

North Park Main Street | Minutes of the Board of Directors Meeting 3939 Iowa Street Suite 2,
San Diego CA 92104
April 8th, 2021

Board Members Present

Cindy Cate (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, Patrick Cowan, Matthew Segal

Board Members Absent

None

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 David Gamboa, all in favor.

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

- A. Executive Director Angela discusses a large tree being cut down on 30th Street because it was “obstructing a car door”. Now, it is up to the property owners to pay to replace the tree. The tree was reported on the Get it Done app. She believes jobs like this should be approved before any action is taken.
- B. Angela mentions how San Diego County has entered the Orange Tier.

IV. Announcements

- A. No announcements.

V. Consent Items

- A. Motion to approve consent items by Joe Balestrieri, seconded by Lara Worm. All in favor with one abstention by David Gamboa.

VI. Information Items

- A. Relaunch Efforts
 - I. Cindy Cate discusses the “Relaunch North Park” promotional video that Sarsis donated to North Park Main Street to assist in revitalizing the business district once fully reopened.
 - II. Angela Landsberg discusses the North Park Book Fair. The date has moved to June 19th due to more lenient Covid-19 restrictions. There will be various artists and book vendors.

- III. Angela Landsberg announces that Taste of North Park will occur this fall on October 9th, 2021.
 - B. 30th Street Pipeline/Bike Lane
 - I. Angela Landsberg discusses how there is a delay in repaving 30th Street because the City has detected a leak in the newly installed pipe.
 - II. Angela Landsberg mentions the additional construction due to the installation of 5G on 30th Street.
 - C. Pressure Washing/Graffiti Removal
 - I. North Park Main Street's (NPMS) pressure washing system has been recovered and NPMS has begun offering pressure washing services again.
 - D. Removal of Twinkle Lights
 - I. Angela Landsberg talks about how the twinkle lights have been removed due to high costs and people continually stealing the power outlets for themselves.
 - II. Steve Billings suggests an "Adopt a Tree" program that allows business to pay for and/or sponsor a tree with lights in the neighborhood.

Community Reports

- VII. Police Report: Jenny Hall
 - A. No report; absent.
- VIII. State Senator Toni Atkins, District 49: Jason Weisz
 - A. Jason Weisz informs everyone that full reopening in San Diego County will occur on June 15th, 2021.
 - B. Angela Landsberg asks about shifting the census lines in North Park, so they do not cut right in-between the business district.
- IX. Assembly member Chris Ward, District 78: Christopher Gris
 - A. Christopher Gris discusses gun control law changes. He also gives an update on Covid-19 rates and vaccination distribution. He offers to provide a fact sheet regarding indoor and outdoor events.
- X. Assembly Member Todd Gloria, District 78: Kohta Zaiser
 - A. Kohta Zaiser discusses an outreach program occurring at the convention center and the rental assistance program.
- XI. County Supervisor Nathan Fletcher, Fourth District: Aaron Burgess
 - A. Aaron Burgess discusses how Nathan Fletcher's office passed the creation of a Homeless Equitable Solutions Program. He also mentions how all county fees for the event sector have been waived to help them recover.
- XII. San Diego Council Member Stephen Whitburrn: Ryan Darsey
 - A. No report; absent.
- XIII. North Park Planning Committee (NPPC): Steve Billings
 - A. Steve Billings discusses the North Park Planning Committee elections.
- XIV. North Park Thursday Market: Mady Richardson
 - A. Mady Richardson gives an update on the Thursday Market. Three new vendors have joined the market since the last meeting. She is working on bringing in a

bread vendor. She also discusses incorporating a vintage market down the street.

Executive Directors Report

- A. No report.

Adjourn

- A. Motion to adjourn at 10:36 AM by Joseph Balestrieri, seconded by Steve Billings, all in favor.

Next meeting is May 13th, 2021 at 9:00 AM.