

North Park Main Street
Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
January 11, 2018

ATTENDANCE

Board Members Present

Matt Gordon (Outgoing President), Joseph Balestrieri (Incoming President), Troy Geyer (Vice-President), Al Kerendian (Secretary), Andrew Greenberg (Treasurer) , Brijet Myers, Chris Blankinship, David Gamboa, Jason Noble, Lynn Susholtz, Mathew Segal, Steve Blasingham

Board Members Absent

Patric Cowan, Steve Billings

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, Community Relations Officer - Jenny Hall, Office of State Senator Toni Atkins – Jason Weisz, Neighborhood Investment Manager – Elizabeth Studebaker, North Park Planning Committee – Tim Taylor, Humphrey Consulting-Bahija Humphrey, Green Clean Waste and Water Services – Ricky Sanchez, City of San Diego - Jayna Straughn, City of San Diego – Mastaneh Ashrafzadeh

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:00

II. Adoption of Agenda

- A. Motion to adopt agenda moving item 2c to 2b and 2b to 2c by Brijet Myers, seconded by Jason Noble, 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 financials by Brijet Myers, seconded by Jason Noble, abstention by Lynn Susholtz

V. Community Reports

- A. Police Report: Jenny Hall
1. Jenny reported on crime in the district, and explained the difference between the Homeless Outreach Team and the Hot Team.
- B. State Senator Toni Atkins, District 49: Jason Weisz
1. Jason distributed the most recent Toni Times newsletter and gave a review of legislation supported/sponsored by Senator Toni Atkins. He reported that Toni had been designated as pro tem of the Senate.
- 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 announced the next Coffee with a Councilmember on January 30, 5-7 pm
 - 2. Tyler distributed Chris Ward's newsletter.
 - 3. He reported on marijuana licensing, budget, the upcoming North Park Mini-park, and on homeless issues.

- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
 - 1. No report

- G. North Park Planning Committee: Tim Taylor
 - 1. Report attached

- H. North Park Maintenance Assessment District: Jake Romero
 - 1. Jake gave a report to the MAD and implementation of the tree survey

- I. North Park Thursday Market: Brijet Myers
 - 1. Brijet Myers reported on the status of the market (now on two blocks temporarily), marketing for the market (public relations push, door hangers), and reported that the holiday event was good for market vendors.

VI. Presidents Report:

- A. NPMS Selection of Board Officers
 - 1. PROPOSED MOTION:
APPROVE THE NORTH PARK MAIN STREET BOARD OF DIRECTORS SLATE OF EXECUTIVE OFFICERS: PRESIDENT-JOSEPH BALESTRIERI, VICE PRESIDENT-TROY GEYER, TREASURER-ANDREW GREENBERG, SECRETARY- ALFRED KERENDIAN
 - 2. Motion approved by David Gamboa, seconded by Jason Noble, all in favor
 - 3. Joseph Balestrieri seated as Board President

- B. NPPBID
 - 1. Bahija Humphrey: Bahija gave a presentation on her consultant services to North Park Main Street and the NPPBID formation. She announced the upcoming vision charrette to be held on January 24, 2018 from 8:00 am to noon
 - 2. NPPBID Budget: Angela gave a presentation on the NPPBID budget
 - a. PROPOSED MOTION:
MOTION TO APPROVE THE 2018 NPPBID BUDGET
 - i. Motion approved by Lynn Susholtz, seconded by Matt Gordon, all in favor
 - 3. Green Clean Waste and Water Services: Ricky Sanchez gave a presentation of Green Cleans services
 - a. PROPOSED MOTION:
MOTION TO APPROVE GREEN CLEAN WASTE AND WATER SERVICES CONTRACT.
 - i. Motion approved by Matt Gordon, seconded by David Gamboa, all in favor

4. NPPBID Committees: Angela Landsberg reported that the Executive Committee decided to roll subjects pertaining to the NPPBID into existing committees and to not establish separate committees

C. Presentation: Jayna Straughn

- a. Jayna gave a presentation on the University Avenue Mobility Plan

D. Presentation: Melissa Peterman, Housing First San Diego

- a. No presentation

E. North Park Mini-Park: Discussion on fence surrounding the North Park Mini-Park

1. *SHALL NORTH PARK MAIN STREET AND ITS BOARD OF DIRECTORS SUPPORT OR NOT SUPPORT THE INSTALLATION OF A FENCE AROUND THE PROPOSED NORTH PARK MINI-PARK?*

- a. Motion approved to not support the installation of a fence around the North Park Mini-Park made by Jason Noble, seconded by Matt Gordon. Brijet Myers and Andrew Greenberg in favor of the fence with remaining Board in opposition

VII. Standing North Park Committee Reports

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

1. Lynn presented two prototype designs for standardized a-frame signs

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

1. No meeting

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

1. Jake spoke on topics including a NPPBID newsletter, homeless issues, and the utility box painting program.

VIII. Executive Director's Report (Angela Landsberg)

- A. See attached

IX. Announcements

- A. No announcements

X. Adjournment

- A. *ADJOURN MEETING at 9:04 AM*

- B. Move to Brown Act Training session: Elizabeth Studebaker

NEXT MEETING: February 8, 2018 at 8:00 AM, North Park Main Street Administrative Office

Respectfully Submitted by: _____

Alfred Kerendian, Board Secretary

Executive Director's Report

January 2018

****Proposed action items**

Abbreviations:

"BID" = Business Improvement District

"CAMSA" = California Main Street Alliance

"CD3" = City Council District 3 (City Councilmember Chris Ward)

"NPPC" = North Park Planning Committee

"MAD" = Maintenance Assessment District

"NPCA" = North Park Community Association

"NPMS" = North Park Main Street

"PBID" = Property Business Improvement District

"PROW" = Public Right of Way Enhancement Use Program

PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

NPMS STAFF & BOD PROJECTS:

Trash Can Refurbish – The City's Environmental Services met with NPMS staff to discuss the condition of the City's trash cans in the public right of way. City agreed to power wash, sanitize and repaint all cement cans and replace those that are beyond repair.

5K Grant from Target – With the help of Civic San Diego, NPMS staff applied for and received a \$5,000 grant from Target to help fund the PBID. This funding will go towards the general benefit portion of the PBID and help in running the program. Civic San Diego acted as the fiscal sponsor.

Mini-Park Meeting – NPMS staff met with the City's Park and Recreation department to discuss the option of fencing the proposed North Park Mini-Park. A meeting will be held on Jan 22nd at the North Park Community Center to finalize the plan. Public input is welcome.

Media – North Park received highlights in 4 major publications in December: San Diego Voyager, San Diego Magazine and San Francisco Chronicle, and Zagat.

REPORT FROM NORTH PARK PLANNING CMTE

INTRODUCTION:

Hello, I am Tim Taylor, the new representative to North Park Main Street from the North Park Planning Committee. I am sorry I'm not to be able to present this report orally, but am temporarily under doctor's orders to limit my speech due to an issue with my throat. I'm not ill. I am relatively new to the Planning Committee, having been elected less than a year ago. By way of background, I spent 20 years as a City Planner, early on working with the Escondido Business Association and their Main Street program. I recently worked as a policy advisor and rep for Councilmember Emerald, which at times involved BID issues and attending College Area BID meetings.

NPPC NOVEMBER MEETING HIGHLIGHTS.

- I. The Committee received an update on North Park PBID from Angela Landsberg.
- II. The Committee supported the use of Lime Bike Dockless Bike Share Program in San Diego. These bikes are low cost and can be located with a smart phone app and dropped off anywhere.
- III. The Committee made the following recommendations regarding Lime Bike locations in North Park and vicinity:
 1. At the SE Corner of El Cajon and Florida, against Dunn Edwards Paint.
 2. At the SE Corner of Oregon and El Cajon, adjacent to bus stop.
 3. At the SE Corner of El Cajon and 30th.
The above location recommendations are conditioned that advertisement be placed farthest from the intersection, and that there are no street tree impacts.
 4. Alternative locations were recommended for the following proposed MTS locations: 3011 El Cajon, 30th and Upas, as well as 30th and Adams (per Adams Avenue Business Assoc.).
 5. To defer to the University Heights Community Development Corp. with respect to the 4619 Park Blvd. location.
- IV. The Committee denied a request to support a Muni Code amendment for a nighttime curfew for the North Park Community Park, Montclair Neighborhood Park, Cedar Ridge Mini Park, North Park Mini Park, and the Spruce Street Pedestrian Bridge.

Next NPPC meeting is January 16th

QUESTION FOR MAIN STREET:

When is the next outreach meeting for the North Park Mini Park?