

**North Park Main Street  
Board of Directors Meeting  
November 18, 2015  
Minutes**

**ATTENDANCE**

Board Members Present

David Gamboa (President), Matt Gordon (Vice President), Rich Geisler (Treasurer), Steve Codraro, Mike Fish, Alma Rodriguez, Jason Noble, Dang Nguyen, Garrick Oliver, Travis LeGrand, Patric Stillman, Brijet Myers, Paris Landen

Board Members Absent

Mario Sanchez, Lynn Susholtz

Staff and Guests Present

Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director), Roni Kleinhen (Bookkeeper), Adrian Granda, Jenny Hall, Catt White, Lucky Morrison, Catharine LeFond

**I. Call to Order and Self-Introductions**

- Meeting Called to Order at 7:36 AM

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

- A. Steve Codraro - Title Boxing Athletic Club offers one free class - check it out!
- B. Angela Landsberg – Small Business Saturday and December 12 Holiday events: Spirits & Shop Under the Stars, Ray at Night, 30 Block Art Night

**III. Adoption of Agenda**

*PROPOSED MOTION: ADOPT AGENDA WITH ITEM IV. CONSENT AGENDA TO BE MOVED TO ITEM VII.B IN NEW BUSINESS*

Motion by Jason Noble, Seconded by Dang Nguyen (13/0/0)

**IV. Consent Items**

- A. **Approval of Minutes**
- B. **Contract Approval**

- 1. A7D Contracts for
  - a. Spirits Event Social Media + Graphic Design
  - b. Winter Banner Printing
- 2. CityBeat Contract for Spirits Event advertising package

**MOVED TO ITEM VII.B IN NEW BUSINESS (see item III.)**

**V. Financial Report** (Roni Kleinhen)

Roni Kleinhen presented the Financial Report.

*PROPOSED MOTION: APPROVE THE FINANCIAL REPORT*

Motion by Matt Gordon, Seconded by Steve Codraro (13/0/0)

**VI. Community Reports** (3 minute limit per person)

- A. **Police Report** (Officer Jenny Hall)
  - 1. Incidences:

- a. Took smash and grab two suspects in custody who did both confess – most likely responsible for the Ray Street break-ins and lots of similar local damage
- b. Crazee Burger and Metro PCS Store incident seems to be unrelated
- c. 9Five Eyewear break in: suspect and property in custody
- d. 2 males on 3000 block of Polk approached a couple with gun
  - 1. Investigation in process

**B. State Senator Marty Block, District 39 (Sarah Fields)**

No Report

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

No Report

**D. County Supervisor Ron Roberts, District 4 (Nerea Urtasun)**

No Report

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

Adrian Granda reported that twinkle lights and PBID projects are underway. City Council 7-2 on water rate hikes – should have been implemented long ago, and would have only gotten worse with time. 16% increase in next year with 6 to 8% increases each year for 4 years after that. Not compounding – overall 36% increase. Not currently in compliance with coastal regulations – not taking action would have a negative impact on the City's credit rating and ability to meet infrastructure needs. One Sheet is available with detailed explanation of rate increases and timeline.

Mini park is approved in long-range plan. Woolworths and other redevelopment has been returned to the City to be developed.

**F. City of San Diego (Elizabeth Studebaker)**

1. Elizabeth Studebaker reported that in Committee on October 22 regarding changes to the Storefront Improvement Projects

- i. Increasing 12 to 25 employee limit
- ii. Reimbursement amount and percentage of 1/3 of costs up to 5,000
- iii. Increased to half of costs up to 8,000
- iv. Eliminated the public art incentive because it was very restrictive and was too narrowly-defined by the standards of the art commission. Still encouraged to include public art in the project it will not have to be included in the
- v. Design phase to permitting: with architects the City provides – DSD and permitting process is holding them up – will reimburse up to 5,000 or half to allow architects to help with permitting so that business owners will not get delayed

- Angela Landsberg requested additional resources to promote the programs

- Garrick Oliver says that a one-sheet with a step-by-step and who to call would be very helpful for the designers and architects as well as business owners

Hoping to have approved by Council in January / February – presented in December

2. Small Business Preparedness for El Nino – Where to get supplies, how to protect your electronics, etc. resources are being made available

G. **North Park Planning Committee** (Steve Codraro)

Steve Codraro reported that the North Park Planning Committee is occupied full time on going element by element through the Community Plan Update. Have been meeting in small subcommittee groups to cover the entire draft

The community plan is update once every 30-40 years and is one of the primary planning tools for all types of development in communities. Community plan reflects and implements the City's General Plan. It is what, where and how you can use land. Comment period ends December 1

H. **Maintenance Assessment District** (Jillian Wolter)

Jillian Wolter reported that the MAD is working toward approving the Twinkle Light / tree lighting project – expect to see lights up around February 2016. North Park Main Street has concerns about the budget currently proposed by FY16 as there are upwards of \$200,000 of unallocated funds which should be spent on providing services to the district. If you would like to voice concerns about the budget, please come to the MAD Meetings, second Monday of the month at 6pm at the North Park Adult Center.

I. **North Park Farmers' Market** (Catt White)

Catt White reported that the market has been busy in October, 12 or 13% increase in income. New layout is very successful so far – moved the produce onto Herman Avenue and integrated different types of vendors. Cookbook exchange and Chef Demos – Waypoint and Ritual. Keeping the street activated. Closed on Thanksgiving, New Years Eve and Christmas Eve

VII. **New Business**

A. **Nominations and Election of 2016 Executive Committee**

i. Slated Officers:

1. Matt Gordon – President, Mike Fish – Vice President, Steve Codraro – Secretary, Rich Geisler - Treasurer

ii. Call for Nominations off the Floor

1. NONE

**PROPOSED MOTION: APPROVE THE SLATE OF CANDIDATES TO SERVE IN EXECUTIVE BOARD POSITIONS FOR 2016**

Motion by Jason Noble, Seconded by David Gamboa (13/0/0)

B. **Consent Items**

i. **Approval of Minutes from August 12 Meeting**

ii. **Contract Approval**

1. A7D Contracts for
  - a. Spirits Event Social Media + Graphic Design
  - b. Winter Banner Printing
2. CityBeat Contract for Spirits Event advertising package

**PROPOSED MOTION: APPROVE THE CONSENT AGENDA**

Motion by Brijet Myers, Seconded by Dang Nguyen (11/0/2)

Abstentions: David Gamboa, Jason Noble

C. **Presentation: Toyland Parade (Dorothy Dupree)**

- i. Route has returned to the original route, straight down University
  - ii. December 5 11- 1 parade, Festival 12-3pm in the parking lot behind the theater
  - iii. Home Depot Children's Center – get to work to tools
  - iv. Concerns about parking garage entrance – work with the ACE Parking to ensure that they notify their patrons and elevators are in operation – street closure map
  - v. Alma Rodriguez: please help spread the word and let everyone know about our local pride and our rich history. This is all about community
  - vi. Started in 1936! At one point it was the largest parade on the West Coast. Camels on parade!
  - vii. Posters will be available hopefully next week – happy to promote in businesses
- PROPOSED MOTION: APPROVE REQUEST TO PROVIDE A LETTER OF SUPPORT FOR 2015 TOYLAND PARADE*

Motion by David Gamboa, Seconded by Mike Fish (13/0/0)

VIII. **Standing North Park Committee Reports**

A. **Design Committee** (Angela Landsberg)

- i. Banners will be printed and hung up by Small Business Saturday
- ii. Greening Project is a grass-roots effort from business owners to beautify the sidewalks with living greenery that will be brought inside at night.
- iii. PROW – time to renew your permits in January

B. **Organization Committee** (Matt Gordon)

i. **No Meeting this Month**

1. December meeting will assign Board Members will committees and discuss new committee chairs for 2016

C. **Promotions Committee** (David Gamboa)

i. **Small Business Saturday**

1. Starts at 11am on November 28 with Special Guest Todd Gloria at noon
2. \$1 parking all day from 10am – 6pm in the Parking Garage

ii. **Spirits and Shop**

1. Tickets on sale now \$20
2. 30 Art Block and Ray at Night

D. **Business Development Committee** (Jillian Wolter)

i. **Angled Parking Petitions**

1. Committee Members will help cover Myrtle and Polk to get required signatures so that the City can proceed with angled parking conversions to increase the number of spaces in the community
  - a. Jason Noble volunteered to circulate petitions

ii. **Winter Business Mixer**

1. Tonight at Caffe Calabria from 5-8pm
2. Free to all North Park Main Street members – Non-members \$10

IX. **Executive and Assistant Director's Report** (Angela Landsberg + Jillian Wolter)

A. **Recap of Executive Director's Report**

i. **Explore North Park Campaign**

1. Gearing up for round 2 with an Arts Edition to launch in Spring 2016

2. Looking to expand distribution and increase participation and advertising

ii. **Bike Racks**

1. If you are interested in having a bike rack at your business, we are taking requests for installation locations of the new City inventory of bike racks

B. **Community Plan Update**

- i. Plan does not allow for: Plazas and Open Space in Commercial Zones
  - 1. No Open Air Markets – asking for designation
  - 2. No live/work in commercial
  - 3. No Retail Tasting, Industrial
  - 4. Drive Thru concerns / pawn shops / auto repair (existing businesses are grandfathered in)
  - 5. Does allow adult-oriented businesses
- ii. City is hearing us, but we are waiting for them to return their updated drafts addressing our concerns
- iii. Please attend December 7 NPPC at Sunset Temple to participate in discussions
- iv. Public comment ends December 1, planning committee comments end December 16 – attend meeting to weigh in on the Planning Group’s official recommendations

C. **Farmers’ Market Relocation**

- i. Market has not been progressing and growing the way that we would like it to be and despite previous efforts, the location has been a major impact. The access to Herman Avenue is limited and the group would like to
- ii. MTS has agreed to reroute the bus, all businesses on North park Way are in support
- iii. Between 30<sup>th</sup> and Granada, behind the theater parking lot – 29<sup>th</sup> will be a pass-through for cars with marked pedestrian crosswalk
- iv. Got support last night from the Planning Committee
- v. Would be moved at the end of March – daylight savings times
- vi. Potential to use the parking lot one day as well

*PROPOSED MOTION: APPROVE RELOCATION OF THE NORTH PARK FARMERS’ MARKET FROM HERMAN AVENUE TO NORTH PARK WAY*

Motion by Steve Codraro, Seconded by Mike Fish (12/0/1)

Abstentions: Brijet Myers

X. **Announcements**

- A. Patric Stillman invited everyone to come check out the Studio Door holiday market with lots of artwork for sale to make great holiday gifts!
  - i. Patrick also announced that is one of 30 artists to be chosen by the Milk + Ronald McDonald to paint a life-size cow mural – keep an eye out for extra publicity surrounding the project
- B. Alma Rodriguez announced that Queen Bee is hosting a Community Thanksgiving Dinner: everyone is invited, Queen Bee’s welcomes everyone on Thanksgiving 15 year tradition
  - i. 50-200 people in the past, open to the public
  - ii. 7pm to 11 on Thanksgiving, completely free
  - iii. Restaurant food donations welcome, buffet style

- C. Brijet Myers announced that Sono Chili Cookoff is happening Sunday December 6 from 11 to 5 – all proceeds benefit McKinley Elementary School – free event or buy a bowl at 32<sup>nd</sup> and Thorn
- D. Catharine LeFond announced that Tuesday at 6pm eating dinner at URBN \$10/year to be a friend of the Library, please join us!

**XI. Adjournment**

*PROPOSED MOTION: ADJOURN MEETING at 9:05 AM*

Motion by David Gamboa, Seconded by Garrick Oliver (13/0/0)

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