

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
March 14, 2019

ATTENDANCE

Board Members Present

Steve Blasingham (Vice President), Al Kerendian (Treasurer), Lara Worm (Secretary), Brian Beevers, Patrick Cowan, David Gamboa, Andrew Greenberg, Paris Landen, Jason Noble

Board Members Absent

Joseph Balestrieri (President), Steve Billings, Chris Blankinship, Mark Bolton, Matthew Segal

Staff in Attendance

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

Guests Present

Jenny Hall – SDPD Community Relations Officer, Mathew Gordon – Office of Assemblymember Todd Gloria, Brandon Torres – Office of County Supervisor Nathan Fletcher, Tyler Renner – Office of Councilmember Chris Ward, Jason Weisz – Office of State Senator Toni Atkins, Tim Taylor – NPPC, Alissa Gabriel – City of San Diego Economic Development Department

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:08

II. Adoption of Agenda

- A. Motion to pull section VIII, item 4 from the agenda by David Gamboa, seconded by Al Kerendian, all in favor.
- B. Motion to adopt agenda as amended by Al Kerendian, seconded by Jason Noble, all in favor.

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

- A. David Gamboa commented on City of San Diego Police fines levied against business owners who have legitimate repeat security alarm calls. Stressed that fines for repeat legitimate calls are unreasonable. He requested clarification on the code and policy.

IV. Announcements

- A. Jason Noble announced an event, Taco Mania.

V. Consent Items

- A. Approval of minutes from the March 14th, 2018 meeting of the North Park Main Street Board of Directors.
- B. Approval of financial report
- C. Approval of SDCCU Festival of Arts in North Park production contracts:
 - I. Kleege staging contract: \$13,200
 - II. United Rentals power and HVAC contract: \$12,588.63
- D. Motion to approve consent items by Al Kerendian, seconded by David Gamboa, all in favor.

VI. Information Items

- A. No Information Items

VII. Community Reports

- A. North Park Thursday Market: Brian Beevers
 - 1. Brian Beevers reported on the success of the new market layout, the launch of E.B.T., and gave a brief financial report.
- B. Police Report: Jenny Hall
 - 1. Jenny reported that she will follow up on the security alarm call issue for David Gamboa. She also reported a break in at Dunedin.
- C. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. Jason reported that Toni is working with ABC to provide clarity on regulations and expressed willingness to facilitate meetings with business owners and ABC. He also reported that Toni has reintroduced two bills: a Mental Health Medical Bill, and a Historic Tax Credit bill. Additionally, he spoke on the States cap and trade money and discounted bills for businesses.
- D. Assembly Member Todd Gloria, District 78: Mathew Gordon
 - 1. Mathew Introduced himself to the group and spoke on events sponsored by Todd Gloria's office, a scholarship program, and business tour with NPMS. He encouraged attendees to reach out to him if needed.
- E. County Supervisor Nathan Fletcher, Fourth District: Brandon Torres
 - 1. Brandon reported on support for expansion of electric vehicle charging stations, the approval of a behavioral treatment center in Hillcrest, homeless programs, on upcoming events, and new services added to the North Park probation office.
- F. San Diego Council Member Chris Ward: Tyler Renner
 - 1. Tyler spoke on success in saving Skate World, issues with Civic San Diego, the Mayor's budget and expected 3% budget cut, Council approved homeless aid funds, the 30th Street bike lane and associated supporting events, and assisting NPMS with approval of North Park Wayfinding signage.
- G. City of San Diego, Economic Development Department: Alissa Gabriel
 - 1. Alissa spoke on BID budgets going to Committee.
- H. North Park Planning Committee: Tim Taylor
 - 1. Tim reported on the Planning Committee sharing a website with Uptown News, and NPPC election results.
- I. North Park Maintenance Assessment District (MAD): Angela Landsberg
 - 1. A report was given on City trash services, and the refurbishment of the Anne Mudge art project on University Avenue.

VIII. Presidents Report:

- A. BID Contract 2020
 - 1. MOTION: SHALL THE NORTH PARK MAIN STREET'S BOARD OF DIRECTORS APPROVE ENTERING INTO AN EXTENSION OF AN AGREEMENT WITH THE CITY OF SAN DIEGO TO RETAIN THE SERVICES OF NORTH PARK MAIN STREET TO PROVIDE WORK COORDINATION SERVICES IN THE NORTH PARK BUSINESS IMPROVEMENT DISTRICT, AND DESIGNATE ITS PRESIDENT TO SIGN THE AGREEMENT, DISPERSEMENT RECONCILLIATION REPORTS, REQUESTS FOR REIMBURSEMENT, AND PROGRAM REPORTS?
 - 2. Motion approved by David Gamboa, seconded by Jason Noble, all in favor.

B. 30th Street Bike Lane

1. A discussion was held on the revised, third option for the 30th Street bike lane. A graphic was presented showing that option. A meeting at the North Park Planning Committee to discuss the third option will be held on April 16th.

C. SDCCU Festival of Arts

1. An update was given on the festival. It looks like NPMS will exceed its vendor and sponsorship goals. Angela Landsberg noted that costs for contractors are up this year.

IX. **Executive Directors Report** (Angela Landsberg)

1. Angela gave a report on projects in the various NPMS Committees: Design, Promotions, and Business Development Committees.

X. **Adjournment**

A. Motion to adjourn by David Gamboa, seconded by Al Kerendian, all in favor.

B. *ADJOURN MEETING at 9:15 AM*

NO MAY MEETING: Next meeting June 13, 2019 at 8:00 AM, North Park Main Street Administrative Office