

North Park Main Street | Minutes of the Board of Directors Meeting 3939 Iowa Street Suite 2,  
San Diego CA 92104  
March 11<sup>th</sup>, 2021

**Board Members Present**

Cindy Cat (President), Joseph Balestrieri (Vice President), Lara Worm (Secretary), Andrew Greenberg, Paris Landen, Colin Matthewson, Steve Billings, David Gamboa, Johnny Mercado, Han Tran (Treasurer), Patrick Garbani, Laura Weiss

**Board Members Absent**

Pat Cowan, Matthew Segal

**Staff in Attendance**

Angela Landsberg (Executive Director), Jamie Southerland (Marketing Assistant), Mady Richardson (Thursday Market Manager)

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

Meeting called to order at 9:06 am.

**II. Adoption of Agenda**

A. Motion to adopt agenda by Joe Balestrieri, seconded by Han Tran.

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

A. No public comments.

**IV. Announcements**

A. Lara Worm announces socially-distanced event at Bivouac Ciderworks for St. Patrick's Day.

**V. Consent Items**

A. Motion to approve consent agenda with the addition of Cindy Cate added to the minutes from last month's board meeting made by David Gamboa, seconded by Joseph Balestrieri, all in favor.

**VI. Information Items**

A. Annual Report

I. Angela Landsberg goes over North Park's 2020 Annual Report and discusses North Park Main Street's last fiscal year: financials, funding, virtual events, homeless outreach, the farmer's market, the new pressure washing services, and more.

II. Angela Landsberg announces that Taste of North Park will occur this fall, and the next Festival of Arts of will take place in May 2022.

B. Property and Business Improvement District (PBID) Renewal

- I. Angela Landsberg discusses the new page on the North Park Main Street website that details the work that the Property and Business Improvement District (PBID) does. She also discusses the survey made to receive feedback from property owners within the assessment district.
- C. Committee Opportunities
  - I. Board President Cindy Cate discusses the new “Relaunch North Park” Committee, meant to revitalize North Park after the Covid-19 pandemic.
  - II. Mid-City Community Police Committee: Angela discusses the need for a committee that prioritizes communication with local police about issues involving local crime, the homeless community in North Park, and more.
- D. University Avenue Mobility Project
  - I. Angela Landsberg gives an update on the project.

### **Community Reports**

- VII. Police Report: Jenny Hall
  - A. According to Jenny Hall, there was one commercial break-in at a law firm located on Polk Avenue on February 26<sup>th</sup>. There was also one report of vandalism: windows were broken at Los Alejandro’s restaurant located on Oregon Street.
- VIII. State Senator Toni Atkins, District 49: Jason Weisz
  - A. No report; absent.
- IX. Assembly Member Todd Gloria, District 78: Kohta Zaiser
  - A. No report; absent.
- X. County Supervisor Nathan Fletcher, Fourth District: Aaron Burgess
  - A. Aaron Burgess discusses a community workshop hosted by the City which gives San Diegans the chance to give insight on how funding will be distributed: vaccines, small business relief, etc.
- XI. San Diego Council Member Stephen Whitburrn: Benny Cartwright, covering for Ryan Darsey
  - A. Benny Cartwright discusses a new environmental program headed by the City. The city will also be launching rental assistance soon. He mentions that Kohta Zaiser and Ryan Darsey had met with the City about parklets and outdoor dining.
- XII. North Park Planning Committee (NPPC): Steve Billings
  - A. Steve Billings discusses the proposed short term rental ordinance.
- XIII. North Park Thursday Market: Mady Richardson
  - A. Mady Richardson gives an update on the Thursday Market. The hours will be extending to 7:30pm. There are nine new vendors. There will be a live mural painting on March 25<sup>th</sup>. She is looking to bring in live music.

### **Executive Directors Report**

- A. No report.

### **Adjourn**

- A. Motion to adjourn to a closed session at 10:25 by David Gamboa, seconded by Joseph Balestrieri, all in favor. Closed meeting adjourns at 10:36am. Next meeting is April 8<sup>th</sup>, 2021 at 9:00 AM.