

**North Park Main Street
Board of Directors Meeting
February 11, 2015
Minutes**

ATTENDANCE

Board Members Present

David Gamboa (President), Matt Gordon (Vice President), Trent Riley (Secretary), Rich Geisler (Treasurer), Lea Caughlan, Steve Codraro, Mike Fish, Alma Rodriguez, Dang Nguyen, Garrick Oliver, Mario Sanchez, Jason Noble

Board Members Absent

John Stewart McGaughy, John Pani

Staff and Guests Present

Angela Landsberg (Executive Director), Roni Kleinhen (Bookkeeper), Jillian Wolter (Executive Assistant), Dani Jimenez (Events Coordinator), Jenny Hall, Elizabeth Studebaker, Brijet Myers, Adrian Granda, Meredith Rouillard, Lucky Morrison, Ernesto Servin, Lynn Susholtz, Bob Kelsor

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:35 AM

II. Public Comment on Items *Not* on the Agenda (3 minute limit per person)

- Lucky Morrison encouraged the Board to take be aware and cautious of the high number of alcohol licenses that are being sought in North Park, and the crime and issues alcohol licenses can create for a neighborhood like North Park.

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Rich Geisler, Seconded by Matt Gordon (12/0/0)

IV. Consent Items

A. Approval of Minutes

PROPOSED MOTION: APPROVE THE MINUTES FROM THE January 14th MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET

Motion by Trent Riley, Seconded by Lea Caughlan (9/0/3)

V. Community Reports (3 minute limit per person)

A. Police Report (Officer Jenny Hall)

Officer Hall reported on 3 salon break-ins during the end of January / beginning of February. Most incidents have been taking place late at night or in early morning hours – Officer Hall is encouraging local patrol to be present here during those times to prevent activity.

B. State Senator Marty Block, District 39 (Hilary Nemchik)

NO REPORT

C. State Assemblywoman Toni Atkins, District 76 (Jason Weisz)

NO REPORT

D. County Supervisor Ron Roberts, District 4 (Lauren Prescott)

NO REPORT

E. San Diego City Council Todd Gloria, District 3 (Adrian Granda)

Adrian Granda reported that the Georgia Street Bridge rehabilitation project has been granted \$9 million in federal funding to be preserved and restored. Construction impacts will be discussed – neighborhood outreach was completed years back. The red sidewalks in North Park are undergoing soil testing to determine if replacement materials will face similar deterioration. There will be a small events and photo op at Streetcar Merchants this Thursday at 4PM to highlight the Storefront Improvement Program

F. BID Council (Angela Landsberg)

Angela Landsberg reported that the BID Council has formed committees to tackle specific goals. Angela is working as part of the Projects Committee, currently working with Todd Gloria's office to coordinate trash pickups and cut down on doubled efforts.

G. North Park Farmers' Market (Catt White)

Catt White reported that the North Park Farmers' Market is now accepting EBT at non-prepared food booths. The marketing materials are continuing to circulate and the SD Weekly Market team is conducting outreach to our local schools. Numbers are up 4% compared to last January with many new vendors expressing interest in the North Park Market.

H. Ray at Night (Mike Fish)

Mike Fish reported that the next Ray at Night is this upcoming Saturday, February 14.

I. North Park Hospitality Group (Lea Caughlan)

Lea Caughlan reported that the Hospitality Group is working on developing a partnership with the North Park Library for date nights at the library, seminar programs and a "lit crawl" covering literary events. The group is hosting a Business Mixer at Underbelly on March 10.

VI. Financial Report (Roni Kleinhen)

Roni Kleinhen presented the Financial Report.

VII. President's Report (David Gamboa)

A. New Business: 1app.com (Paul Love)

Paul Love made a presentation detailing the capabilities of the 1app program. For more information visit 1app.com

B. Presentation: San Diego Police Department, My BAC Program (Ernesto Servin)

Ernesto Servin of the SDPD made a presentation about the MY B.A.C Program which is a no-consequences, educational program that shows nightlife patrons that impairing effects of alcohol. The police team will be in North Park in the coming weeks to share the information with passersby

C. Proposed Bylaw Change

PROPOSED MOTION: APPROVE THE FOLLOWING CHANGE TO THE BYLAWS OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET (Requires 80% supermajority)

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

D. 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'16 FISCAL YEAR.*

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

E. BID Contract

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.*

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

F. BID Council Delegates

PROPOSED MOTION: *APPROVE THE NORTH PARK MAIN STREET BID COUNCIL DELEGATE FOR 2015 TO BE ANGELA LANDSBERG AS PRIMARY AND DAVID GAMBOA AS ALTERNATE.*

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

PROPOSED MOTION: Trent Riley nominates Lynn Susholtz to fill the vacant Director seat. David Gamboa asks for additional nominations. No additional nominations are made. Trent Riley makes a motion to elect Lynn Susholtz to the Board of Directors. Matt Gordon seconds the motion. Motion is approved - 11/0/0

VIII. Standing North Park Committee Reports

A. Economic Restructuring Committee (Trent Riley)

Trent Riley reported that the committee met with Evari GIS to discuss the possibilities to creating a GIS map of North Park. The group must decide what solutions the maps could provide to determine the types of identifiers it would like to be identified. Next month's meeting will include a discussion with parking garage supervisor Mike Vargason of Ace Parking.

B. Design Committee (Steve Codraro)

Steve Codraro reported that the Design Committee discussed expanding the artistic nature of North Park by increasing the presence of murals and public art installations. The group will continue to develop budgets and strategies for accomplishing more art in North Park.

C. Promotions Committee (Dani Jimenez)

Dani Jimenez reported on the progress of Festival of Arts. 1/3 of vendors are booked for Festival and Environmental Services has approved our proposal for live art. Subcommittees are working on music and stage booking. Poster contest is live on Facebook - be sure to vote by March 3!

D. Organization Committee (Matt Gordon)

Matt Gordon reported that the Organization Committee is continuing its work on Committee Structure and Bylaw review.

IX. Executive Director's Report

A. PBID Update / Intercept Survey Recap

Thank you to our amazing volunteers for helping us pull this off in such a short amount of time! We appreciate you more than you know! Survey results were completed ahead of schedule and we will be moving forward with the Engineer's Report in the coming months.

B. EDTS Grant – Re-appropriation of event funding

PROPOSED MOTION: APPROVE THE REAPPROPRIATION OF EDTS GRANT FUNDS FROM THE BALBOA PARK CENTENNIAL EVENT TO THE 2015 FESTIVAL OF ARTS

Motion by Rich Geisler, Seconded by Jason Noble (11/0/0)

X. Announcements

A. Angela Landsberg announced that North Park Main Street will be hosting a Business Mixer breakfast event on March 10 at 10:30 AM at Underbelly.

XI. Adjournments

PROPOSED MOTION: ADJOURN MEETING at 9:20 AM

Motion by Matt Gordon, Seconded by Dang Nguyen (12/0/0)