

North Park Organization of Businesses, Inc. DBA  
**NORTH PARK MAIN STREET**  
**Board of Directors Meeting**  
 Wednesday, September 9, 2015 | 7:30 a.m. – 9:00 a.m.  
 3076 University Avenue, San Diego, CA 92104  
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**AGENDA**

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|-------------|--|--|
| <b>I.</b>   | <b>Call to Order and Self-Introductions</b>  | David Gamboa, President                        |
| <b>II.</b>  | <b>Public Comment on Items <i>Not</i> on the Agenda</b> (3 minute limit per person)  |  |
| <b>III.</b> | <b>Adoption of Agenda</b>  |  |
| <b>IV.</b>  | <b>Consent Items</b>   | <b>Action</b><br>Page M1-M4                    |
|             | PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION<br>EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING                     |  |
|             | A. Approval of Minutes   |  |
|             | PROPOSED MOTION: <i>APPROVE THE MINUTES FROM THE August 12<sup>th</sup> MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET</i>                              |  |
| <b>V.</b>   | <b>Financial Report</b>  | <b>Action</b>                                  |
|             | A. Approve Balance Sheet   | Page F1  |
| <b>VI.</b>  | <b>Community Reports</b> (3 minute limit per person)   | <b>Information</b>                             |
|             | A. Police Report   | Jenny Hall                                     |
|             | B. State Senator Marty Block, District 39  | Sarah Fields                                   |
|             | C. State Assemblywoman Toni Atkins, District 78  | Jason Weisz                                    |
|             | D. County Supervisor Ron Roberts, District 4   | Lauren Prescott                                |
|             | E. San Diego City Council Member Todd Gloria   | Adrian Granda                                  |
|             | F. City of San Diego, BID Advocate   | Elizabeth Studebaker                           |
|             | G. North Park Planning Committee (NPPC)  | Steve Codraro                                  |
|             | H. North Park Maintenance Assessment District (MAD)  | Jillian Wolter                                 |
|             | I. Farmers’ Market   | Brijet Myers                                   |
|             | J. Ray at Night  | Brian Beevers                                  |
| <b>VII.</b> | <b>President’s Report</b>  | <b>Discussion/ Action</b>                      |
|             | A. Presentation: University Avenue Pipeline Replacement Project  | Monica Munoz + Claudia Mejia                   |
|             | i. Overview / Construction Update  |  |
|             | B. 2015 Board of Directors Elections   | Jillian Wolter                                 |
|             | i. Call for Nominations to Run off the Floor   |  |
|             | ii. Nominating Committee – Presentation and Adoption of Slate (all eligible applicants)  |  |
|             | PROPOSED MOTION: <i>THE LIST OF CANDIDATES SUBMITTED BY THE NOMINATING COMMITTEE WILL BE ADOPTED FOR THE 2015 NORTH PARK MAIN STREET BOARD OF DIRECTORS ELECTION</i> |  |
|             | Joseph Balestrieri – The Office Bar  | Paris Landen – West Coast Tavern / Observatory |
|             | Ellen Colangelo – Ellen Colangelo, Ph.D  | Travis LeGrand – Waypoint Public               |
|             | Mike Fish – Oh My Dog! Photography   | Brijet Myers – SD Weekly Markets               |
|             | David Gamboa – A7D Creative Group  | Dang Nguyen – Bar Pink                         |
|             | Matt Gordon – Urban Solace   | Alma Rodriguez – Queen Bee’s                   |
|             | Alfred Kerendian – International Design Management   | Mario Sanchez – Chase Bank                     |
|             |  | Patric Stillman – The Studio Door              |

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|---|----------------------------|
| <b>VIII. Standing North Park Committee Reports</b>  | <b>Discussion/Action</b>   |
| A. Design Committee   | Angela Landsberg           |
| i. Projects: Cultural Assets Map  |                            |
| ii. Tour of Districts   |                            |
| iii. Reminder of Time Change – Design Committee now meets at 9:00 AM on the first Tuesday of the month                                      |                            |
| <br>  |                            |
| B. Organization Committee   | Matt Gordon                |
| i. Associate Membership Policy Update   |                            |
| ii. Review preliminary fee structure, membership benefits and approval process  |                            |
| PROPOSED MOTION: <i>SUBMIT COMMENTS REGARDING PROPOSED ZONING CHANGES IN DISTRICT</i>   |                            |
| <br>  |                            |
| C. Promotions Committee   | Jillian Wolter             |
| i. Taste of North Park – October 17, 2015   |                            |
| i. Ticket Sales Update  |                            |
| ii. Marketing / Social Media Strategy   |                            |
| <br>  |                            |
| D. Business Development Committee   | Angela Landsberg           |
| i. Wayfinding / Parking Signage Progress Update   |                            |
| ii. Red Sidewalk Update   |                            |
| <br>  |                            |
| <b>IX. Assistant Director and Executive Director’s Reports</b>  | <b>Information/ Action</b> |
| A. Discussion Item: Community Plan Update Zoning Element  | Angela Landsberg           |
| PROPOSED MOTION: <i>TO ALLOW EXECUTIVE DIRECTOR TO PROCEED WORKING WITH CONSULTUANT TO DEVELOP RECOMMENDATIONS REGARDING ZONING CHANGES</i> |                            |
| <br>  |                            |
| B. Action Item: UAMP  |                            |
| PROPOSED MOTION: <i>TO REQUEST CITY STAFF /PROJECT MANAGER ATTEND OCTOBER MEETING TO PROVIDE UPDATED INFORMATION AND PROJECT SCOPE</i>      |                            |
| <br>  |                            |
| C. Recap of Executive Director’s Report   | Page E1-E2                 |
| i. North Park Main Street Program Updates   |                            |
| i. Public Right of Way (PROW)   |                            |
| ii. Explore North Park Campaign   |                            |
| <br>  |                            |
| D. Action Item: Associate Membership Policy Update  | Jillian Wolter             |
| PROPOSED MOTION: <i>APPROVE UPDATED FEE STRUCTURE, BENEFITS AND APPLICATION PROCESS FOR ASSOCIATE MEMBERS</i>                               |                            |
| <br>  |                            |
| <b>X. ADJOURN TO CLOSED SESSION</b>   |                            |
| A. Organizational Policy Update   |                            |
| i. Language review of policies pursuant to BID lawsuit  |                            |
| <br>  |                            |
| <b>XI. Re-open Regular Session</b>  |                            |
| A. Report outcome of Closed Session Discussion  |                            |
| <br>  |                            |
| <b>XII. Announcements</b>   |                            |
| <b>XIII. Adjournment</b>  |                            |

**Next Board Meeting: OCTOBER 14, 2015**

**Opportunity for public comments:**

- 1) Items not on the agenda: Comments may be made on items within the Board’s jurisdiction that are not on the agenda during Agenda item III. Speakers are limited to 3 minutes per person and 15 minutes per topic. Please indicate to the NPMS Executive Director your intent to speak prior to the meeting commencing.
- 2) Items on the agenda: Speakers are limited to 3 minutes per person and 15 minutes per agenda item, per the President’s discretion. Items running longer than 15 minutes may be continued to a future meeting.
- 3) Items on the Consent agenda: These items are consolidated and voted upon as a whole. The President will ask if anyone wishes to “pull an item from consent agenda” to allow for public comment or discussion, prior to the vote being taken. If an item is pulled, it will be handled separately prior to Announcements.