

**North Park Main Street  
Board of Directors Meeting  
3939 Iowa Street, Suite 2  
March 09, 2017  
Minutes**

**ATTENDANCE**

Board Members Present

Matt Gordon (President), Rich Geisler, Steve Codraro (Secretary), Joseph Balistreri, David Gamboa, Johan Engman, Brijet Myers, Jason Noble, Garrick Oliver, Alma Rodriguez, Patric Stillman, Paris Landen, Lynn Susholtz, Troy Geyer

Board Members Absent

Travis LeGrand

Staff in Attendance

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

Guests Present

Chloe Madison, Jenny Hall, Catt White, Eden Hughes

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

- A. Meeting Called to Order at 8:00

**II. Motion to Pull Items from agenda**

- A. *PROPOSED MOTION: Motion to pull consent item IV-6 from agenda and President's Report item VII-b from agenda adopting revised agenda.*  
B. Motion approved by Steve Codraro, seconded by Rich Geisler with all in favor.

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

- A. Steve announced that he was having a yard sale on 3/11 and 3/12 at his home.

**IV. Approval of Consent Items**

1. Approval of City Beat Contract

*APPROVE CITY BEAT CONTRACT*

2. Small Business Enhancement Program (SBEP) Contract

*THE BOARD OF DIRECTORS APPROVES ENTERING INTO A CONTACT WITH THE CITY OF SAN DIEGO FOR THE SMALL BUSINESS ENHANCEMENT PROGRAM FOR THE FY'18 FISCAL YEAR.*

3. BID Contract 2018

*THE BOARD OF DIRECTORS APPROVES ENTERING INTO AN AGREEMENT WITH THE CITY OF SAN DIEGO TO RETAIN THE SERVICES OF NORTH PARK MAIN STREET TO PROVIDE WORK COORDINATION SERVICES IN THE NORTH PARK BUSINESS IMPROVEMENT DISTRICT, AND DESIGNATES PRESIDENT TO SIGN THE AGREEMENT/AMENDMENT, DISBURSEMENT RECONCILIATION/REIMBURSEMENT REQUESTS, AND PROGRAM REPORTS.*

4. Economic Development & Tourism Support Grant FY'18 Application

*THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR CITY OF SAN DIEGO ECONOMIC DEVELOPMENT AND TOURISM SUPPORT FY'18 FUNDING.*

5. County of San Diego Community Enhancement Funding Grant  
*THE BOARD OF DIRECTORS RESOLVES TO APPLY FOR COUNTY OF SAN DIEGO COMMUNITY ENHANCEMENT FUNDING FOR FY'18.*

6. Wayfinding: Pulled from agenda

*PROPOSED MOTION: Adopt Consent Agenda adding Troy Geyer attendance to January Minutes*

Motion approved of all consent items by Rich Geisler, seconded by Davis Gamboa, Jason Noble abstaining with remainder in favor.

## V. Community Reports

### A. Police Report: Jenny Hall

1. Jenny announced Coffee with a Cop event on March 30, 2017.
2. She announced that there is a new captain at Mid-City Division, Caption Tom Underwood.
3. She announced that the derelict cars on Herman street problem are being addressed.
4. She announced that most calls are for public drunkenness & detention for the mentally ill.

### B. State Senator Toni Atkins, District 49: Jason Weisz

1. Jason spoke about budget and big bills: Senate bill #2 for affordable housing, and human trafficking bills SB 230, 270, and 767

### C. Assembly Member Todd Gloria, District 78: Nick Serrano

1. No report

### D. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun

1. No report

### E. San Diego Council Member Chris Ward: Chloe Madison

1. Chloe announced Cocktails with a Council Member event at Hess Brewing, a March 20 Council meeting on the homeless at Golden Hall at 1 pm, and an update on Vision Zero (goal to eliminate traffic deaths by 2025).
2. Angela Landsberg requested a review/ evaluation of University and Iowa. Chloe will contact traffic engineering.

### F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker

1. No report

### G. North Park Planning Committee: Steve Codraro

1. Steve reported on the March 21 vote for Planning Committee members and elections.
2. Steve reported on continued efforts to work the North Park MAD into the NPPC as a subcommittee.

### H. North Park Maintenance Assessment District: Angela Landsberg

1. Angela reported on new supervisor John Crago who replaced Glen Torio. Stated that he has been effective. Assigned to just North Park and El Cajon Blvd.

2. She stated that NPMS hopes the MAD will be pulled into the NPPC.
3. Rich Geisler requested a letter of items/concerns to be presented to the MAD and cc'd to the Mayor. List to be developed at Business Development Committee and voted on by the Board.

**VI. Presentation: Brijet Myers representing North Park Thursday Market**

- A. Brijet introduced Eden Hughes as the new Operations Director for the Thursday market, as she resigned in January.
- B. Brijet spoke about an upcoming anniversary celebration for the market, and reported that they will soon reopen the third block for the season. She reported that winter was successful despite the rain, presented a newsletter, and gave a special award to Jason Noble for supporting the market.

**VII. Presidents Report:**

- A. Election of Board of Officers: Call for nominations from the floor
  1. Slated Officers
    - a. Matt Gordon- President, Rich Geisler-Vice-President, Steve Codraro-Secretary, Joseph Balistreri-Treasurer
  2. Call for Nominations off the floor
    - a. NONE

*PROPOSED MOTION: APPROVE SLATE OF CANDIDATES TO SERVE IN EXECUTIVE BOARD POSITIONS AND SERVE AS CHECK SIGNERS AT SDCCU, UNION BANK AND US BANK ON BEHALF OF NORTH PARK MAIN STREET:*

Motion by Jason Noble, seconded by Lynn Susholtz, all in favor.

- B. UAMP Letter and Contract
  1. Item pulled from agenda
- C. PBID
  1. Angela reported that 50% of weighted vote was received
  2. Next steps are to verify signatures, create ballot, and then go to City Council.
  3. Angela asked the Board to support the process by contacting petition signers.
- D. SDCCU Festival of Arts in North Park
  1. Angela reported that things are moving forward and gave an update on elimination of University stage and beefed up Illinois stage, the West Coast Tavern Cocktail Garden, and new juried Gallery in the Street presented by The Studio Door.
  2. Sponsors this year are West Coast Tavern, ATT, SDCCU and the Lafayette Hotel.
  3. Lynn Susholtz announced plans for Art Produce to be open all day during the Festival featuring traditional weavers.
- E. Explore North Park Program
  1. Angela reported that magazine was in production with 32 advertisers. There will be two issues this year, and the theme will be "Where the Locals Go". She reported that NPMS will be selling brochure advertising as well.

**VIII. Standing North Park Committee Reports**

- A. **Design Committee** (Lynn Susholtz)

1. Lynn talked about wayfinding and the social mural "Together We Are" being produced by Jonathan Hanwit's marketing team, Think Parallax. Mural to be produced April 13-16 on Herman side of building/side of Tostadas.

B. **Promotions Committee** (David Gamboa and Angela Landsberg)

1. Festival preparations are in full swing. Art work will be presented at next festival meeting.
2. Explore Instagram now has 26K followers

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

1. No meeting was held

IX. **Executive Director's Report** (Angela Landsberg)

- A. See attached

X. **Announcements**

- A. North Park After Dark this evening.
- B. Alma gave an update on the Beatle's Fair.

XI. **Adjournment**

- A. *PROPOSED MOTION: ADJOURN MEETING at 9:13 AM*
- B. Motion approved by Dave Gamboa, seconded by Joseph Balistreri, all in favor.

**NEXT MEETING:** April 13, 2017 at 8:00 am, North Park Main Street Administrative Office

Respectfully Submitted by: \_\_\_\_\_

Steve Codraro, Board Secretary