

Board Members Present

Joseph Balestrieri (President), Lara Worm (Secretary), Andrew Greenberg, Jason Weisz, Paris Landen, Colin Matthewson, Steve Billings, David Gamboa, Johnny Mercado, Matthew Segal, Han Tran, Patrick Garbani, Laura Weiss

Board Members Absent

Pat Cowan

Staff in Attendance

Angela Landsberg (Executive Director), Jamie Southerland (Marketing Assistant)

I. Call to Order and Self-Introductions

Meeting called to order at 9:01 am.

II. Adoption of Agenda

- A. One modification to agenda: removal of item #8.
- B. Motion to adopt agenda without item #8 by Joe Balestrieri, seconded by Patrick Garbani.

III. Public Comment and items not on the agenda (3-minute limit per person)

- A. No public comments.

IV. Announcements

- A. No announcements.

V. Consent Items

- A. Motion to approve minutes and financial report made by Joseph Balestrieri, seconded by David Gamboa, all in favor.

VI. Information Items

- A. Executive Committee
 - I. Laura Weiss self-nominates to fill the seat for Steve Blasingham, Steve Billings seconds. No abstains, all in favor.
 - II. Hello Birdie's Cindy Cate is elected as the new Board President; Joe Balestrieri is elected as Vice President; Lara Worm is elected as Secretary; Han Tran is elected as Treasurer.
 - III. Motion to approve slate of Executive Committee seats made by Johnny Mercado, David Gamboa seconds, all in favor.
- B. Property and Business Improvement District (PBID) Renewal

- I. Angela discusses how the PBID is up for renewal; however, rather than a PBID, it will now be a Maintenance Assessment District. The new name will be North Park Public Improvement District (NPPID).
- C. Paycheck Protection Program (PPP)
 - I. Angela discusses North Park Main Street's (NPMS) PPP eligibility. NPMS was assigned to a federal loan officer. NPMS will be eligible for about \$50,000. A motion to allow the Executive Director to enter into the Paycheck Protection Program with Union Bank by David Gamboa, seconded by Joseph Balestrieri, all in favor.
- D. 30th Street Bike Lane
 - I. Lara Worm discusses how the bike lane will affect local businesses that are already struggling due to the pandemic. David Gamboa and Angela Landsberg discuss the need for better communication with the City. Angela Landsberg will create a letter template for business owners and concerned neighbors to send to the Mayor.
- E. Projects
 - I. Tammy Piehl discusses 'Spread the Love,' a gift-a-meal program that creates revenue for local businesses and provides meals to Feeding San Diego.
 - II. Mady Richardson gives a presentation on the updated North Park Farmers Market.
 - III. The Homeless Outreach Program is funded for another year.
 - IV. The Mini Park's engravings were approved.

Community Reports

- VII. Police Report: Jenny Hall
 - A. There were three commercial break-in. One suspect stole a truck. On January 26th, a Dark Horse Coffee window was smashed with a rock. Target was broken into, as well as a church. On January 14th, Whips n' Furr's Boutique was broken into and a pair of boots were stolen. Two taggers have been arrested.
- VIII. State Senator Toni Atkins, District 49: Jason Weisz
 - A. Jason Weisz discusses the Small Business Grant, how to safely reopen schools and the vaccine rollout.
- IX. Assembly Member Todd Gloria, District 78: Kohta Zaiser
 - A. Kohta discusses the City's budget deficit, small business loans and the eviction moratorium.
- X. County Supervisor Nathan Fletcher, Fourth District: Makana Rowan
 - A. No report.
- XI. San Diego Council Member Stephen Whitburrn: Ryan Darsey
 - A. Ryan discusses two community forums coming up.
- XII. North Park Planning Committee (NPPC): Steve Billings
 - A. Steve Billings discusses bike racks and bike lanes. NPPC elections are coming up.
- XIII. North Park Thursday Market: Mady Richardson

A. No report.

Executive Directors Report

A. No report.

Adjourn

A. Motion to adjourn at 10:38 by Steve Billings, seconded by Han Tran, all in favor. Next meeting is March 11, 2021 at 9:00 AM.