

**North Park Main Street
Board of Directors Meeting
February 10, 2016
Minutes**

ATTENDANCE

Board Members Present

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

Board Members Absent

Lynn Susholtz, Dang Nguyen

Staff and Guests Present

Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director), Roni Kleinhen (Bookkeeper), Adrian Granda, Anthony Bernal, Catt White, Lauren Walsh Forgione

I. Call to Order and Self-Introductions

- Meeting Called to Order at 7:32 AM

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

A. City Council Candidate Anthony Bernal

- i. Successes of the past 7 years include sidewalk replacement, BID Reimbursement process, working with businesses to navigate code compliance, PROW
- ii. For more information visit: <http://www.bernal4all.com/>

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Rich Geisler, Seconded by David Gamboa (13/0/0)

IV. Consent Items

A. **Approval of Minutes**

B. **Contract Approval**

- i. A7D Contract for website
APPROVE FESTIVAL CONTRACT
- ii. Small Business Enhancement Program (SBEP) Contract
THE BOARD OF DIRECTORS APPROVES ENTERING INTO A CONTACT WITH THE CITY OF SAN DIEGO FOR THE SMALL BUSINESS ENHANCEMENT PROGRAM FOR THE FY'17 FISCAL YEAR.
- iii. BID Contract 2016
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.
- iv. BID Council Delegates
APPROVE THE NORTH PARK MAIN STREET BID COUNCIL DELEGATE FOR 2016 TO BE ANGELA LANDSBERG AS PRIMARY REP AND RONI KLEINHEN AND MATT GORDON AS ALTERNATE REPS.

- v. Economic Development & Tourism Support Grant FY'17 Application
THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR CITY OF SAN DIEGO ECONOMIC DEVELOPMENT AND TOURISM SUPPORT FY'17 FUNDING.
- vi. County of San Diego Community Enhancement Funding Grant
THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR COUNTY OF SAN DIEGO COMMUNITY ENHANCEMENT FUNDING FOR FY'17.

PROPOSED MOTION: ADOPT CONSENT AGENGA

Motion by Mike Fish, Seconded by Jason Noble (13/0/0)

V. Community Reports (3 minute limit per person)

- A. **Police Report** (Officer Jenny Hall)
No Report
- 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)
Please let the Council Office know your project priorities– sidewalk project, small business implementation, etc. Adrian Granda announced Todd is working with the housing coalition working on housing San Diego veterans. Voucher program and supportive services for landlord. City Council deadline for ballot items to the county is in mid-March. Minimum wage increase will be on the ballot after successful referenda. Would rise to \$10.50 immediately and \$11.50 January 2017.
- F. **City of San Diego** (Elizabeth Studebaker)
No Report
- G. **North Park Planning Committee** (Steve Codraro)
Steve Codraro reported that the North Park Planning Committee is continuing their work on the Community Plan Update. There is currently a big debate and neighborhood concern about density – will be sharing visual aids at upcoming meetings to help the group imagine a more residential / mixed use density plan for North Park
- H. **Maintenance Assessment District** (Jillian Wolter)
Jillian Wolter reported that the MAD has agreed to relocate the unviable tree at the corner of Ohio and University which was removed during the Red Sidewalk Project. Lighting update coming soon.
- I. **North Park Farmers' Market** (Brijet Myers)
Brijet Myers reported that the Thursday Market starting March 24 from 3-7 and will be located on North park Way on either side of 29th – all vendors and farmers will move in

addition to new features – March 17 will be last Herman Farmers’ Market. Ribbon cutting ceremony TBA

VI. New Business

- A. **Presentation: Explore North Park PR** (Citrus PR – Lauren Walsh Forgione)
 - i. Fall - now: SD Tourism Authority, EDTS Board Members / Panel, personalized outreach. Targeted pitches to media outlets – Portland, Seattle and similar markets. Southern California-based media targets
 - ii. One-on-One with travel writers: building up content
 - iii. Locale Magazine – June Issue feature
 - iv. San Diego Roundups – Freelance Writer similar to Visit California / Visit San Diego – more authentic than an aditorial feature – 36 hours in North Park, being shopped to Sunset, San Diego Magazine, etc.
 - v. Festival of Arts – outreach campaign reporting next month
 - vi. North Park Thursday Market – press release NEW event merging the old with lots of new information

VII. Standing North Park Committee Reports

- A. **Design Committee** (Angela Landsberg)
 - i. Design Committee has been working on completing the Cultural Assets Map and is finalizing the content
 - ii. February Design Committee meeting will take place downtown for a tour of Downtown Partnership’s Wayfinding Signage project
- B. **Promotions Committee** (David Gamboa)
 - i. **Spirits and Shop Under the Stars Event**
 - 1. Very successful for a first event, and we hope to do more similar types of shopping events in the future
 - ii. **Festival of Arts 2016**
 - 1. May 21: 10 AM to 10 PM
 - 2. Vendor Applications Out Now:
www.northparkmainstreet.com/events/festival-of-arts
 - 3. Sponsorships: Ron Oster, SDCCU and meeting with many more
 - 4. Poster Contest will begin this month
- C. **Business Development Committee** (Jillian Wolter)
 - i. **Business Mixer at The General Store**
 - 1. Wednesday, March 2 at the General Store from 5:30 to 7:30pm

VIII. Executive and Assistant Director’s Report (Angela Landsberg + Jillian Wolter)

- A. **Recap of Executive Director’s Report**
- B. **Red Sidewalk Project Updates**
 - i. Work has begun and is going well, weather permitting

IX. ADJORN TO CLOSED SESSION: BOD 101 – FOR BOARD MEMBERS ONLY

PROPOSED MOTION: ADJOURN MEETING TO CLOSED SESSION FOR BOD101
Motion by David Gamboa, Seconded by Mike Fish (13/0/0)

X. REOPEN TO REGULAR SESSION

PROPOSED MOTION: REOPEN MEETING TO REGULAR SESSION

Motion by Jason Noble, Seconded by Garrick Oliver (13/0/0)

XI. Announcements

- A. David Gamboa says the elevator in the parking garage is always broken and the trash cans are always overflowing on weekends.

XII. Adjournment

PROPOSED MOTION: ADJOURN MEETING at 9:05 AM

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

THIS PAGE INTENTIONALLY
LEFT BLANK