

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

**ATTENDANCE**

Board Members Present

Joseph Balestrieri (President), Troy Geyer (Vice-President), Andrew Greenberg (Treasurer)  
Chris Blankinship, Patrick Cowan, Steve Billings, Steve Blasingham, David Gamboa, Matt Gordon,  
Brijet Myers, Jason Noble,

Board Members Absent

Al Kerendian (Secretary), Steve Blasingham, Mathew Segal, Lynn Susholtz

Staff in Attendance

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

Guests Present

San Diego Police Officer Jenny Hall, Tyler Renner-Office of City of San Diego Councilmember Chris  
Ward, Jason Weisz-Office of State Senator Toni Atkins, Tim Taylor-North Park Planning Committee,  
Catt Fields White-San Diego Markets, Mark Hughes-Climate Action Campaign

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

- A. Meeting called to order at 8:00

**II. Adoption of Agenda**

- A. Motion to adopt agenda by Jason Noble, seconded by Steve Billings, all in favor.

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

- A. Daniel Bess of Stepping Stone announced a new location opening in North Park.
- B. David Gamboa asked for an update from Council Representative Tyler Renner for an update on the lighting outage on 30<sup>th</sup> between Lincoln and Polk.

**IV. Consent Items**

- A. Motion to approve consent items excluding City Beat contract by David Gamboa, seconded by Chris Blankinship, abstention by Jason Noble, all in favor.
- B. Motion to approve City Beat contract with change of date on contract from 2017 to 2018 approved by Matt Gordon, seconded by David Gamboa, abstention by Jason Noble, all in favor.

**V. Presentation: Mark Hughes, Climate Action Campaign**

- A. Mark gave a presentation on energy choice

**VI. Community Reports**

- A. Police Report: Jenny Hall
  - 1. Jenny reported on staff changes at the mid-city division and a gave a report of crime in the district.
- B. State Senator Toni Atkins, District 49: Jason Weisz
  - 1. Jason distributed a newsletter and spoke on legislation being sponsored by Senator Atkins, as well as Toni being nominated as President Pro Tempore of the California 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 spoke on issues such as housing, homelessness, the 30<sup>th</sup> street light outage, zoning, pipeline replacement outreach, and the next community coffee event.
- F. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
  - 1. No report
- G. North Park Planning Committee: Tim Taylor
  - 1. The Planning Committee recommended denial of a Tentative Map for 6 condos at 4058 and 4060 Utah Street, based on inability to weigh-in on details of the project.
  - 2. The Committee heard an information only item on the Target Express. The committee appreciated that Target choose to present, even though they were not required to do so.
  - 3. Planning Committee elections will be held at our March meeting on the 20th at 2901 North Park Way, 2nd floor starting at 6:15 p.m. There are 7 open seats.
- H. North Park Maintenance Assessment District: Jake Romero
  - 1. Jake reported on the installation of trees in front of Saint Luke's Episcopal Church.

**VII. Brijet Myers: State of the North Park Thursday Market Report**

- 1. Brijet gave a yearly recap and presentation on the Thursday Market. She also asked for practical suggestions addressing satisfaction/dissatisfaction with the performance of the Thursday Market.

**VIII. Presidents Report:**

- A. Nonprofit Academy Workshop Consulting Services
  - 1. Angela proposed using their consulting services to analyze and improve the Thursday Market. A conversation addressing Thursday Market issues ensued.
- B. Dockless Bikes
  - 1. Angela reported that NPMS has not been given information on City expectations and that the City was not prepared for dockless bike sharing. Tyler spoke on efforts to disseminate City rules to the bike share companies.
- C. BID Contract 2019
  - 1. Motion to enter into an extension of an agreement with the City of San Diego to retain the services of North Park Main Street to provide work coordination services in the North Park Business district, and designates President to sign the agreement, dispersement reconciliation reports, requests for reimbursement, and program reports approved by Patrick Cowan, seconded by Jason Noble, all in favor.
- D. County of San Diego: Community Enhancement Funding FY'19 Application
  - 1. Motion for the Board of Directors resolution to apply for County of San Diego community enhancement funding for FY'19 made by Matt Gordon, seconded by David Gamboa, all in favor.

**IX. Standing North Park Committee Reports**

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

1. No report

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

1. David Gamboa gave an update on street banners and the festival.

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

1. Angie gave an overview of the Business Walk and outreach efforts to North Park businesses.

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

- A. See attached

**XI. Announcements**

- A. Angela Landsberg announced \$20k in funding for parking garage signage from the Mid-city parking district.

**XII. Adjournment**

- A. Motion to adjourn by David Gamboa, Seconded by Patric Cowan, all in favor.
- B. *ADJOURN MEETING at 9:37 AM*

**NEXT MEETING:** April 12, 2018 at 8:00 AM, North Park Main Street Administrative Office

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

Alfred Kerendian, Board Secretary