

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
August 08, 2019

ATTENDANCE

Board Members Present

Joseph Balestrieri (President), Steve Blasingham (Vice President), Al Kerendian (Treasurer), Steve Billings, Pat Cowan, David Gamboa, Andrew Greenberg, Paris Landen, Jason Noble, Brian Beevers Johnny Mercado

Board Members Absent

Lara Worm (Secretary), Matt Segal

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 8:00

II. Adoption of Agenda

- A. Motion to adopt agenda by Al Kerendian, seconded by Steve Blasingham, all in favor.

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

A. Open Board Seat

1. Colin Mathewson introduced himself, expressed his intention to join the board of directors, and self-nominated himself.
2. Motion to seat Colin Mathewson to the NPMS Board of Directors by Joseph Balestrieri with all in favor.

B. 30th Street Bike Lane

1. Angela Landsberg spoke on the 30th Street bike lane project, spoke on the history of the project, and spoke on NPMS's support for a hybrid option that supports parking and bike lane and a coalition with other districts. She spoke on the need for an outreach mailer to business and property owners.
2. Motion to allow Angela Landsberg to implement an email and mail outreach campaign with a \$1500 budget with an additional \$1500 if needed to be approved by Executive Committee supporting Option B specifically on parking loss along with 2 hours of outreach by each NPMS Board of Directors member by Pat Cowan, seconded by David Gamboa, all in favor.

IV. Announcements

- A. Joe Balistrieri announced the final Bird Park concert on 8/17
- B. Angela Landsberg announced the 8/9 business mixer to be held at working class

V. Consent Items

- A. Motion to approve minutes from the July 11, 2019 meeting of the board of directors and the Financial report made by Jason Noble, seconded David Gamboa, all in favor

VI. Community Reports

- A. Police Report: Jenny Hall
 - 1. No report
- B. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. No report
- C. Assembly Member Todd Gloria, District 78: Mathew Gordon
 - 1. No report
- D. County Supervisor Nathan Fletcher, Fourth District: Brandon Torres
 - 1. No report
- E. San Diego Council Member Chris Ward: Brett Weiss
 - 1. No report
- F. City of San Diego, Economic Development Department: Alissa Gabriel
 - 1. No report.
- G. North Park Planning Committee: Steve Billings
 - 1. No report
- I. North Park Thursday Market: Brian Beevers
 - 1. Brian gave a one-year financial analysis of the market and review. He suggested figuring out a way to improve vendor retention, stating that it may take rebudgeting on the NPMS side. Priorities are reducing overhead and alternative marketing efforts

VII. Information Items

- A. No information items

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IX. Presidents Report

- A. No presidents report

X. Executive Directors Report

- A. Angela Landsberg reported on parking garage rate increases, the North Park Mini-Park, Toyland Parade, Taste of North Park, upcoming Business Symposium, and projects going through Design committee, specifically the wayfinding signage project and the Interchange Art Project tour.

XI. Adjournment

- A. Motion to adjourn at 9:07 AM by David Gamboa, seconded by Steve Blasingham.

Next meeting September 12, 2019 at 8:00 AM, North Park Main Street Administrative Office