

**North Park Main Street  
Board of Directors Meeting  
3939 Iowa Street, Suite 2  
April 13, 2017  
Minutes**

**ATTENDANCE**

Board Members Present

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

Board Members Absent

Travis LeGrand, Alma Rodriguez

Staff in Attendance

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

Guests Present

Chloe Madisson (Office of Council Member Chris Ward), State Senator Toni Atkins, Jason Weisz (Office of Senator Atkins), Cory Michaela & Natalia Mendez (Rock n' Roll Marathon), Ina McDonald (Barons), Nick Serrano (Office of Assembly Member Todd Gloria), Jenny Hall (SDPD), City Attorney Jeff Brooker

- I. **Call to Order and Self-Introductions**
  - A. Meeting Called to Order at 8:00
  
- II. **Adoption of Agenda**
  - A. Motion to adopt agenda. All in favor.
  
- III. **Public Comment on Items *Not* on the Agenda** (3 minute limit per person)
  - A. Angela Landsberg spoke about the upcoming NMPS Open House on Wednesday, May 3.
  - B. Omar Passons, candidate for County Board of Supervisors, District 4 introduced himself.
  
- IV. **Consent Items:** Approval of March Minutes and March Financial Reports
  - A. Motion to approve made by Steve Codraro, seconded by Lynn Susholtz, all in favor.
  
- V. **Presentation: State Senator Toni Atkins**
  - A. Senator Atkins congratulated NPMS on the new office space. She addressed issues important to North Park such as ABC issues and spoke about bills she is sponsoring: SB-2 addressing housing, SB-179 Gender Recognition Act, and SB-562 single payer and access to care bill. She also spoke about issues such as the gas tax, hikes in vehicle registration fees, and homeless issues.
  
- VI. **Community Reports**
  - A. Police Report: Jenny Hall
    1. Jenny attended the meeting with City Attorney Jeff Brooker who spoke about issues important to North Park and homeless issues, the new Park initiative and its effect on outlying areas.

2. She announced a prescription drug take back day.
3. Angie asked about resources and the 211 number

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

1. Commenting on Angie's 211 question, Senator Atkins stated that the community needs to take a proactive approach to homelessness. North Park should develop solutions and design its own approach.

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

1. Nick spoke about SB-1 and how his office is in conversations with Sandag and MTS. He also spoke about SB-2 which addresses the housing crisis.

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

1. No report

E. San Diego Council Member Chris Ward: Chloe Madison

1. Chloe spoke on how Chris Ward is taking the lead on homeless issues and is the Vice-Chair on the regional task force. His office has come up with a comprehensive memo with ideas. It is his number one priority.
2. Chloe addressed the shortfall this budget season. In an effort to pitch in, Chris and Chloe were out filling potholes. She stated that there are only 10, 2 person teams for pothole repair city wide.
3. Chloe spoke about an upcoming event on April 26<sup>th</sup>, Coffee with a Council Member at Halycon Coffee. Beer with a Council Member was a success.

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

1. Liz congratulated NPMS on the new office space. She spoke about several ongoing or new City actions/proposals/processes: code monitoring team and proposed addition allowing for creative place making, hosted fiscal training with all the BIDS, County of San Diego Urban Agriculture Incentive Program, and Quarterly Business Walk.

G. North Park Planning Committee: No representative

1. No report

H. North Park Maintenance Assessment District: Jake Romero

1. Jake reported that the missing tiles have been replaced between 30<sup>th</sup> and Granada, reported on the tree inventory presented by John Crago at the monthly MAD meeting, and new MAD Chair Peter Hill. He also reported that the MAD voted to be a NPPC subcommittee.

I. North Park Thursday Market: Catt White

1. Catt reported on the 1 year celebration/anniversary of the market on North Park Way, a new fan program with special discounts, sponsor program, participation in the SDCCU Festival of Arts in North Park, and special events such as Trolley Barn concerts.

**VII. Presentation: Natalia Mendez, Rock 'n Roll Marathon**

- A. Natalia gave a report on the upcoming marathon, its effects on North Park, route, and free marketing programs for advertisers. It is the 20<sup>th</sup> anniversary this year of the marathon. Stages will be on 30<sup>th</sup> and Upas and 30<sup>th</sup> and Meade.

**VIII. Presidents Report:**

- A. PBID
  - 1. Angela announced that the PBID is moving to the next phase: petitions have been turned in to the City and are being verified, managers district plan and engineers report.
  - 2. She reported that Jefferson school will be cut out of the area of benefit and not be in the PBID.
  - 3. Approval needed by end of May to allow 45 days for ballots to be counted.
  - 4. NPMS Board and Committee members will help by making phone calls to petition signers.
  
- B. SDCCU Festival of Arts in North Park
  - 1. Angela spoke about the need for more vendors, identified this year's sponsors, talked about the new 31<sup>st</sup> Street stage, and Kids Block expansion. She asked Board members to sign up on a sign-up sheet for the Festival Info Booth.

**IX. Standing North Park Committee Reports**

- A. **Design Committee** (Lynn Susholtz)
  - 1. The committee is looking at designs for a wayfinding program and looking at a multi-platform approach.
  - 2. The Committee is looking at applying for North Park to be designated as a California Cultural District.
  - 3. Art additions to the Festival were addressed by the Committee: Juried Arts Block and Art Produce Artist in Residence demonstrations
  
- B. **Promotions Committee** (David Gamboa)
  - 1. Banners are going up soon, may need to pull some advertiser banners.
  
- C. **Business Development Committee** (Rich Geisler)
  - 1. The Committee is working on creating a map of vacant properties with the goal of soliciting new businesses.

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

- A. See attached

**XI. Announcements**

- A. Angela announced the creation of a new ADA pamphlet addressing the ADA lawsuits occurring in North Park.
- B. Angela will participate in a homelessness panel/forum to be held at the Lafayette Hotel organized by Joseph Balistrieri and attended by Council Member Chris Ward.

**XII. Adjournment**

- A. *PROPOSED MOTION: ADJOURN MEETING at 9:03 AM*
- B. Motion approved by Dave Gamboa, seconded by Rich Geisler, all in favor.

**NEXT MEETING:** June 8, 2017 at 8:00 AM, North Park Main Street Administrative Office

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

Steve Codraro, Board Secretary