

North Park Organization of Businesses, Inc. DBA  
NORTH PARK MAIN STREET | Board of Directors Meeting

Thursday, March 09, 2017 | 8:00 a.m. – 9:30 a.m.

3939 Iowa Street #2, San Diego, CA 92104

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AGENDA

- I. Call to Order and Self-Introductions Matt Gordon, President
- II. Adoption of Agenda Action
- III. Public Comment on Items *Not on the Agenda* (3 minute limit per person)
- IV. Consent Items
  - a. Approval of Minutes Action
    - 1. *PROPOSED MOTION: APPROVAL OF MINUTES FROM THE JANUARY 12, 2017 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET*
  - b. Financial Report Action
    - 1. Balance sheet as of January 31, 2017
    - 2. Profit & Loss – Condensed: January 31, 2017
    - 3. Profit & Loss Statement: January 31, 2017
  - c. Approval of Contracts
    - 1. City Beat Contract  
*PROPOSED MOTION: APPROVAL OF CONTRACT*
    - 2. Small Business Enhancement Program (SBEP) Contract  
*PROPOSED MOTION: THE BOARD OF DIRECTORS APPROVES ENTERING INTO A CONTRACT WITH THE CITY OF SAN DIEGO FOR THE SMALL BUSINESS ENHANCEMENT PROGRAM FOR THE FY'18 FISCAL YEAR.*
    - 3. BID Contract 2018  
*PROPOSED MOTION THE BOARD OF DIRECTORS APPROVES ENTERING INTO 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 DESIGNATES PRESIDENT TO SIGN THE AGREEMENT, REIMBURSEMENT REQUESTS, AND PROGRAM REPORTS.*
    - 4. Economic Development & Tourism Support (EDTS) Grant FY'18 Application  
*PROPOSED MOTION: THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR CITY OF SAN DIEGO ECONOMIC DEVELOPMENT AND TOURISM SUPPORT FY'18 FUNDING.*
    - 5. County of San Diego Community Enhancement Funding FY'18 Application  
*PROPOSED MOTION: THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR COUNTY OF SAN DIEGO COMMUNITY ENHANCEMENT FUNDING FOR FY'18.*
    - 6. Wayfinding Discuss/Approve  
*PROPOSED MOTION: APPROVE CONTRACT FOR WAYFINDING SIGN KIOSK PROJECT*

**V. Community Reports:**

- |   |                      |
|---|----------------------|
| a. Police Report                                      | Jenny Hall           |
| b. State Senator Toni Atkins, District 39             | Jason Weisz          |
| c. Assemblymember Todd Gloria, District 78            | Nick Serrano         |
| d. County Supervisor Ron Roberts, Fourth District     | Nerea Urtasun        |
| e. San Diego City Council Member Chris Ward           | Chloe Maddison       |
| f. City of San Diego, Neighborhood Investment Manager | Elizabeth Studebaker |
| g. North Park Planning Committee (NPPC)               | Steve Codraro        |
| h. North Park Maintenance Assessment District (MAD)   | Jake Romero          |

**VI. Presentation: Brijet Myers, North Park Thursday Market Year in Review**

**VII. Presidents Report**

**Action/Discussion/Matt Gordon**

- a. Election of Board Officers: Proposed Slate: President: Matt Gordon, Vice President: Rich Geisler, Secretary: Steve Codraro, Treasurer: Joseph Balestrieri
1. Call for Nominations off the Floor  
*PROPOSED MOTION: APPROVE THE SLATE OF CANDIDATES TO SERVE IN EXECUTIVE BOARD POSITIONS FOR 2017*

- b. UAMP Letter and Contract **Discuss/Approve**  
*PROPOSED MOTION: APPROVE LETTER AND CONTRACT*

- c. PBID
1. Update and next Phase
- d. SDCCU Festival of Arts in North Park
1. Update on festival, sponsorships, and layout
- e. Explore North Park Program
1. Magazine production schedule
  2. Website
  3. Brochure and banner sales

**VIII. Standing North Park Committee Reports**

- a. Design Committee
1. Mural Project: Mural for Good, Jonathan Hanwit Lynn Susholtz
- b. Promotions Committee David Gamboa
1. Update
- c. Business Development Committee Rich Geisler
1. Update

**IX. Executive Director Report**

- a. E.D. Report: (See attached) **Information**
- b. California Main Street Conference Angela Landsberg
1. Full report and presentation at April Board meeting

**X. Adjournment**

**Next Board Meeting: April 13, 2017**