

**North Park Main Street  
Minutes of the Board of Directors Meeting  
3939 Iowa Street Suite 2, San Diego CA 92104  
February 8, 2018**

**ATTENDANCE**

Board Members Present

Joseph Balestrieri (Incoming President), Troy Geyer (Vice-President), Al Kerendian (Secretary), Andrew Greenberg (Treasurer)

Chris Blankinship, Patrick Cowan, Steve Billings, Steve Blasingham, David Gamboa, Matt Gordon, Brijet Myers, Jason Noble, Mathew Segal, Lynn Susholtz,

Board Members Absent

All in attendance

Staff in Attendance

Angela Landsberg (Executive Director), Jake J. Romero (Assistant Director), Roni Kleinhen (Bookkeeper), Freddie Carruthers (Maintenance Supervisor)

Guests Present

Office of City of San Diego Councilmember Chris Ward- Tyler Renner, Office of State Senator Toni Atkins – Jason Weisz, North Park Planning Committee – Tim Taylor, San Diego Green Building Council – Paulina Lis and Monica Rosquillas, San Diego Housing Commission - Melissa Peterman, San Diego Markets – Catt Fields White, City of San Diego Green Business Network – Luis Andrade

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

A. Meeting called to order at 8:04

**II. Adoption of Agenda**

A. Motion to adopt agenda by Jason Noble, seconded by Troy Geyer, 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 Matt Gordon, seconded by David Gamboa

**V. Presentation: Melissa Peterman, San Diego Housing Commission**

A. Melissa gave an overview of her agency, spoke about housing issues, housing statistics, homeless issues, and the Housing First Action Plan.

**VI. Community Reports**

A. Police Report: Jenny Hall

1. No report

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

1. Jason gave a review of legislation supported/sponsored by Senator Toni Atkins, in particular bills regarding a) sex trafficking and b) a bill to lift 24 month treatment caps. He reported that since Toni has been designated as pro tem of the Senate, San Diego will be well positioned.

- 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 spoke on homeless issues for the next budget cycle, and noted that the City is facing a deficit due to the Hepatitis A outbreak and competitive raises for police. He also spoke on the hiring of a new police chief, budget priorities, and baseline services & safety enhancements for North Park.
- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
  - 1. No report
- G. North Park Planning Committee: Tim Taylor
  - 1. Tim spoke on the March 20 meeting and NPPC Board elections.
- H. North Park Maintenance Assessment District: Jake Romero
  - 1. Jake encouraged meeting attendees to attend the regular MAD meetings.
- I. North Park Thursday Market: Brijet Myers
  - 1. Brijet Myers deferred to Catt White. Catt reported on the status of the market (now on two blocks temporarily), prepping on the market presentation, and asked for specifics from the Board to address dissatisfaction with the market. Brijet asked for assistance with distributing door hangers. Angie proposed "Board meet ups" at the Thursday Market.

**VII. Presidents Report:**

- A. Presentation: Green Business Network, Paulina Lis
  - 1. Paulina gave a presentation on her organization, efforts to promote green businesses in North Park, and asked for support and feedback.
- B. Presentation: Eponic, John Gilman
  - 1. John gave a presentation on the functions and features of the Eponics reporting program and app that North Park Main Street is using to manage the NPPBID maintenance and beautification work.
- C. Michael Stewart
  - a. Michael gave a presentation on his proposed event, Drowsy Maggie's Street Fair. David Gamboa presented concerns about the event. Angie offered to help Michael get access to the Mini-Park parking lot as an event space. David recommended Michael combine his event with Ray at Night.
  - b. *PROPOSED MOTION: Motion to table discussion on the proposed event and not provide a letter to the City's Office of Special Events supporting the event.*
    - i. Motion to approve by Matt Gordon, seconded by Patrick Cowan, all in favor to table discussion.

D. NPPBID

a. *PROPOSED MOTION: Shall North Park Main Street and its Board of Directors support a midnight park curfew for the North Park Mini-Park.*

i. Motion approved by Matt Segal, seconded by Troy Geyer. Abstentions by Patrick Cowan and Matt Gordon, Chris Blankinship opposed.

E. University Avenue Mobility Plan

1. Discussion tabled

F. Vision Charrette

1. Angela Landsberg gave an overview of the results of the charrette and the categories for proposed projects. She encouraged Board members to attend committee meetings.

**VIII. Standing North Park Committee Reports**

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

1. Utility box event on March 10<sup>th</sup> with 4 street bands from 10 am-5 pm.
2. Lynn invited Public Art Consultant Gail Goldman to the March Design Committee meeting.

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

1. David Gamboa gave an update on the Festival and Explore North Park.

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

1. No meeting. Next meeting February 13, 2018 at 11:00 am.

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

A. See attached

**X. Announcements**

A. No announcements

**XI. Adjournment**

- A. Motion to adjourn by David Gamboa, Seconded by Matt Gordon
- B. *ADJOURN MEETING at 9:57 AM*

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

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

Alfred Kerendian, Board Secretary

# VISION CHARRETTE RECAP

## OVERVIEW

North Park Main Street vision charrette - Wednesday, January 24, 2018:

- Review community and stakeholder surveys about North Park
- Examine the existing conditions of the community
- Discuss aspirations for the future of North Park: neighborhood identity
- Determine and prioritize goals for the next five years

## SWOT ANALYSIS

Strengths, Weaknesses, Opportunities and Threats (SWOT):

### STRENGTHS

- Accessibility
  - Central Location
  - Walkability
- Community Pride
- Advocacy
- Clout
- Business Diversity
- Wealth
- Leadership
- Parking Garage
- Grit, Edgy
- Organic, Growing
- Opportunity
- Pro Development
- Small town feel
- Transit Corridor

### WEAKNESSES

- Lack of affordability
- Accessibility
- Lack of Identifiers
- Cleanliness
- Public Infrastructure
- Lack of Public Spaces
- Vacancies
- Gaps in Community and Communication
- Lack of Design Standard
- Lack of Parking
- Lack of Wayfinding
- Transit Corridor

### OPPORTUNITIES

- Manage Growth
- Parking Map/App
- Affordable Housing
- Engagement and Outreach
- Lighting
- Wayfinding

### THREATS

- Homeless
- Medians
- Competition
- Park

## MAPPING EXERCISE

Identification of Assets and Opportunities on within the PBID Boundaries:

### ASSETS

- University Avenue:
  - Granada to just west of 30th
  - Just east of 30th to Ray Street
  - Grim to 31st
  - Hammonds, Tostadas and Art Produce
- 30th Street:
  - Parklet
  - North of University to Lincoln
  - Just south of University to Gunn
  - Just south of Myrtle to Upas

### OPPORTUNITIES

- 30th and University (intersection)
- Parking Lot behind North Park Observatory
- Ray Street
- University Avenue:
  - Arizona to Oregon
  - 30th and University
  - Herman to 32nd
- 30th Street:
  - North Park Way
- Dwight to Myrtle

NORTH PARK MAIN STREET

# VISION CHARRETTE RECAP

## NEIGHBORHOOD IDENTITY

The following elements were discussed as opportunities to establish a sense of identity:

- Activation and Programming
  - WIFI nodes
  - Events and activities (yoga, read-in)
- Outreach and Engagement
  - Ambassador program
    - > Social media
    - > Business and property owner engagement
    - > Welcome program for new businesses
- Beautification
  - Planter boxes
  - North Park sign decorations
  - Paint streets
  - Enhanced crosswalks
  - Convert Ray Street into a pedestrian plaza
- Visual Blight
  - Cleanliness
  - Code enforcement
  - Magazine and newspaper racks
  - North Park Sign
  - CVS

## NEXT STEPS: PRIORITIZE

The following priorities were identified as goals for the next five years:

### **Activation and Programming:**

- Component of Promotions Committee
- Research WIFI nodes
- Coordinate events with weekly Farmers Market

### **Outreach and Engagement:**

- Component of Business Development Committee
- Establish Ambassador program roles and tools required for success

### **Beautification**

- Component of Design Committee
- Create plan for beautification efforts leveraging Placemaking Ordinance

### **Visual Blight**

- Component of Design Committee
- Create plan for addressing visual blight in coordination with City of San Diego