

**North Park Main Street
Board of Directors Meeting
March 9, 2016
Minutes**

ATTENDANCE

Board Members Present

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

Board Members Absent

Dang Nguyen, Alma Rodriguez, Travis LeGrand

Staff and Guests Present

Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director), Roni Kleinhen (Bookkeeper), Adrian Granda, Catt White, Sarah Wacker, Lucky Morrison, Jenny Hall, Ron Oster, Tee Taylor, Patrick Edwards, Joseph Balestrieri

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. Patrick Edwards – Good job, North Park Main Street. Lots of new faces and community participation. Where have the trees gone?

III. Adoption of Agenda

PROPOSED MOTION: ADOPT AGENDA

Motion by Garrick Oliver, Seconded by Rich Geisler (12/0/0)

IV. Consent Items

A. Approval of Minutes

B. Contract Approval

- i. A7D Contract for website
- ii. Small Business Enhancement Program (SBEP) Contract
- iii. BID Contract 2016
- iv. BID Council Delegates
- v. Economic Development & Tourism Support Grant FY'17 Application
- vi. County of San Diego Community Enhancement Funding Grant

PROPOSED MOTION: ADOPT CONSENT AGENGA

Motion by David Gamboa, Seconded by Mike Fish (10/0/2)

V. Community Reports (3 minute limit per person)

A. Police Report (Officer Jenny Hall)

Incident at Barber Shop – February 10 – 619 Barber Shop

Unhappy customer pulled a gun on stylist / owner

Fired 3 times unsuccessfully before she was tackled to the ground

Attempted homicide – assault with a deadly weapon
Fresh Yard break-in, items stolen but evidence has been recovered – just after midnight

- 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 City Council approved budget adjustment – 4 million is going to aiding homeless veterans – goal to house 1,000 vets within a year – incentives for landlords to offer low-income housing. The Red Sidewalk Project is almost complete – \$300,000 to \$400,000 project

Homeless Issues: have been in the news in the past few weeks with the storm

- Increased complaints about unattended property, encroachments in the right-of-way
- Please make sure to respect civil rights – do not take matters into your own hand
- Either report to the City Council office or the PD non-emergency line
- The more you call the non-emergency line, it will create a log of incidences
- If items are left unattended for 24 hours, they will be taken to a storage facility
- Please reach out to the Council Office with any issues or questions or help with City issues

- 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 had a presentation from the City regarding density. About 90% of those who spoke at the meeting were not in favor of density and were mostly anti-growth. There is discussion of a potential creation of a new historic district in North Park. Annual Election will take place March 19 at 6:30 pm
- 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.

VI. New Business

- A. **Presentation: North Park Thursday Market** (SD Weekly Markets, Brijet Myers + Catt White)
 - i. New North Park Thursday Market will open Thursday, March 24
 - 1. Ribbon cutting ceremony at the new location – chefs on site, lots of local support
 - 2. Weekly Fundraiser for North Park Main Street

3. Bigger area, lots of interest from vendors
4. Street closure signs are up – lots of buzz around the new market
5. Every Thursday, rain or shine
6. Vendors@sdweeklymarkets.com
7. Help us spread the word on social media!

B. Open Board of Directors Seat Nominations

i. Call for Nominations

- Dang Nguyen has resigned from the board – one seat is now open

Brijet Myers nominated Joseph Balestrieri

- Joseph Balestrieri introduced himself: Owner of the Office Bar – has been in North Park for 8 years. He has a strong understanding of the public process and has been a NPMS volunteer for many years – happy to be more involved in the Main Street efforts

PROPOSED MOTION: NOMINATE JOSEPH BALISTRIERI TO SERVE ON THE BOARD OF DIRECTORS

Motion by Jason Noble, Seconded by Steve Codraro (12/0/0)

VII. Standing North Park Committee Reports

A. Design Committee (Angela Landsberg)

- i. Painting Project – looking to identify some small areas that could use a fresh coat of paint that could be done with volunteers

B. Promotions Committee (David Gamboa)

i. Explore North Park Magazine – Spring Arts Edition

1. Goal is to publish by end of April – working on layout of ads and editorials
2. We have almost doubled the number of participating businesses from the last magazine – thank you to everyone supporting this project!

ii. Festival of Arts 2016

1. Saturday, May 21: 10 AM to 10 PM
2. Vendor Applications Out Now:
www.northparkmainstreet.com/events/festival-of-arts
3. Sponsorships: Ron Oster, SDCCU, The Lafayette Hotel and staff is continuing to meet with 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
2. Any staff members representing a North Park Business are invited to attend for free, for non-members a \$10 donation is requested

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

A. Presentation: California Main Street Alliance Conference

- i. Staff attended a development conference in Oceanside February 25-28 with other staff members, board members and city staff of BIDs and Main Streets throughout California.

B. Red Sidewalk Project Updates

- i. Work is about wrapped up – thank you to our businesses for being patient and flexible with the construction but we hope you love the new sidewalks!

IX. Announcements

- A. Mike Fish announced he has sold Oh My Dog! To a new owner – the business will not change, simply will be run by a new owner! Thank you for your years of support – will be stepping down as Vice President

X. Adjournment

PROPOSED MOTION: ADJOURN MEETING at 8:24 AM

Motion by David Gamboa, Seconded by Jason Noble (12/0/0)

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