

**North Park Main Street  
Board of Directors Meeting  
April 13, 2016  
Minutes**

**ATTENDANCE**

Board Members Present

Matt Gordon (President), Rich Geisler (Treasurer), Steve Codraro (Secretary), Brijet Myers, Jason Noble, David Gamboa, Alma Rodriguez, Travis LeGrand, Joseph Balestrieri

Board Members Absent

Paris Landen, Mario Sanchez, Garrick Oliver, Lynn Susholtz, Patric Stillman

Staff and Guests Present

Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director), Roni Kleinhen (Bookkeeper), Jenny Hall, Adrian Granda, Nikolas Kennedy, Natalia Mendez, Sheila Bose, Chris Ward, Nick Dorner

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

- Meeting Called to Order at 9:03 AM

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

- A. Natalia Mendez announced that the Rock n Roll Marathon is on June 5, 2016 and will feature a new route in the North Park area down both 30<sup>th</sup> Street and University Avenue – visit [www.runrocknroll.com/sandiego](http://www.runrocknroll.com/sandiego) for full details on the race including opportunities to advertise with the Runners Perks program
- B. Chris Ward, candidate for City Council District 3, announced that there will be a candidate forum on Thursday April 28 at the Snowflake Bakery space on 16<sup>th</sup> street in East Village at 6pm to cover topics of homeless, the stadium project, small business, etc. With 8 weeks left until the election, if you would like to show your support - window signs and lawn signs are available online at [www.chrisward.com](http://www.chrisward.com)

**III. Adoption of Agenda**

*PROPOSED MOTION: ADOPT AGENDA WITH PULLING FINANCIAL REPORT FROM THE CONSENT AGENDA BECAUSE EXECUTIVE COMMITTEE DID NOT REVIEW FINANCIALS*

Motion by Jason Noble, Seconded by David Gamboa (9/0/0)

**IV. Consent Items**

- A. **Approval of Minutes**
- B. **Approval of Financial Report**
- C. **Contract Approval**
  - i. A7D Contract for Explore Social Media

*PROPOSED MOTION: ADOPT CONSENT AGENDA*

Motion by Rich Geisler, Seconded by Jason Noble (8/0/1)

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

- A. **Police Report** (Officer Jenny Hall)

Jenny Hall reported that the North Park attacker has accepted 54 years in prison for his crimes on our community. There was a commercial burglary at Body Basics on Park Blvd. – money stolen – entrance via small bathroom window. Security guards from U31 helped find suspect responsible for fight in Bank of America lot – individual was arrested – witnesses able to help confirm

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 the Council Office is very happy to hear that the person responsible for the North Park attacks has pleaded guilty and sentenced. Thank you to all community groups who helped raise awareness. Budget will be presented next week and next month the Budget Committee hearings will begin. Let the City know your thoughts on the Mayor's plan for the budget. Additional panels will be replaced because there were remaining funds from the Red Sidewalk budget

Office has been working to get unnamed, undedicated parkway to be dedicated as Joe Schloss Way – will go before Park and Rec on April 21

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 has elected a new board which will be seated next week. Good turnout from the business community. There was 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. The Planning Committee's Annual Election will take place March 19 at 6:30 PM.

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

Jillian Wolter reported that the MAD has been making slow progress on the Twinkle Light Project as well as replacing the trees that were displaced during Red Sidewalk construction. The benches in front of Lucha Libre were removed and a request has been made from business owners on the south side of the street to have those removed as well. More discussion to follow at the May MAD Meeting on May 9

I. **North Park Thursday Market** (Brijet Myers)

- i. Grand Opening was a huge success! Thank you to all that came out to support the new Market.
- ii. Even with the rain we have been having more crowded

- iii. Rent is up 65% in March – average income up 80% from past due to increased vendors
- iv. Currently at capacity and there is currently a waitlist
- v. Will be applying to expand the permit to Utah Street – very positive that we are already in need of more room!
- vi. Lots of new customers – 90% of Market Bucks purchasers were brand new customers who had never been before (via Square data)
- vii. More vendors and bigger spaces means more expenses but the rebranding has been a great investment
- viii. Extra traffic signage and directions
- ix. Chef Demo station – hand-free microphone and handmade booth + new generator
  - 1. Booked through the end of May for Demos

## VI. New Business

### A. Presentation: 30<sup>th</sup> Street Pipeline Replacement Project (City of San Diego Staff)

- i. Water Pipeline to repair and replace aging infrastructure + resurfacing
  - 1. Will ultimately improve quality of roads
  - 2. Will include ADA upgrades to curb ramps to meet requirements
  - 3. Accessibility Upgrades
- ii. Only in the design phase at this point (60% design) working on staging plans
  - 1. Looking to minimize impacts to neighborhoods, parking, construction staging, etc. to prevent impacting one area for an extended period of time
  - 2. Replacing curb ramps, replacing valves
  - 3. Some pipes are over 100 years old
  - 4. Design will be completed by Fall 2016
  - 5. Construction in Spring 2017 – done late 2019, early 2020
- iii. City Works is serving as the community liaison (Nikolas Kennedy)
  - 1. Open House in May 18 – Golden Hill Recreation Center 2600 Golf Course Drive - for all stakeholders to learn more information and give feedback for final design phase
  - 2. City Staff will be there to answer questions
  - 3. Second round of community outreach
  - 4. Will mail out notices for all residents within project area
  - 5. There is an email alert system you can sign up for extra information as it becomes available
- iv. Replacing transmission mains (transports water to homes) + distribution mains
- v. Traffic Control alignment – temporary detours – 1 block at a time
- vi. Commercial areas will likely have work done at night
- vii. Any damaged curb and sidewalk will be replaced
  - 1. Mostly focused on ADA ramp replacements

### B. Board Vacancies

- i. Currently 1 board seat + Vice Presidency unfilled
- ii. Review Bylaw specifications about filling vacancies
  - 1. The Executive Committee suggests mending bylaws to remove time limit to replace board members if number of members does not interfere with meeting quorum. This would allow the board to find quality board members rather than rushing to fill empty seats immediately if a suitable candidate is not readily available.

*No motion made due to lack of quorum.*

**VII. Standing North Park Committee Reports**

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

**i. Wayfinding Signage Project**

1. Consultants and designers have continued to fine-tune the signage system based on committee recommendations
2. Project will continue with engineering and permitting in coming months

**ii. Cultural Assets Map**

1. Final edits have been submitted to designer and committee is developing plan for summer distribution

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

**i. Explore North Park Magazine – Spring Arts Edition**

1. Magazine is in final stages of production and editing – final release date TBA
2. Thank you to all of the participating businesses

**ii. Festival of Arts 2016**

1. Saturday, May 21: 10 AM to 10 PM
2. Craft Beer Block Tickets on Sale Now!

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

**i. New Business Welcome Packet**

1. Project is coming along great – developing both a hard copy version as well as digital copies to be housed on [www.northparkmainstreet.com](http://www.northparkmainstreet.com)
2. Will guide new businesses through PROW, Explore North Park, Storefront Improvement and participation in North Park Main Street

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

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

- i. See Executive Director's Report**

**B. EDTS Grant**

- i. NPMS scored very well overall and will have an update on funding allocation soon**

**C. 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**

**X. Adjournment**

*PROPOSED MOTION: ADJOURN MEETING at 8:43 AM*

Motion by David Gamboa, Seconded by Rich Geisler (9/0/0)

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