

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

ATTENDANCE

Board Members Present

Matt Gordon (President), Steve Codraro (Secretary), Joseph Balistreri, Johan Engman, David Gamboa, Brijet Myers, Jason Noble, Alma Rodriguez, Paris Landen, Lynn Susholtz

Board Members Absent

Rich Geisler (Treasurer), Travis LeGrand, Garrick Oliver, Patric Stillman

Staff in Attendance

Angela Landsberg (Executive Director), Jake J. Romero (Assistant Director)
Roni Kleinhen (Bookkeeper)

Guests Present

Lara Gates – North Park Community Plan Update, Bianca Koutsakos – Off the Grid
Jenny Hall- SDPD Community liaison, Jason Weisz – Toni Atkins Office, Anna Vacchi – Todd Gloria’s Office, M.L. Bey and Dorothy Dupree – VHC Toyland Parade

I. Call to Order and Self-Introductions

- Meeting Called to Order at 8:04 AM

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

- A. No public comment

III. Consent Items

1. **PROPOSED MOTION:** *Move agenda item viii (Lara Gates) to beginning of meeting*
 - a. Motion approved by Jason Noble, seconded by Brijet Myers, all in favor
2. **Approval of Agenda, Minutes and Financials :**
 - a. Financials presented in Executive Committee
 - b. Motion approved by Steve Codraro, seconded by Bridget, Jason Noble abstained

IV. Presentation by Lara Gates

- a. Lara gave a presentation on the Community Plan approved on October 28th, 2016 which included new commercial regulations moving to city-wide zoning and a new artisan food and beverage producer zone.
- b. Restaurants to serve a full complement of alcohol in CN Zones.
- c. Diversity increased significantly allowing 145 dwelling units per acre.
- d. All regulations in effect December 15, 2016.

V. Presentation: Bianca Koutsakos – Off the Grid

- a. Bianca gave a presentation on Off the Grid, a full scale events company.
- b. She proposed activation the space behind the Observatory to host events produced by Off the Grid.

- c. Events would feature food, music, craft cocktails, and retail vendors from North Park.
- d. Events would be free
- e. David Gamboa stated that he was concerned with competition to our Thursday Market. Bridget agreed.
- f. Angela brought up the Mini-Park and lack of programming. Asked Board members to keep an open mind. When approached by Off the Grid, she has provided input to produce an innovative concept.
- g. Matt Gordon spoke of the protective nature of the North Park Business Community. Stated that the concept, as presented, would get resistance from North Park Business owners. He stated that Off the Grid should work to come up with unique events that don't compete with North Park Business. Referred the discussion to the Promotions Committee to come up with alternative ideas/proposals.

VI. Community Reports

- A. **Police Report** (Officer Jenny Hall)
 - 1. Jenny reported on Mid-City Open House, featuring detectives and canine demonstrations
 - 2. Update: Lieutenant Jordan promoted and has left the division
 - 3. Lieutenant Ben Kelso back at Mid-City Division
- B. **State Senator Marty Block, District 39** (Sarah Fields)
 - 1. No Report
- C. **State Assemblywoman Toni Atkins, District 76** (Jason Weisz)
 - 1. Jason gave a report on the on goings in Toni's office
- D. **County Supervisor Ron Roberts, District 4** (Nerea Urtasun)
 - 1. Angela Landsberg reported that NPMS has received a 20k grant for wayfinding signage. Grant will fund a Kiosk, which is in design phase.
- E. **San Diego City Council Todd Gloria, District 3** (Anna Vacchi)

Anna introduced herself as the transition team liaison to Todd Gloria's office. Adrian Granda will now be at Ron Roberts's office.
- F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)

No Report
- G. **North Park Planning Committee** (Steve Codraro)
 - 1. Upcoming meeting will include discussion on North Park Mini-Park.
 - 2. Angela stated that the upcoming NPMS Annual Report will have a tribute to Vicki Granowitz.
- H. **Maintenance Assessment District** (Angela Landsberg)
 - 1. Angela reported that NPMS is continuing to work with the MAD.
 - 2. There is a new contractor, Blue Skies Landscaping. So far, so good.
- I. **North Park Thursday Market** (Brijet Myers)
 - 1. Brijet stated for the record that she felt blind sighted by the presentation from Off the Grid.

2. Averages have stayed the same and Market is doing well.
3. CicloSDias was successful for the Thursday Market.
4. Concierge Event was also successful.
5. Holiday Shopping Market will be held on December 15, 2016: Art Alexia will be doing Turkey Piñatas.
6. Matt Gordon stated he would like NPMS to have a table at the Thursday Market to have representation of North Park Businesses and NPMS. Board members would sign up to man the table on a rotating basis.
7. Brijet stated that she would love to have an NPMS booth.
8. Matt proposed a motion to get a calendar together: all in favor, no one opposed.

VII. Presidents Report:

A. Mini Park

1. Angela stated that trees are not included in the plan for North Park Way
2. Angela stated that she met with Roger Lewis, who now agrees with our position that the park as designed does not reflect the current needs of North Park.
3. Steve Codraro proposed that NPMS request a formal rendering of the current park design.
4. Lynn Susholtz brought up the idea of requesting phased funding.
5. Angela Landsberg stressed the importance of the Board attending the NPPC meeting.
6. A letter will be presented at the meeting and sent to the City demonstrating NPMS's position on the park and that NPMS does not support its current design. Amenities need to be added without triggering an EIR.

B. Victoria House:

1. Members of Victoria House gave a presentation on the Toyland Parade. They were given a letter of support from NPMS.

C. Taste of North Park:

1. A review of the event was given

D. CicloSDias Review: Tabled

E. Best Neighborhood City Beat:

1. North Park named best San Diego Neighborhood

F. Small Business Saturday

1. NPMS will host a Scavenger Hunt to promote the event

G. Concierge Event

1. Review Tabled

H. North Park Community Plan Update: Lara Gates

1. Presentation moved to beginning of meeting

I. PBID Event

1. Event was a great success. Petitions were signed by attendees. Angela stated that we are at the halfway mark in getting signed petitions. She has set a November 30 deadline to get to goal. Goal coincides with UAMP and need to have PBID in place.

J. Economic Report

1. Angela gave an overview of the report and data. NPMS is doing a great job.

VIII. Standing North Park Committee Reports

A. Design Committee (Lynn Susholtz)

1. A presentation was given by Jonathan Hanwit of Think Parallax and his mural project, Campaign for Good. The project seeks to install murals in North Park at no cost to NPMS. The committee was supportive of the project. A formal proposal will

be submitted to the committee by Jonathan. Lynn will work on identifying wall space.

B. Promotions Committee (David Gamboa and Angela Landsberg)

1. Work on Festival has begun
2. Angela and Jake have met with the vendor coordinator.
3. Angela has met with music coordinator.
4. Promotions agenda to be reformatted to include a Hospitality section.

C. Business Development Committee (Angela Landsberg)

1. A discussion was held to discuss ways to improve the NPMS newsletter.

IX. Executive Director's Report (Angela Landsberg)

A. Executive Director's Report

1. See attached

X. Announcements

1. Alma is looking for Beatle's themed artists
2. Lynn announced that Art Produce is having a gallery opening on Saturday from 3-8 pm.
3. David gave thanks to Angie for the successful Concierge Event.
4. Matt announced that Urban Solace will host a pie baking to benefit Mama's Kitchen.
5. Angela announced Small Business Saturday event to include Chris Ward. A7-D will produce a promotional banner.

XI. Adjournment

1. PROPOSED MOTION: ADJOURN MEETING at 9:34 AM
 - a. Motion by Jason Noble, Seconded by David Gamboa, all in favor.

ATTACHMENT A

Executive Director's Report October 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

- Taste of North Park will take place on Saturday October 15th
- NPMS will host the 2nd Annual Concierge Event on October 25th
- Ciclos Dias is scheduled to take place on October 30th
- NPMS will hold a PBID information event on Saturday November 5th sponsored by Urbn Coal Fired Pizza

35 North Park businesses attended the Quality of Life meeting held at Queen Bees and organized by NPMS and Community Relations Officer Jenny Hall. This forum was designed to discuss ways businesses can deal with issues associated with Homeless. SDPD attended as did the San Diego City Attorney, Representative Jason Weise and future Councilmember for District 3, Chris War. Alpha Project presented with pertinent information and plans are being made for a follow up meeting.

NPMS STAFF & BOD PROJECTS:

NPMS staff continues gathering signatures on PBID petitions over the next 3 months.

NPMS staff is working to develop an economic analysis of North Park. SANDAG is providing quotes for service.

MEDIA OUTREACH

Taste of North Park was featured in San Diego Magazine ads, CityBeat, The Reader, North Park News, Hale Media, San Diego Tourism Authority Website and over 25 other calendar listings throughout the region. This year yielded more promotions for the businesses and the event than any past year.

BUSINESS ASSISTANCE

Breakfast Republic, Georges Camera, Chuck Alek Brewery, Poke One N a Half, North Park Carpets.

BUSINESS and COMMUNITY OUTREACH

NPMS continues to work with City staff on oversight of the North Park Maintenance Assessment District. Current issues are tree replacement, tile replacement along red sidewalks, powerwashing and attaining weekend service for the BID.

