

CANDIDATE STATEMENTS

NORTH PARK PROPERTY & BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS ELECTION, 2021

North Park Organization of Businesses, Inc. | DBA North Park Main Street

The following 7 responses have been reproduced from the candidate applications for the board of directors. The order of the candidate names on this statement is alphabetic by the applicant's LAST name. Please read each response before voting. Candidates may be contacted via email.

Joseph Balestrieri

Property Representative | The Office Bar | 3936 30th Street, San Diego, CA 92104 | jb@theofficebarsd.com

I've owned & operated a business in North Park since 2008. I am aware of the challenges and dynamics of what goes on outside those four walls. As the neighborhood continues to evolve, I want to continue to participate and foster its development with intention. I've worked with & volunteered for North Park Main Street for over 10 years. I've had the pleasure of serving on the Board of Directors in many capacities; first as Treasurer, then as President, now as Vice President.

Steve Billings

Property Owner | CKS Acquisition LLC | 3112 University Avenue, San Diego, CA 92104 | U31bar@gmail.com

I want to serve on the Board because the work North Park Main Street does is very important. North Park is growing and changing rapidly and I feel it's important to have a diverse board to steward its growth and manage the needs and desires between residents, business owners and property owners. I feel I bring a unique perspective because I am a business owner, property owner and a resident of North Park.

Andrew Greenberg

Property Owner | Trilogy Management | 315 Fourth Ave., San Diego, CA 92101 | andrew@trilogymanagement.com

As a long time property owner in North Park and the greater San Diego area, I believe that it is extremely important to have input and involvement in the various issues, projects, development, and happenings of our community. Whether it be the development of the North Park Mini Park, 30th Street Pipeline Project, installation of bike lanes/removal of parking, soliciting new businesses/driving traffic to existing businesses, tackling homelessness in the area, or etc, I would like to continue helping shape North Park in a way that I believe is most beneficial for our various property and business owners.

William Lopez

Property Representative | Rise & Shine Hospitality Group | 2726 and 3180 University Avenue, San Diego, CA 92104 | william@altstrategies.com

With over 20 years of experience as the owner of a PR and marketing firm based in North Park, I have been serving local businesses such as Breakfast Republic, City Tacos, Metl, Mr. Moto, The Original 40 Brewing, and more. Becoming a North Park Main Street Board Member will allow the opportunity to continue giving back to the community I love. In addition to having a business in North Park, I attend Mission Gathering Christian Church, which is currently holding services out of the VASA event space in North Park. My involvement with, and passion for, the North Park community makes me an excellent candidate for this position.

STATEMENTS CONTINUED ON REVERSE SIDE OF THIS DOCUMENT

Colin Mathewson

Property Owner | Saint Luke's Episcopal Church | 3725 30th St, San Diego, CA 92104 | colin@stlukesnorthpark.org

I believe I can add an important nonprofit perspective to the board of NPMS as a NPPBID representative. My wife Laurel and I serve as co-pastors of St. Luke's Episcopal Church, which is a diverse congregation of Sudanese Americans, recent Congolese refugees, and native North Parkers. We strive for justice and healing in this hurting world and care about the wellbeing of all who live in this neighborhood. I believe that my training in sociology, community development, and ethics and my experience working with a variety of cultures will serve the board of NPMS and the NPPBID well.

Johnny Mercado

Community Representative | La Boheme Condominiums, 3950 Ohio St, San Diego, CA 92104 | johnny.mercado@fsresidential.com

I would like to contribute in helping make North Park the best business and residential district in the city.

Mathew Segal

Property Owner | Jonathan Segal FAIA, | 3000 Upas St, San Diego, CA 92104 | general@sdlofts.com

I would like to serve as your NPPBID representative because I believe North Park has a vast untapped potential which through this newly formed BID can be revealed. It is of the utmost importance to me that the additional tax assessment be applied most efficiently for the largest benefit for the community as a whole, resulting in a noticeable change to both the residents and the businesses.

NORTH PARK ORGANIZATION OF BUSINESSES, INC. DBA NORTH PARK MAIN STREET

BALLOT

**BOARD OF DIRECTORS ELECTION, 2021
NORTH PARK PROPERTY & BUSINESS IMPROVEMENT DISTRICT**

The candidates on this ballot are listed in alphabetical order by LAST name.

If you make an error on your ballot, correct it in ink and accompany the ballot with a clearly written explanation. Ballots incorrectly completed will not be counted.

For a Director of the North Park Property & Business Improvement District (NPPBID) to be elected, he/she must receive a majority of eligible votes cast in this election. There are seven (7) eligible NPPBID candidates in this 2021 North Park Main Street property owner board of directors' election.

Ballots must be postmarked or received in person no later than 5:00 pm, September 30, 2021.

New NPPBID board members will be seated at our board of directors' meeting in October 2021.

Cast your vote(s) by placing an "X" by the name(s) that follow.

There are eight (8) available seats in this election and seven (7) candidates.

You may vote for up to seven (7) candidates.

All seven (7) candidates seated in this election will serve until December 2022.

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|---|--------------------------|
| <input type="checkbox"/> Joseph Balestrieri | Property Representative |
| <input type="checkbox"/> Steve Billings | Property Owner |
| <input type="checkbox"/> Andrew Greenberg | Property Owner |
| <input type="checkbox"/> William Lopez | Property Representative |
| <input type="checkbox"/> Colin Mathewson | Property Owner |
| <input type="checkbox"/> Johnny Mercado | Community Representative |
| <input type="checkbox"/> Mathew Segal | Property Owner |