

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

ATTENDANCE

Board Members Present

Joseph Balestrieri (President), Al Kerendian (Secretary), Andrew Greenberg (Treasurer)
Chris Blankinship, Mark Bolton, Steve Billings, Steve Blasingham, David Gamboa, Matt Gordon, Jason Noble, Matthew Segal

Board Members Absent

Paris Landen, Lynn Susholtz

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,
Michaela Valk – Office of Assemblymember Todd Gloria, Oscar Amador – Plumb Loco Inc., Chesiree Katter – SDSU Journalism Student, Dorothy Dupree – Victoria House/North Park Toyland Parade

I. Call to Order and Self-Introductions

- A. Meeting called to order at 8:07

II. Adoption of Agenda

- A. Motion to adopt agenda by David Gamboa, Seconded by Al Kerendian

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

- A. Dorothy Dupree announced the North Park Toyland Parade and encouraged attendance and participation.

IV. Announcements

- A. Angela Landsberg announced Taste of North Park

V. Consent Items

- A. Motion to approve minutes, agenda, and approve the North Park Main Street slate of Executive Officers: President – Joseph Balestrieri, Vice President – Steve Blasingham, Treasurer – Andrew Greenberg, Secretary – Alfred Kerendian and serve as check signers at SDCCU, Union Bank, and US Bank on behalf of North Park Main Street (delete Troy Geyer as Vice President) by Matt Gordon, seconded by Matthew Segal. All in favor.

VI. Community Reports

- A. North Park Thursday Market: Brian Beevers
 1. Brian presented revenues from the market and NPMS for both 2017 and 2018. He reported that NPMS is making more profit than last year.
 2. He presented the results of the market vendor survey and gave a vendor report. He reported that the market is ahead on vendors even with recent losses.
 3. Brian spoke on issues of expanding and contracting the footprint of the market.
 4. Brian spoke on marketing efforts including a coupon program which resulted in an increase in \$1500 in sales.
 5. A report was given on the Electronic Benefit Transfer program, reporting that he will take on the responsibility of the program.
 6. He spoke on programming at the market and new equipment.
 7. Angela Landsberg reported that NPMS received a \$20k grant from Supervisor Ron Roberts for market lighting.

- B. Police Report: Jenny Hall
 - 1. Jenny reported on crime in the district including the apprehension of the suspect in the Stubborn Goat break in. She also presented a flier for National Prescription Take Back Day.
- C. State Senator Toni Atkins, District 49: Jason Weisz
 - 1. No report
- 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 gave a report on subjects/legislation/projects being addressed by Councilmember Chris Wards office including Airbnb's, the polystyrene ban, and a homeless forum.
- G. City of San Diego, Neighborhood Investment Manager: Elizabeth Studebaker
 - 1. No report
- H. North Park Planning Committee: Angela Landsberg
 - 1. Angela asked Steve Billings to give a report of NPPC meetings at the future Board meetings.
 - 2. She reported that the kiosk and Garage Art Project were both presented at the meeting and both were approved. The Garage Art Project was granted a letter of support by the committee.
- I. North Park Maintenance Assessment District (MAD): Jake Romero
 - 1. Jake reported on the red sidewalk scuffing by motorized scooters issue being addressed by the MAD. The previous red sidewalk repair is no longer under warranty. MAD will pay for removal after investigating best method for repair.

VII. Presidents Report:

- A. Marketing Request for Quote
 - 1. Angela Landsberg presented three options for a marketing RFQ for FY 19 at three different price points. After a discussion, option B was chosen.
 - 2. Motion to approve option B allocating \$45k for marketing by Matt Gordon, seconded by Pat Cowan, abstention by Davis Gamboa, remainder in favor.

VIII. Proposed Polystyrene Ban

- 1. Angela Landsberg reported that NPMS conducted a survey of restaurants in North Park to determine who was already complying with the proposed ban with the goal of releasing a press release promoting green sustainable restaurants in the district.

IX. Taste of North Park

- 1. Angela Landsberg gave an update on ticket sales. She reported sales were up.

X. Small Business Saturday

- 1. Angela Landsberg gave an update on plans for the event including giveaways, restaurant promotions and free rides for shoppers that day.

XI. Ray at Night

1. A discussion on the future of the event was held.
2. Angela Landsberg reported that there had been increased interest in the event. Proposed having the event one more time in November to gauge further success.
3. Joseph Balestrieri advocated for having the event quarterly.
4. The consensus from the group was to have the event quarterly and to restructure it.

XII. Standing North Park Committee Reports

A. Design Committee (Lynn Susholtz)

1. Angela Landsberg reported on projects being vetted through the committee: wayfinding and the North Park Art Project.

B. Promotions Committee (David Gamboa)

1. David Gamboa reported on projects addressed in the last meeting: Festival of Arts, Thursday Market, Taste of North Park, Ray at Night, San Diego Beer Week, Woolworth's mural, and Small Business Saturday.

C. Business Development Committee (Andrew Greenberg)

1. Andrew reported on the progress being made during the second session of the vision charrette. Committee to work on a tour of North Park for tourism industry people.

XIII. Executive Director's Report (Angela Landsberg)

- A. See attached

XIV. Adjournment

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

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

Respectfully Submitted by: _____

Alfred Kerendian, Board Secretary

Executive Director's Report

October 2018

****Proposed action items**

Abbreviations:

"BID" = Business Improvement District

"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

PROGRAMMATIC, NEIGHBORHOOD, AND SAN DIEGO INFORMATION

NPMS STAFF & BOD PROJECTS:

Developer Tour – NPMS staff participated in 2 developer tours in September. One was organized by Civic San Diego and the other was a tour of foreign investors from Canada.

North Park Parking Garage – The finalists for the project were selected by the committee and have been sent to the Commission for Arts and Culture for approval.

Wayfinding Signs in North Park – NPMS received 20k for the design, fabrication and installation of wayfinding signs throughout the district. The next step is to identify locations for the signs. This project will be vetted through the Design Committee.

Explore North Park Magazine – The next issue is scheduled to be released and distributed in early October. Please contact executive director for interest in placing an ad.

Target – Target is scheduled to open in March 2019. NPMS staff has been in communication with the store executives and will continue to work with them as the store opens.

Homeless Outreach Worker – NPMS has spearheaded a project to address homelessness. This project is a collaboration between City Heights CDC, City Height BIA, Price Charities, Supervisor Ron Roberts, & Councilmembers Ward and Gomez. Currently, the group is waiting on grant funding. The next phase will be the hiring of the outreach worker in coordination with People Assisting the Homeless (PATH). The one year pilot project is expected to begin in January.