

**North Park Main Street  
Minutes of the Board of Directors Meeting  
3939 Iowa Street Suite 2, San Diego CA 92104  
December 14, 2017**

**ATTENDANCE**

Board Members Present

Matt Gordon (President), Rich Geisler (Vice-President), Steve Codraro (Secretary), Joseph Balestrieri (Treasurer), Brijet Myers, Patric Stillman, David Gamboa, Steve Blasingham, Jason Noble, Troy Geyer, Paris Landen, Garrick Oliver

Board Members Absent

Alma Rodriguez, Lynn Susholtz, Johan Engman

Staff in Attendance

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

Guests Present

Office of City of San Diego Councilmember Chris Ward- Tyler Renner, Chris Blankinship, Maria Wiles of Citrus PR, Roger Garcia- Community Outreach Representative for the University Avenue Replacement Project, Pat Cowen, Jeff Brooker of the City Attorney's Office

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

- A. Meeting called to order at 8:01

**II. Adoption of Agenda**

- A. Motion to adopt agenda by Brijet Myers, seconded by Rich Geisler, all in favor.

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

- A. PROPOSED MOTION:

*SHALL NORTH PARK MAIN STREET OPEN DISCUSSIONS TO EXPLORE MOVING THE SDCCU FESTIVAL OF ARTS IN NORTH PARK TO WEST OF 30<sup>TH</sup> STREET*

1. Motion approved by David Gamboa, seconded by Paris Landen, all in favor.

- B. PROPOSED MOTION:

*MOTION TO ADD JOSEPH BALESTRIERI, TREASURER, AS A CHECK SIGNER AT SDCCU ACCOUNTS AND REMOVE THE FOLLOWING SIGNERS: DAVID GAMBOA, TRENTON RILEY, AND JEFFREY HORRITZ. NOTE: MATTHEW GORDON WILL REMAIN ON AS PRESIDENT*

1. Motion approved by Jason Nobel, seconded by Rich Geisler, all in favor.

**IV. Consent Items**

- A. Motion to approve minutes and financials by Garrick Oliver, seconded by Rich Geisler, all in favor.

**V. Community Reports**

- A. Police Report: Jenny Hall

1. Jenny reported that there had been a robbery at the Valero gas station. She also reported that North Park will be getting a quality of life team to address homeless issues. Jeff Brooker gave a report on a particular homeless person causing disturbances but misidentified as someone else.

- B. State Senator Toni Atkins, District 49: Jason Weisz
  - 1. No report
  
- 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: Tyler Renner
  - 1. Tyler reported that there was no movement on short term rentals at the latest City Council meeting.
  - 2. Tyler reported on the status of the homeless housing shelters. He reported that the temporary shelter will soon close and that the first of three permanent shelters in Barrio Logan is operational.
  - 3. Tyler reported that the search for a new police chief is ongoing.
  - 4. Tyler reported that Councilmember Ward's office will continue to work on major issues affecting North Park such as the UAMP and the North Park Mini-Park.
  
- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
  - 1. No report
  
- G. North Park Planning Committee: Robert Gettinger
  - 1. No report
  
- H. North Park Maintenance Assessment District: Jake Romero
  - 1. Jake gave a report to the MAD on the NPPBID implementation in January.
  
- I. North Park Thursday Market: Brijet Myers
  - 1. Brijet Myers reported that the market was closed for Thanksgiving, but will be open for the remaining 2017 holidays. She reported that door hangers to publicize the market have been printed and that a market newsletter will go out in January.
  - 2. She reported that vendors reacted positively to the Mistletoe Market
  - 3. She encouraged everyone to share the market on social media.
  
- J. Roger Garcia: Community Outreach Representative, University Pipeline Replacement
  - 1. Roger gave an update on the project, trench restoration, and project timelines.

**VI. Presidents Report:**

- A. NPMS Board Election
  - 1. Matt Gordon read the slate of election winners aloud
  - 2. New Board will be seated in January
  
- B. NPPBID
  - 1. PROPOSED MOTION:  
*CHANGE THE MOTION TO CORRECT ERRORS IN ORIGINAL MOTION*
    - a. Motion approved by Jason Noble, seconded by Rich Geisler, all in favor
  
  - 2. PROPOSED MOTION TO APPROVE REVISED MOTION:

*ALLOW THE NORTH PARK MAIN STREET BUSINESS IMPROVEMENT DISTRICT (BID) TO LOAN THE NORTH PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (NPPBID) AN AMOUNT NOT TO EXCEED \$12,000 FOR THE PURCHASE OF EQUIPMENT AND SUPPLIES TO BE REPAID JANUARY 31, 2018 OUT OF NPPBID ASSESSMENTS.*

a. Motion approved by Brijet Myers, seconded by Rich Geisler, all in favor

3. NPPBID Logo

PROPOSED MOTION:

*APPROVE NPPBID LOGO CONCEPTS*

a. Motion approved by Matt Gordon, seconded by Joe Balestrieri

C. Wayfinding

PROPOSED MOTION:

*APPROVE WAYFINDING KIOSK CONCEPT WITH DETAILS TO BE FINALIZED IN DESIGN COMMITTEE*

a. Motion approved by Jason Noble, seconded by David Gamboa, all in favor

D. NPPBID Update

a. NPMS to purchase cell phones for maintenance staff and a project management and reporting program. NPMS has worked with the North Park MAD to develop a service schedule that does not overlap MAD services

## VII. Standing North Park Committee Reports

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

1. This item was covered in the Wayfinding discussion, Section VI, item b

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

1. This discussion was deferred to the Executive Director's report

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

1. NPMS to meet with the City to determine BID metric reporting requirements
2. The committee went on a tour of North Park to identify assets/problems
3. NPMS to host a "vision quest" workshop to identify possibilities

## VIII. Executive Director's Report (Angela Landsberg)

A. See attached

## IX. Announcements

A. No announcements

## X. Adjournment

A. *PROPOSED MOTION: ADJOURN MEETING at 9:30 AM*

B. Motion approved by David Gamboa, seconded by Rich Geisler. All in favor.

**NEXT MEETING:** January 11, 2018 at 8:00 AM, North Park Main Street Administrative Office

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

Steve Codraro, Board Secretary