in favor.
 - B. *ADJOURN MEETING at 9:30 AM*

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

Respectfully Submitted by: _____

Alfred Kerendian, Board Secretary

REPORT FROM NORTH PARK PLANNING CMTE
11/7/18

At the October meeting, the Planning Committee heard a report on

St. Luke's Episcopal Church Proposed Use for their Adjacent Lot.

A partnership between the International Rescue Committee, and St. Luke's North Park for an urban farm run by City Heights high school students. Includes commercial kitchen training for refugee women, and a flexible outdoor cafe and cultural arts space to offer the food they grow and prepare.

The Planning Committee reviewed on the following:

12th Land Development Code Update. Review of proposed amendments to LDC relevant to North Park.

a. Item 71, Previously Conforming Properties Landscape Requirements.

Proposed Change: Add a hardship exemption for small improvement projects that are \$100K or less, consistent with Public Improvements Incidental to a building permit approved in the 11th Update.

The NPPC acted to draft a letter with the concern that exempting small projects from street tree planting will impact implementation of the Climate Action Plan.

b. Item 39, Alcoholic Beverage Outlets. There is a proposed change to the exemption from certain alcohol licensing requirements (such as limiting the types of alcohol and the way they are displayed) that apply to stores of 15,000 sq. ft. or more. The change would lower that threshold to an undetermined amount.

The committee did not support the change, not knowing what the new limit will be.

Next meeting is Tuesday, November 20, 2018

Executive Director's Report

November 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:

ECONOMIC DEVELOPMENT INITIATIVE – NPMS and Civic San Diego are collaborating on an initiative to address two important initiatives aimed at increasing the economic vitality of North Park. The first part includes outreach to existing businesses to make them aware of access to capital and other city programs. The second part of the initiative is aimed at bringing people to North Park through developer tours, concierge events and other travel industry events

Holiday Party – NPMS will host a holiday party on Thursday December 13th at West Coast Tavern. All NPMS board members, businesses and property owners are invited to come from 6-8 and enjoy an array of complementary food items and a short performance.

Small Business Saturday – Small Business Saturday will take place on Saturday November 24th from 11-5. Shop at local shops and receive prizes. Buy gift cards at North park restaurants and get free money back on gift cards

Toyland Parade – The Toyland Parade will take place on Saturday December 1 from 11 -1. If you are interested in entering please see the website or contact NPMS