

**North Park Main Street**  
**Minutes of the Board of Directors Meeting**  
**3939 Iowa Street, Suite 2**  
**September 14, 2017**

**ATTENDANCE**

Board Members Present

Matt Gordon (President), Rich Geisler (Vice-President), Steve Codraro (Secretary), Joseph Balestrieri (Treasurer), Brijet Myers, Patric Stillman, Lynn Susholtz, David Gamboa, Alma Rodriguez, Steve Blasingham, Jason Noble, Garrick Oliver

Board Members Absent

Johan Engman, Paris Landen, Troy Geyer

Staff in Attendance

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

Staff Absent

Roni Kleinhen (Bookkeeper)

Guests Present

Vic Salazar (Vic Salazar Communications), Michelle Nunez (City of San Diego), Suzanne Lindsay (SDSU Institute for Public Health), Jason Weisz (Office of Senator Toni Atkins), Chloe Triplett (Office of Council Member Chris Ward), Dorothy Duprey (Victoria House)

- I. **Call to Order and Self-Introductions**
  - A. Meeting called to order at 8:02
- II. **Adoption of Agenda**
  - A. Motion to adopt agenda by Jason Noble, seconded by Rich Geisler, all in favor.
- III. **Public Comment on Items *Not* on the Agenda** (3 minute limit per person)
  - A. No comment
- IV. **Consent Items**
  - A. Motion to approve minutes and consent items made by David Gamboa, seconded by Brijet Myers, all in favor. No financials presented.
- V. **Presentation: Vic Salazar, Vic Salazar Communications**
  - A. Vic, along with Lori Sutton, presented information on the upcoming Otay 1<sup>st</sup> and 2<sup>nd</sup> West of Highland Pipeline Project. Project construction is scheduled from summer 2018 through winter 2020 and will phase from East to West.
  - B. Angela asked that businesses be properly noticed ahead of water shut offs and for a direct contact with the City.
- VI. **Presentation: Suzanne Lindsay, SDSU Institute for Public Health**
  - A. Suzanne gave a review and presentation on identifying and placing level 1, 2, and 3 homeless populations. She stressed that local solutions are needed to resolve local problems

- B. Angela said that the takeaways are that we need to be careful for what we ask for, and that we need a homeless persons count.

## VII. Presentation: Michelle Nunez, City of San Diego

- A. Michelle presented information on San Diego's Minimum Wage and Earned Sick Leave ordinances.

## VIII. Community Reports

- A. Police Report: Jenny Hall
  - 1. No report
- B. State Senator Toni Atkins, District 49: Jason Weisz
  - 1. Jason gave an update on the human trafficking bill which was passed by the legislature and sent to the governor for his signature. He also gave an update on the 4:00 am alcohol bill which has been shelved until further information can be gathered.
- C. Assembly Member Todd Gloria, District 78: Nick Serrano
  - 1. No report
- D. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun
  - 1. Nerea gave an update on efforts to combat the hepatitis A outbreak such as vaccinations, hand washing stations, sidewalk sanitization efforts, and the distribution of hygiene kits to the homeless. She also spoke about efforts to establish a 25 million dollar trust fund to start construction on affordable housing on county properties.
- E. San Diego Council Member Chris Ward: Chloe Madison
  - 1. Chloe spoke on efforts by Chris Ward's office to combat the hepatitis A outbreak by advocating for more handwashing stations and mobile showers. She also spoke about an upcoming mini-park meeting and efforts to insure the community is properly noticed.
- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
  - 1. No report
- G. North Park Planning Committee: Steve Gettinger
  - 1. No report
- H. North Park Maintenance Assessment District: Jake Romero
  - 1. Jake spoke on the plans for the replacement of missing trees in the MAD.
- I. North Park Thursday Market: Catt White / Brijet Myers
  - 1. Angela encouraged everyone to mention the Thursday Market as much as possible.
  - 2. Cat White updated attendees on revenue for August: up 16% due to a 5 week month however actually down 6% in August, She stressed the need for more shoppers.
  - 3. Joe Balestrieri suggested a new poster.
  - 4. Angela suggested doing a mailing to North Park residents.
  - 5. *MOTION TO APPROVE AN ADVERTISING BUDGET NOT TO EXCEED \$3000 FROM NORTH PARK MAIN STREET ALONG WITH EFFORTS TO OBTAIN AN ADVERTISING SPONSOR.*

- a. Motion to approve by Alma Rodriguez, seconded by Lynn Susholtz, abstention by Brijet Myers, remainder in favor.

6. Advertising discussion to be moved to Promotion Committee.

## IX. **Presidents Report:**

### A. PBID

1. Angela has met with Bahija Hamraz about providing her consultant services to the formation of the PBID. Fee negotiations are ongoing.

### B. Target

1. Angela to recommend that Target outreach to businesses on their own and go to the North Park Planning Committee. NPMS can provide emails. Angela stated she is most concerned with stores such as Mimi and Red and North Park Hardware. She will introduce them to Jason Feathers to assist in a mural contest to replace the dinosaur mural.

### C. Lawsuit

1. Angela gave an update on the Corey Briggs, San Diegans for Open Government lawsuit, which NPMS has been served and is now a part of along with the other San Diego BIDS. She will be meeting with the law firm that is representing NPMS.

### D. Partners in Preservation Campaign

1. Angela gave an update on the campaign that kicks off on September 25th. Campaign will be a contest to win \$150,000 for restoration towards a historic building.

### E. North Park Thursday Market

1. Topic previously addressed in Section 8, Item A.

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

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

1. Lynn gave an update on the successful Mini-park letter to Chris Ward's office and the development of a prototype for a standardized A-frame sign and blade sign for the district.
2. Patrick created a promotional piece to promote multiple art events coinciding during this month's Ray at Night.

### B. **Promotions Committee** (David Gamboa)

1. David stated that plans for Taste of North Park are in full swing and volunteers are still needed. Board volunteers are needed to serve as Event Ambassadors. Angela assisting Artelexia in producing a Day of the Dead event on October 22<sup>nd</sup> from 12-4:00 pm. NPMS Winter Event to be held on November 30<sup>th</sup>.

### C. **Business Development Committee** (Troy Geyer)

1. Angela spoke on efforts to create North Park visitor packages developed for promotion through the San Diego Tourism Authority.

## XI. **Executive Director's Report** (Angela Landsberg)

- A. See attached

## XII. **Announcements**

- A. Jason Noble announced City Beat Best of San Diego contest

- B. Brijet Myers announced the SONO Chili Cook Off on December 3<sup>rd</sup>.
- C. Angela Landsberg announced North Park After Dark tonight.
- D. Lynn Susholtz announced the 3<sup>rd</sup> annual Dance Film Festival on September 30<sup>th</sup> at Art Produce.

**XIII. Adjournment**

- A. *PROPOSED MOTION: ADJOURN MEETING at 9:44AM*
- B. Motion approved by David Gamboa, seconded by Jason Noble. All in favor.

**NEXT MEETING:** October 12, 2017 at 8:00 AM, North Park Main Street Administrative Office

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

Steve Codraro, Board Secretary