



North Park Main Street | Minutes of the Board of Directors Meeting
3939 Iowa Street Suite 2, San Diego CA 92104
October 14, 2021

Board Members Present

Cindy Cate (President), Joseph Balestrieri (Vice President), Han Tran (Treasurer), Lara Worm (Secretary)

Colin Matthewson, David Gamboa, Johnny Mercado, Laura Weiss, Matthew Segal, Patrick Garbani, Steve Billings, William Lopez

Board Members Absent

Andrew Greenberg

Staff in Attendance

Jake Romero, Mady Richardson

I. Call to Order and Self-Introductions

A. Meeting called to order at 9:01 am.

II. Adoption of Agenda

A. Motion to adopt agenda moving item VI c (North Park Property & Business Improvement District Elections) to item II by Joseph Balestrieri, seconded by David Gamboa, all in favor.

B. North Park Property & Business District Elections

I. Board President Cindy Cate announced and seated the following candidates: Joseph Balestrieri, Steve Billings, Andrew Greenberg, William Lopez, Colin Mathewson, Johnny Mercado, and Mathew Segal.

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

A. Sean Karafin with the City of San Diego Economic Development Department spoke on a Business Improvement District accountability survey.

B. Lara Worm asked what the mission of the Economic Development Department was.

- C. Cindy Cate stated that the survey had gone out to North Park Main Streets members.

IV. Announcements

- A. Brijet Myers announced Sonofest to be held on Sunday, December 5th, 2021, from 11:00 am to 5:00 pm.

V. Consent Items

- A. Motion to approve the minutes from the September 9, 2021 meeting of the board of directors by Steve Billings, seconded by David Gamboa. All in favor.
- B. Motion to approve the August Financial report by Han Tran, seconded by Mathew Segal. All in favor.

VI. Information Items

- A. Presentation: North Park Mini-Park Pedestrian Improvements
 - I. Mathew Kiehler and Nicole George of the City of San Diego gave a presentation on a proposed bus lane next the North Park Theater, addition of a promenade, and restriping.
- B. Executive Directors Report
 - I. Executive Director Angela Landsberg was not in attendance. Board President Cindy Cate gave a report in her stead. She reported on a successful and sold-out Taste of North Park, Business Mixer Gala to be held on October 26th, Small Business Saturday to be held on November 27th, Book Fair to be held on December 11th, The University Avenue Mobility Project in phase 1, and parking meters to be installed on 30th Street.
- C. North Park Property & Business Improvement District Elections
 - I. Moved to section II, item b.
- D. North Park Main Street Meetings
 - I. Motion to move November Executive Committee meeting to Thursday, November 4th, and November Board of Directors meeting to November 10th by David Gamboa, seconded by William Lopez. All in favor.

VII. Community Reports

- A. Police Report: Jenny Hall
 - I. Jenny gave an incident report on assault and battery in North Park.
- B. State Senator Toni Atkins, District 39, Jason Weisz
 - I. Jason gave a report on the legislature, funding for small businesses and low to mid income Californians, and the patio dining emergency extension.

- C. Assemblymember Chris ward, District 78, Christopher Gris
 - I. No report
- D. San Diego Mayor Todd Gloria, Khota Zaiser
 - I. No report
- E. County Supervisor Nathan Fletcher, Fourth District, Aaron Burgess
 - I. No report
- F. San Diego City Council Member Stephen Whitburn, Ryan Darsey
 - I. Ryan reported on short term rentals, scooters, and street vendor regulations.
- G. North Park Planning Committee, Steve Billings
 - I. No report
- H. North Park Thursday Market, Mady Richardson
 - I. Mady reported on the market moving to winter hours, efforts to have EBT available at the market, and the Jefferson Elementary Fundraiser on October 28th.

VIII. **Closed Session**

- A. Administrative review

IX. **Reopen to Regular Meeting**

- A. Motion to conclude closed session by David Gamboa, seconded by Joseph Balestrieri, all in favor.

X. **Adjourn**

- A. Adjourn at 10:10
No meeting in November

Executive Directors Report: section VI, item B.

