

**North Park Main Street
Board of Directors Meeting
December 8, 2016
Minutes**

ATTENDANCE

Board Members Present

Matt Gordon (President), Rich Geisler, Steve Codraro (Secretary), Joseph Balistrieri, David Gamboa, Travis LeGrand, Brijet Myers, Jason Noble, Garrick Oliver, Alma Rodriguez, Patric Stillman, Paris Landen, Lynn Susholtz

Board Members Absent

Johan Engman

Staff in Attendance

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

Guests Present

Jenny Hall -SDPD Community liaison
Brad Keiller - Nomad Donuts
Colette Mauzeralle - Contour Public Relations

I. Call to Order and Self-Introductions

- Meeting Called to Order at 8:05 AM

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

- A. Brijet Myers: Brijet reported on parking lot issues. Vendors in Thursday Market would like to get parking passes. Parking is no longer free for vendors.
- B. Brad Keiller, Nomad Donuts: Brad introduced himself and his PR person Colette. He announced a special preview of Nomad Doughnuts on December 13th from 6-9pm.

III. Consent Items

- 1. **Approval of Agenda, Minutes and Financials :**
 - a. Financials presented in Executive Committee
 - b. Motion approved by Jason Noble, seconded by David Gamboa

IV. Community Reports

- A. **Police Report** (Officer Jenny Hall)
 - 1. Jenny reported on Mid-City Open House was a great success
 - 2. She introduced City Attorney Jeff Barker. His contact phone is 562-818-3679
 - 3. Report on two incidents over the past month: a burglary at Urban Glass and a burglary at The Postal Place
- B. **State Senator Marty Block, District 39** (Sarah Fields)
 - 1. No report
- C. **State Assemblywoman Toni Atkins, District 76** (Jason Weisz)
 - 1. No report

- D. **County Supervisor Ron Roberts, District 4** (Nerea Urtasun)
 - 1. No report
- E. **San Diego City Council , District 3**
 - 1. 1. No report
- F. **City of San Diego, Neighborhood Investment Manager** (Elizabeth Studebaker)
No Report
- G. **North Park Planning Committee** (Steve Codraro)
 - 1. Steve reported that there will be no meeting in January, spoke of requesting Mini-Park revisions, and reported on effort of integrating the MAD into the NPMC as a subcommittee.
- H. **Maintenance Assessment District** (Jake Romero)
 - 1. Jake reported that the MAD is continuing to work on finalizing the new budget .
- I. **North Park Thursday Market** (Brijet Myers)
 - 1. Brijet reported that monthly average was down, but the weekly average was up.
 - 2. Announced the Holiday Market on the 15th and encouraged all present to attend.
 - 3. Reported that the Sono Chilifest booth was a success
 - 4. Alma brought up having gift wrapping at the market. Brijet will investigate

V. **Presidents Report:**

- A. **Election of Board of Directors**
 - 1. Matt Gordon announced the winners of the 2017 election: Steve Codraro, Jason Noble, Garrick Oliver and Troy Geyer. All will be seated in January, and officer elections will be held as well.
- B. **Meeting Attendance:**
 - 1. Matt Gordon on attendance of meetings: All board members are required to attend one committee meeting on a regular basis. Members cannot miss three meetings in a row. Four or more missed meetings will result in your seat being vacated. Attendance is important and mandatory.
- C. **North Park Mini-Park**
 - 1. Angela Landsberg: A letter to the Mayor addressing issues with the park has been sent and will be on agenda for next NPPC meeting.
 - 2. Angela urged everyone to attend the meeting.
- D. **Small Business Saturday**
 - 1. Angela reported that this was the first year American Express has provided a budget to promote the event, which was a success. The event garnered coverage from 3 TV stations, a UT write up, and coverage in 16 additional newspapers. Scavenger hunt was a success as well.
- E. **PBID**
 - 1. Angela reported that she is still in the process of collecting petitions. She guaranteed that the PBID is happening. \$150k in votes is required (she has \$100k). Her deadline was set by the UAMP deadline, which is behind schedule, thus

allowing for an extended time to get the PBID petitions required. Angela also stated that she would welcome board assistance in getting property owners on board. She will provide a list of property owners to the board to help with this effort.

F. Festival of Arts

1. Angela requested an action on the revised festival footprint and changes to the footprint: removal of large dance stage, revised art block, no programming of the CVS space, and possible curated art component.
2. Alma requested to have her business included in the footprint of the event. Alma and Angela to review options post-meeting.
3. Motion to approve revised footprint map: First, David Gamboa with Rich Geisler second. All in favor.

VI. Standing North Park Committee Reports

A. Design Committee (Lynn Susholtz)

1. Little Italy tour: a tour of Little Italy's business district was taken to see what they are doing successfully in their BID. Some items of discussion were twinkle lights, trash cans, tree pruning, streetscape improvements financed by developers, standardized planters, A-frames signs, and standardized blade signs.

B. Promotions Committee (David Gamboa and Angela Landsberg)

1. Work on Festival continues. Volunteers are needed.
2. A signup sheet was distributed to Board members so they could sign up for the Thursday Market NPMS booth. A tip sheet of talking points will be given to board members.

C. Business Development Committee (Angela Landsberg)

1. Jake Romero reported that a new newsletter format was in the works. New format will go online in January.

VII. Executive Director's Report (Angela Landsberg)

A. Executive Director's Report

1. See attached

VIII. Announcements

1. Alma needs volunteers for a December 26 interview at Queen Bee's.
2. Travis announced A Santa visit at Waypoint on Tuesday.
3. Angela encouraged everyone to utilize the Explore North Park calendar.
4. Garrick announced Ray at Night on Saturday.
5. Patric announced North Park after Dark. Will feature Hot cider at Studio Door.
6. Alma commented on poorly attended Toyland Parade. Parade will be on agenda for next board meeting.

IX. Adjournment

1. PROPOSED MOTION: ADJOURN MEETING at 9:23 AM