

BOARD OF DIRECTORS MEETING MINUTES
North Park Organization of Businesses, Inc. | DBA NORTH PARK MAIN STREET
North Park Main Street Board of Directors Meeting
May 13th, 2021 at 9:00 am

ATTENDANCE

Board Members Present

- Cindy Cate, President
- Joseph Balestrieri, Vice President
- Han Tran, Treasurer
- Patrick Garbani
- Colin Mathewson
- David Gamboa
- Johnny Mercado
- Steve Billings
- Laura Weiss
- Paris Landen

Board Members Absent

- Lara Worm, Secretary
- Andrew Greenberg
- Matthew Segal
- Patrick Cowan

Staff in Attendance

- Angela Landsberg (Executive Director)
- Mady Richardson (North Park Market Manager)
- Karine Muschinske (Administrative Assistant)

Guests Present

- Aaron Burgess - County Supervisor Nathan Fletcher, Fourth District
- Darron Roach – Dunedin, Manager
- Jenny Hall - SDPD Community Relations Office
- Ryan Darsey - San Diego City Council Member Stephen Whitburn
- Kohta Zaiser - Assembly Member Todd Gloria, District 78
- Steve Billings - North Park Planning Committee (NPPC)

I. Call to Order and Self-Introductions (9:00 am)

- a. Meeting called to order at 9:02am

II. Adoption of Agenda

- a. Request to move item e, section VI (Parking Meters) as an edit item to be an Action item, not as a Consent item. Motion: Cindy Cate, Seconded: Joseph Balestrieri, all in favor.
- b. Motion to adopt revised agenda: David Gamboa, Seconded: Han Tran, all in favor.

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

- a. Colin Mathewson: St. Luke’s Episcopal is partnered with PATH and is offering a small scale free shower/hygiene service to community members that began in October, 2020. The program is averaging about 6 community participants a day.
- b. Colin Mathewson: St. Luke’s is also the host for the café MAKE Project, Sat 11am – 1pm. There is also a new catering enterprise in the works to be held on Sunday nights. MAKE café was formerly part of IRC, is now an independent non-profit organization sponsored through Mission Edge.
Angela Landsberg: Congratulated the St. Luke’s programs and emphasized the importance of these community support programs and how they enrich and create a sense of community.
- c. Cindy Cate: Colin’s announcements for the community were great to hear. Cindy wished to send a “Congrats” to businesses that have opened in North Park recently. Welcome to new staff member Karine Muschinske. Patrons returning to NP, as a community member and NP business owner, it prompted me to ask myself “How am I actively creating for North Park?” NPMS supports over 750+ businesses and growing, and as business owners we can offer in-kind donations and expertise, contributions/donations for events, offering to have boots on the ground assistance from businesses. Please reach out to me for a spark of an idea, Thank You for all that you do.

Angela Landsberg: Thank You to all of you for the work you have done over the timeline of NPMS.

- d. Joe Balestrieri: The Office Bar will now be open F/Sat/Sun at 6pm this week, and after May 20th The Office will be open Th/F/Sat/Sun. To add onto previous comments: It has been a rough year, and many businesses feel there is a renaissance for North Park on the horizon.
- e. Angela Landsberg: The Lights On North Park Event will be held Thursday, May 20th at 7:15pm near the North Park sign. NPMS is asking for all business owners to show up to make it a special celebration, with an aim of at least 100 people attending event complete with photography and drone footage.
- f. Angela Landsberg: MTS used photographs owned by NPMS without permission to promote their WORK SHOP PLAY campaign. Currently requesting a meeting with their offices through our contacts but have not had a response yet.

IV. Consent Items (9:18)

- a. **MOTION TO APPROVE ALL CONSENT ITEMS LISTED ON THE NORTH PARK MAIN STREET BOARD OF DIRECTORS MEETING AGENDA.** Motion: Joe Balestrieri, Second: David Gamboa, all in favor.

V. Parking Meters (9:20)

- a. North Park Main Street would like full support from the Board to begin gathering information. This does not mean that NPMS will be approving installation of meters, just researching the possibility.
- b. **MOTION TO APPROVE NORTH PARK MAIN STREET'S RESEARCH ON INSTALLATION OF PARKING METERS ALONG 30TH STREET.** Motion: Matthew Segal, Second: David Gamboa, all in favor.

VI. Community Reports: (9:45)

1. Police Report: Jenny Hall

- **4/30** Speedway gas station assault w/ vehicle –altercation led to one patron hitting another at 15-20mph. Witnesses and video led to the driver in custody a few days later and charged.
- **Seguaro's** – Parking enforcement officers called an altercation of two females fighting, throwing chairs, condiments. Employees attempted to stop the fight and were physically assaulted as a result. Offenders were arrested on assault.
- **4/11** break-in 12:30am, North Park Hardware, 3090 University. Display items stolen, alarm tripped, no arrests have been made as they are waiting on video footage.
- Angela Landsberg: A street light pole was hit by drunk driver on University & Iowa on Sunday night. As a result, the light pole and bike racks gone. No personal injuries. What's the process for getting back the streetlight and bike racks replaced? Jenny stated that she will work with a County Rep. on this request and report back.

2. County Supervisor Nathan Fletcher, Fourth District: Aaron Burgess

- District Office will be creating office of immigrant/refugee affairs, and they are seeking insight on how to shape this office, if you know anyone that can help let us know.
- As of now we have 200k Pfizer vaccines reserved for youth members, if you wish to have a vaccine party, our office can set you up with a mobile clinic. Gov. Newsome's visit to San Diego led to a press conference announcement of \$12billion towards to be allocated towards California's homeless issues/mental health care budget is in process.
- Aaron will connect with Colin for insight on development of the immigrant/refugee affairs committee. The District's office is unsure how much of the \$12b is being given to San Diego city, let alone to North Park, and their office will have to revisit this topic later.

3. San Diego City Council Member Stephen Whitburn: Ryan Darsey

- Emergency Ordinance deferring payments on permits for SDPD regulated occupations and businesses, extends permits by 3 months for those expiring 3/31/21 – 2/28/22 and lowers the fee at end of extension by 25%.
- 5/15 Budget Priority pop-up event at North Park Community park 10am-Noon. Purpose: input from community for budget priority and speak to Staff & Council Member about concerns. Socially distanced & masks.
- North Park Mini park: Jason Grani, Assistant Deputy Director of Engineering & Capital Projects, resuming construction within the month. Park and Rec. deferred all inquiries to Jason Grani.
- NPMS Board Members can help inform public on the 5/15 Budget Priority pop-up budget.
Angela Landsberg: requested to be added to communication distribution lists for events SDCC is working on.

4. North Park Planning Committee (NPPC) - Steve Billings

- Recently hosted a meeting re: complaints/issues how election was handled, and it was decided to move ahead with the election results as they were handled.

5. Assembly Member Todd Gloria, District 78 - Kohta Zaiser

- Budget review hearings concluded this week and reports will be coming out in the next two weeks.
- North Park Garage is an item of discussion at the North Park Planning subcommittee for Kohta/Ryan/Angela to discuss– this meeting was canceled, and the subject was never discussed. Kohta suggested a side meeting to speak further in this issue re: offers to businesses, customers and Market attendees. Next conversation needs to be with NPMS, Kohta will connect with Arash Kahvazadeh, Chair, North Park Planning Committee. It was suggested to get Jeff Zinner involved as well. *Please contact Kohta directly at: ZaiserK@sandiego.gov*

6. North Park Thursday Market: Mady Richardson

- \$3,188 income March 2021 from the market
- Staff cost reduced in April & May, expected to increase moving forward.
- Vendor costs will increase in June because of increased revenue reported from vendors.

VII. Executive Directors Report (Angela Landsberg)

1. Angela gave a presentation on projects in the various NPMS areas of focus: Organizational Management, Program Creation and Oversight, Municipal Advocacy and Member Services
2. Angela explained new PBID services, Upcoming NPMS events and the need for focus on fundraising.
3. There was a presentation on the Maintenance Assessment District Formation JAN 2023.

Adjournment (10:13am)

MOTION TO ADJOURN THE BOARD OF DIRECTORS MEETING.

Motion: Joseph Balestrieri

David Gamboa: Question on the times/days will be affected by PBID – all of Iowa – concerns of cars off the streets

Adjournment (10:16am)

MOTION TO ADJOURN THE BOARD OF DIRECTORS MEETING.

Motion: Joseph Balestrieri Second: Steve Billings, all in favor.