

North Park Main Street | Minutes of the Board of Directors Meeting  
3939 Iowa Street Suite 2, San Diego CA 92104  
December 13, 2018

**ATTENDANCE**

Board Members Present

Joseph Balestrieri (President), Steve Blasingham (Vice President), Al Kerendian (Secretary), Andrew Greenberg (Treasurer)  
Chris Blankinship, Steve Billings, David Gamboa, Matt Gordon, Paris Landen, Jason Noble, Matthew Segal, Lynn Susholtz

Board Members Absent

Mark Bolton

Staff in Attendance

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

Guests Present

Jenny Hall – SDPD Community Relations Officer, Tyler Renner – Office of Councilmember Chris Ward, Kelsey Tapia – San Diego City Attorney, Alissa Gabriel – City of San Diego, Anna Gamboa – A7D Creative Group, Jason Weisz – Office of Senate Pro Tempore Toni Atkins, Ketra Carter – Downtown San Diego Partnership

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

- A. Meeting called to order at 8:04

**II. Adoption of Agenda**

- A. Motion to pull item 3, section 8 and adopt agenda as amended by Chris Blankinship, seconded by David Gamboa, all in favor.

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

- A. No comment

**IV. Announcements**

- A. Angela Landsberg announced the Holiday Party and Business Mixer. She also stated that the next Executive Committee meeting will be on Monday, January 7<sup>th</sup> instead of January 4<sup>th</sup>.

**V. Consent Items**

- A. Approval of minutes from the November 8th, 2018 meeting of the North Park Main Street Board of Directors.
- B. Approval of Financial Report
- C. Motion to approve consent items by Matt Gordon, seconded by Jason Nobel, all in favor.

**VI. Information Items**

- A. Ketra Carter: Downtown Partnership Clean & Safe Homeless Outreach Overview
  - 1. Ketra gave a presentation on their outreach program. She described the services offered, the profile of the people served, program goals, and success stories by program recipients.

## VII. Community Reports

- A. North Park Thursday Market: Brian Beevers
  - 1. Brian Beevers presented some financial statistics for the month of November, the formation of a rain policy, and a new schematic for the market.
- B. Police Report: Jenny Hall
  - 1. Jenny thanked NPMS for the Toyland Parade.
- C. State Senator Toni Atkins, District 49: Jason Weisz
  - 1. Jason distributed a newsletter, spoke on voter supported daylight savings time, and announced that the Senator will attend the NPMS Holiday Party and Business Mixer.
- D. Assembly Member Todd Gloria, District 78: Mikaela Valk
  - 1. No report
- E. County Supervisor Ron Roberts, Fourth District: Nerea Urtasun
  - 1. No report
- F. San Diego Council Member Chris Ward: Tyler Renner
  - 1. Tyler distributed a newsletter, thanked NPMS for the Toyland Parade, mentioned the new City council, and announced that Chris Ward is the new chair on the regional homeless task force.
- G. City of San Diego, Economic Development Department: Alissa Gabriel
  - 1. Alissa spoke on placemaking activation.
- H. North Park Planning Committee: Tim Taylor
  - 1. The planning committee did not meet in November. No report.
- I. North Park Maintenance Assessment District (MAD): Angela Landsberg
  - 1. Angela Landsberg announced beginning in January, NPPBID Maintenance Manager Freddie Carruthers will represent North Park Main Street at MAD meetings. There will be a focus on reserves held in the MAD budget.

## VIII. Presidents Report:

- A. 501 c3
  - 1. Angela spoke on the benefits of forming a 501 c3 arm of NPMS, gave a history of our current 501 c6 status, and presented a proposal to move the process forward.
  - 2. PROPOSED MOTION: *SHALL THE NORTH PARK MAIN STREET BOARD OF DIRECTORS APPROVE ENTERING INTO A CONTRACT WITH ARTEMIS SPYRIDONIDIS TO INITIATE THE FORMATION OF A 501 C3?*
  - 3. Motion approved by Matt Gordon, seconded by Pat Cowan, all in favor
- B. Marketing Communications Proposal
  - 1. PROPOSED MOTION: *SHALL THE NORTH PARK MAIN STREET BOARD OF DIRECTORS APPROVE THE MARKETING COMMUNICATIONS CONTRACT WITH A7D CREATIVE GROUP*
  - 2. Motion approved by Chris Blankinship, seconded by Matt Gordon, abstention by David Gamboa, remainder in favor.
- C. Search Engine Optimization and Content Proposal
  - 1. Item pulled from the agenda

- D. Change to NPMS Bylaws: Addition of Thursday Market Board Seat.
  - 1. Angela gave an overview for the need to have a Thursday Market representative on the Board of Directors. The change will allow market Manager Brian Beevers to serve as the administrator for Electronic Benefits Transfer at the Thursday Market.
  - 2. Motion to add Brian Beevers to the North Park Main Street Board of Directors by Matt Gordon, seconded by Steve Billings, all in favor.
  - 3. Brian Beevers was seated on the NPMS Board of Directors as the North Park Thursday Market representative.

**IX. Executive Directors Report (Angela Landsberg)**

- 1. Angela gave a presentation on projects in the various NPMS Committees: Design, Promotions, and Business Development Committees.

**X. Standing North Park Committee Reports**

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

- 1. Deferred to Angela Landsberg report

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

- 1. Deferred to Angela Landsberg report.

**C. Business Development Committee (Andrew Greenberg)**

- 1. Deferred to Angela Landsberg report.

**XI. Adjournment**

- A. Motion to adjourn by Jason Nobel, seconded by David Gamboa, all in favor.
- B. *ADJOURN MEETING at 9:30 AM*

**NEXT MEETING:** January 10, 2018 at 8:00 AM, North Park Main Street Administrative Office

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

Alfred Kerendian, Board Secretary