

North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
July 11, 2019

ATTENDANCE

Board Members Present

Joseph Balestrieri (President), Steve Blasingham (Vice President), Al Kerendian (Treasurer), Lara Worm (Secretary), Steve Billings, Pat Cowan, David Gamboa, Andrew Greenberg, Paris Landen, Jason Noble

Board Members Absent

Matt Segal, Brian Beevers

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 moving section VIII (Community Reports) to section IV (Announcements) 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. Motion to approve Joseph Balestrieri (president), Steve Blasingham (vice-president), Al Kerendian (treasurer), and Lara Worm (secretary) as signers on Union bank's North Park Main Street accounts ending in 1361, 7729, and 9294 by David Gamboa, seconded by Steve Billings, all in favor.

IV. Community Reports

- A. Police Report: Jenny Hall
 - 1. Jenny reported on arrests in North Park
- B. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. No report
- C. Assembly Member Todd Gloria, District 78: Mathew Gordon
 - 1. Mathew was in attendance but did not give a report. Angela Landsberg requested assistance with a DMV liaison coming to North Park to assist efforts by PATH Worker Jesse Angeles.
- D. County Supervisor Nathan Fletcher, Fourth District: Brandon Torres
 - 1. Brandon reported on the recently held budget hearing, housing, county health workers, child welfare workers, and addition of recuperative beds.
- E. San Diego Council Member Chris Ward: Brett Weiss
 - 1. Brett reported on FY 2020 budget funding for improvements, additional code enforcement officers, hiring of an additional arborist, and an additional childcare officer. He also reported on the reintroduction of the Resource Action Program.
- F. City of San Diego, Economic Development Department: Alissa Gabriel
 - 1. No report.

- G. North Park Planning Committee: Steve Billings
 - 1. Steve reported on issues addressed at the NPPC meeting: 30th Street parking, Willshire Terrace, and capital improvements.

- I. North Park Maintenance Assessment District (MAD): Angela Landsberg
 - 1. Angela reported on trash can requests. She also reported that North Park Main Street will give up its board seat on the MAD.

V. Consent Items

- A. Approval of minutes from the June 13, 2019 meeting of the North Park Main Street Board of Directors.
- B. Approval of financial report
- C. Motion to approve consent items by Al Kerendian, seconded by Pat Cowan, all in favor.

VI. North Park Main Street Vacant Seats

- A. Johnny Mercado Introduced himself to the Board of directors and declared his self-nomination to the board.
- B. Motion to seat Johnny Mercado to the North Park Main Street Board of Directors by Steve Blasingham, seconded by Jason Noble.

VII. Information Items

- A. Presentation: Teddy Adera, 30th Street Replacement Project
 - 1. An update was given on the project. Project Engineer Rick Collette gave out vital information and contacts for the project: Emergencies 619-527-7660, Rick Collette 760-521-8898 rcollette@sandiego.gov.

VIII. Presidents Report

- A. TOT /SBEP Funding
 - 1. MOTION: NORTH PARK MAIN STREET'S BOARD OF DIRECTORS SHALL APPROVE THE TOT/SBEP FY2020 FUNDING AGREEMENT WITH THE CITY OF SAN DIEGO WITH THE UNDERSTANDING THAT IT MUST COMPLY WITH THE TERMS AND CONDITIONS OF THE AGREEMENT, INCLUDING MAINTAINING THE REQUIRED INSURANCE COVERAGE AND PERFORMING THE SCOPE OF SERVICES WITHIN THE AMOUNT OF THE ALLOCATED BUDGET.
 - 2. Motion approved by Pat Cowan, seconded by Paris Landen, abstention by David Gamboa, remainder in favor.

- B. Marketing and Promotions Contract
 - 1. MOTION: NORTH PARK MAIN STREET'S BOARD OF DIRECTORS SHALL ENTER INTO A FY2020 EXPLORE NORTH PARK MARKETING AND PROMOTIONS CONTRACT WITH A7D CREATIVE GROUP.
 - 2. Motion approved by Joe Balestrieri, seconded by Lara Worm, abstentions by David Gamboa and Johnny Mercado, remainder in favor.

- C. North Park Toyland Parade
 - 1. Angela Landsberg gave an update on preparations for the parade thus far and asked for assistance from the board with parade entries.

IX. Executive Directors Report

A. Angela Landsberg reported on the upcoming first meeting of the North Park Business and Neighborhood Foundation, 132 restriped additional head in spaces on Upas and Howard, the implementation of the NPMS wayfinding signage project, the Interchange Art Project, Taste of North Park on October 12, 2019, Thursday Market sales and equipment, Concierge Program, Upcoming Business Breakfast, and business mixer at Working Class August 9th.

X. Adjournment

A. Motion to adjourn at 9:22 AM by David Gamboa, seconded by Pat Cowan.

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