

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
August 13, 2020

ATTENDANCE

Board Members Present

Joseph Balestrieri (President), Lara Worm (Secretary)

Andrew Greenberg, Colin Mathewson, David Gamboa, Johnny Mercado, Matthew Segal, Paris Landen, Steve Billings

Board Members Absent

Al Kerendian (Treasurer) , Pat Cowan

Staff in Attendance

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

I. Call to Order and Self-Introductions

A. Meeting called to order at 9:10 am

II. Adoption of Agenda

A. Motion to adopt amended agenda moving item VII-7 to item IV by Mathew Seagal, seconded by David Gamboa

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

A. Sarah McAlear of Bluefoot spoke on issue of bike lanes, temporary parklets, and mural grants.

IV. North Park Thursday Market Community Report

A. Elexia de La Parra gave a report on the market, reporting on issues of street space and increased attendance (575-970 attendees). She reported that social media presence has increased, and the extra block has doubled income. She stated that the market needs more volunteers.

V. Consent Items

A. Motion to approve financial report made by David Gamboa, seconded by Steve Billings, all in favor.

VI. Information Items

A. North Park Main Street Elections

1. Motion to approve a temporary revised timeline for the North Park Main Street Business Improvement District Board of Directors 2020 election due to Covid-19 by David Gamboa, seconded by Paris Landen, all in favor.

B. Outside Dining in North Park

1. Angela Landsberg reported that a memo will be distributed to restaurants and an application for outdoor parklets will be ready by Friday, August 14.

C. District Renewals

1. Angela Landsberg stated that BID assessments, event revenue, grants, and sponsorships have decreased and that new revenue sources must be found while the organization redefines itself and its mission. North Park Main Street has initiated a proposal to assume management of the North Park Maintenance Assessment District as a revenue source.
2. North Park Maintenance Assessment District: Motion for North Park Main Streets Board of Directors to approve the initiative to assume management of the North Park Maintenance Assessment District by David Gamboa, seconded by Lara Worm. All in favor.
3. North Park Main Street Property and Business Improvement District: Motion for North Park Main Street Board of Directors to delay initiating the North Park Main Street Property and Business Improvement District renewal based on the outcome of the North Park Maintenance Assessment District Management Plan until January 2021 by David Gamboa, Seconded by Joseph Balestrieri.

D. SDCCU Festival of the Arts in North Park

1. Angela Landsberg gave an update on the festival which will be virtual this year.

VII. Community Reports

A. Police Report: Jenny Hall

1. Officer Hall gave a report on the district and spoke on the departments focus on education.

B. State Senator Toni Atkins, District 49: Jason Weisz

1. Jason spoke on the legislative end of session, housing bill, economic stimulus fund, end of the census in September, and 70 and over automatic extension at the Department of Motor Vehicles.

C. Assembly Member Todd Gloria, District 78: Mathew Gordon

1. No report

D. County Supervisor Nathan Fletcher, Fourth District

1. No report

E. San Diego Council Member Chris Ward: Brett Weiss

1. No report

F. North Park Planning Committee: Steve Billings

1. No report

H. North Park Thursday Market: Elexia de La Parra

1. Moved to item IV.

VIII. Executive Directors Report

A. Angela Landsberg spoke on issues related to the 30th Street Pipeline repaving and how parklets cannot be removed for the bike lane.

IX. Adjourn

A. Motion to adjourn at 10:00 by Steve Billings, seconded by Joseph Balestrieri, all in favor.

Next meeting September 10, 2020 at 9:00 AM