

**North Park Main Street  
Board of Directors Meeting  
August 11, 2016  
Minutes**

**ATTENDANCE**

Board Members Present

Matt Gordon (President), Rich Geisler (Treasurer), Steve Codraro (Secretary), Jason Noble, David Gamboa, Alma Rodriguez, Travis LeGrand, Joseph Balestrieri, Lynn Susholtz, Patric Stillman, Paris Landen

Board Members Absent

Brijet Myers, Mario Sanchez, Johan Engman, Garrick Oliver

Staff and Guests Present

Angela Landsberg (Executive Director), Jake Romero (Assistant Director), Roni Kleinhen (Bookkeeper), Jenny Hall, Liz Studebaker

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

- Meeting Called to Order at 8:00 AM

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

- A. No public comment

**III. Adoption of Agenda**

*PROPOSED MOTION: ADOPT AGENDA*

- A. Motion by Steve Codraro to approve agenda with amendment to section 6, subsection 3, item A. All in favor.

**IV. Consent Items**

- A. **Approval of Minutes**
- B. **Approval of Financial Report**

*PROPOSED MOTION: ADOPT MINUTES AND FINANCIALS*

- 1. Motion to approve minutes and financials by Rich Geisler, seconded by Paris Landen, all in favor.

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

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

Jenny Hall reported that on the funeral procession for officer Johnathan De Guzman. She also had questions about unauthorized street vendors setting up after code enforcement is over in the evenings after 5 pm. Stated the need for a code enforcement official to work in conjunction with police when approaching rogue street vendors.

- 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)  
No Report
- F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)  
Liz gave a report on the origins of the Maintenance Assessment District, origins of yearly 3% increased funding allocation, and the City's efforts to push the MAD board to allocate more funding. She urged more people to attend the meetings.
- G. **North Park Planning Committee** (Steve Codraro)  
Steve Codraro reported on efforts of the North Park Planning Committee including:
  - \* SANDAG's proposed 1/2 cent sales tax increase to fund transportation projects
  - \* Upas Ave pipeline replacement project update
  - \* Community Plan Update- next meeting 9-6-16
  - \* Fiscal Year 2017 Impact Fee Study presentation by City
  - \* MAD becoming a NPPC subcommittee
  - \* UAMP presentation 9-20-16
- H. **Maintenance Assessment District** (Angela Landsberg)  
Angela reported that the current contract with Landcare Logic will not be renewed and an interim contractor will be hired before contract going out to bid. Jake is to forward M.A.D. agenda to board members when he receives it.
- I. **North Park Thursday Market** (Brijet Myers)  
No Report

## VI. Presidents Report:

- A. Matt Gordon introduced Jake Romero as the new Assistant Director.
- B. A PowerPoint presentation was given on the successful cleanup efforts made by the maintenance crew pilot program.
- C. University Avenue Mobility Plan: Angela reported that the design of the median is at 60% design. NPMS was to be notified at 30% design, but wasn't. The Median is not slotted to be landscaped as part of the plan due to ongoing PBID process taking longer than expected. The UAMP has caught up with the PBID. Assurance is needed that the PBID will cover the maintenance of the median.
  - 1. *PROPOSED MOTION: Motion to send a letter to the City requesting that landscape accommodation be added to the University Avenue Mobility Plan.*
    - a. *Motion to approve by Lynn Susholtz, seconded by David Gamboa, all in favor. Motion approved.*
- C. Citrus Public Relations Contract
  - a. *PROPOSED MOTION: Motion to approve contract with Citrus Public Relations for work associated with 2016/2017 events.*
    - a. Motion to approve by Jason Noble, seconded by Patrick Stillman.  
Abstain: David Gamboa and Alma Rodriguez  
Opposed: Liz Susholtz
    - b. Motion approved.
- D. City Beat Contract

- a. *PROPOSED MOTION: Motion to approve contract for 2016 Taste of North Park advertising.*
  - a. Motion to approve by David Gamboa, seconded by Paris Landen  
Abstain: Jason Noble
  - b. Motion approved.

## VII. **Standing North Park Committee Reports**

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

1. American Society of Landscape Architects (ASLA) Grant 2016:
  - a. Plan to repurpose Episcopal Church vacant into a community garden not moving forward. Church has plan to sell lot and wants new entity involved in plans for the lot. Angela still exploring opportunities, with emphasis on a community garden.
  - b. Way Finding Project:
    - a. First phase of project being implemented. All encouraged to attend North Park Planning Committee Meeting on Tuesday, September 20 2016 at 6:30 pm.

### B. **Promotions Committee** (David Gamboa, Angela Landsberg)

1. Explore North Park Magazine
  - a. Magazine has been distributed to hotels, San Diego Visitors Center, and San Diego International Airport. Also available in an online version.
  - b. Explore North Park Brochure distributed through Certified Rack.
2. Biggest Taste event ever with 53 restaurants participating.
3. No August meeting: Next meeting, September 20, 2016.

### C. **Business Development Committee** (Angela Landsberg)

1. Airbnb Super Host Tour
  - a. North Park Main Street to host Airbnb hosts on evening tour of North Park. 2 groups, 40 people, 8 locations per group on August 25th. Ends at Union Cowork with movie night. Updated North Park binders to be handed to guests of the tour.
  - b. Business resource packets distribution successful. Need to make more.
  - c. No August meeting. Next meeting September 20, 2016.

## VIII. **Executive and Assistant Director's Report** (Angela Landsberg)

### A. **Executive Director's Report**

1. See attached
2. CicioSDias 2016: NPMS contributing staff time (graphic design) to event, to be held on October 30<sup>th</sup> 2016. Event participants encouraged to have a Halloween theme to their marketing efforts, promotions, and displays.

## IX. **Announcements**

1. Jason Noble announced voting for City Beat Best of San Diego is live now.
2. Alma Rodriguez announced that her team received bid to host next year's Poetry Nation Slam. Need support from businesses. Slam to happen in July 2017.
3. Jillian Wolter not returning to NPMS

## X. **Adjournment**

1. PROPOSED MOTION: ADJOURN MEETING at 9:24 AM

- a. Motion by David Gamboa, Seconded by Lynn Susholtz, all in favor.

## Executive Director's Report August 2016

**\*\*Proposed action items**

**Abbreviations:**

- "BID"** = Business Improvement District  
**"CAMSA"** = California Main Street Alliance  
**"CD3"** = City Council District 3 (City Councilmember Todd Gloria)  
**"NPPC"** = North Park Planning Committee  
**"MAD"** = Maintenance Assessment District  
**"NPCA"** = North Park Community Association  
**"NPMS"** = North Park Main Street  
**"OSB"** = Office of Small Business  
**"PBID"** = Property Business Improvement District  
**"PROW"** = Public Right of Way Enhancement Use Program

### PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

#### EVENTS

- NPMS will host a North Park tour for Air BnB Hosts on August 25th
- NPMS and North Park Historical Society will host tours of historic North Park on October 1st
- Taste of North Park will take place on Saturday October 15<sup>th</sup>
- NPMS will host the 2<sup>nd</sup> Annual Concierge Event on October 25<sup>th</sup>
- Ciclos Dias is scheduled to take place on October 30<sup>th</sup>

#### NPMS STAFF & BOD PROJECTS:

- NPMS reported 17 curbs to the City's new *Get It Done* program and 4 curbs were repainted.
- NPMS met with SANDAG to begin a project of collecting economic data on a profile for North Park
- Explore North Park Magazine was distributed to 120 hotels throughout San Diego County
- 50,000 Cultural Assets Maps were distributed to San Diego Airport, visitor centers and to 150 hotels throughout San Diego County
- Twinkle lights were installed on 16 trees along University Avenue thanks to support from Council District 3 and the NP MAD. Electrical costs will be covered by NPMS
- NPMS distributed 25 New Business Packets to businesses throughout the NPMS district

#### MEDIA OUTREACH

NPMS is working with San Diego Magazine on creating ad campaign to highlight the happenings in North Park. NPMS is continuing to work with the San Diego Tourism Authority as they promote North Park as destination for travelers to the area.

#### BUSINESS ASSISTANCE

Holsem  
Fido & Company

NPMS met with Civic San Diego to discuss progress on the Woolworths project to redevelop the property. The City and the County continue to work out an agreement. The most significant impact of that is the statutory requirement that the City enter into a Compensation Agreement with the Affected Taxing Entities (ATE's) prior to the disposition of the property. The City is in the process of negotiating this/these Agreements starting with the County and they hope to complete this process by the end of the year.

#### BUSINESS and COMMUNITY OUTREACH

NPMS continues to work with City staff on oversight of the North Park Maintenance Assessment District which is run by the City. The City's current contractor, Landcare Logic, is resigning from their contract and an interim contractor will be selected to fill in until a new permanent contract will be awarded.