

Andrew Greenberg

Andrew Greenberg currently serves as the Vice President of Trilogy Real Estate Management, an owner/operator of over 1.5 million square feet of retail, office, residential, commercial, hotel and mixed-use properties. In his role at Trilogy, Mr. Greenberg oversees portfolio performance, manages property level operations, and evaluates potential acquisition opportunities. Prior to joining Trilogy in 2017, he received a BA in Accounting from the University of Southern California, an MBA from Columbia Business School, and worked as an Associate with one of the top 10 largest private equity developer in the world, Tishman Speyer.

Cindy Cate

As a North Park resident and business owner, Cindy enjoys taking an active role in her community. She takes pride in her mission to bring social value to the community by creating employment opportunities that treat employees fairly and with respect. In her free time, she enjoys supporting local North Park businesses with her family. Whether it be walks to the weekly farmer's market, ice cream with her kids or having her doodle groomed at the local spot, she is sure to shop local first!

Colin Mathewson

The Rev. Colin Mathewson graduated from Valhalla High School in East County, San Diego, and Stanford University with a degree in Urban Studies. He's since served as a campaign manager, community organizer, press assistant, executive assistant, foundation program officer, and as a volunteer in El Salvador before starting seminary in 2010. He and his wife Laurel graduated from The School of Theology of the University of the South in Sewanee, Tennessee in 2013 and served together as deacons and priests at St. Paul's Cathedral until becoming vicars-in-charge at St. Luke's Episcopal in North Park. He also serves as a part-time pastor at St Matthews in National City. He and Laurel have two kids who keep them busy and laughing, and Colin enjoys sports, cooking, eating, and reading.

Han Tran

Han Tran has been a board member of North Park Main Street since 2020, currently serving as Treasurer. She has lived in San Diego for over 40 years since immigrating here with her family from Vietnam in 1980.

Han graduated from UCSD with a degree in Communication, but her roots are cemented in small business, which she believes is the core of every thriving community. Han and her husband have been small business owners since 2003, previously operating the now shuttered Ebisu Sushi in Hillcrest for 17 years. They now continue to own and operate Shank & Bone, a modern Vietnamese restaurant, here in North Park. Han and her family have enjoyed witnessing the growth and evolution of North Park over the years, and especially the sense of community here.

Johnny Mercado

Johnny Mercado is the onsite General Manager of La Boheme Owners Association which is located in the heart of North Park. La Boheme is comprised of two buildings which has 224 residential units with 6 retail units. The building houses roughly 450 residents. Johnny spends most of his days working and shopping in North Park.

Joseph Balestrieri

Joseph Balestrieri has been the operating partner at The Office Bar since 2008 & served Boards of Directors in North Park for over 10 years.

At North Park Main Street, he was Board President, Treasurer, & now VP. During that tenure he's helped plan various large-scale fundraising events such as: the North Park Toyland Parade, Taste of North Park, North Park Festival of the Arts, World Cup 2014 & 2018 outdoor viewing parties.

For the North Park Community Association, he's fundraised for & planned the Bird Park Summer Concerts, Community Forums & neighborhood cleanups.

For the new North Park Business & Neighborhood Foundation, he's programming activation for the new North Park Mini-Park for 2022.

Laura Weiss

Laura is Co-Owner of Mila, a vintage and contemporary boutique located in North Park. She is a native San Diegan and after a 25-year career in Los Angeles as a Wholesale Fashion Executive, moved back to San Diego. She opened Mila boutique in late 2019 with her business partner and joined the North Park Main Street Board of Directors in 2021. In her previous career as an Executive, Laura focused on Sales Management, Product and People. In her current role as an owner of a boutique in North Park, she is able to utilize her experience in sales and fashion and take it to a personal and community level. Every conversation with someone who walks in the door not only allows her to style them, but to get to know them and inform them about all North Park (and San Diego) has to offer. As a Board Member, she is able to combine all her experience to help North Park continue to be a thriving and diverse community.

Lara Worm

Lara Worm, owner of Bivouac Ciderworks, a craft cidery and restaurant in the heart of North Park, is a native San Diegan and third-generation San Diego business owner. Prior to owning Bivouac, Lara spent 10 years as an Assistant United States Attorney. Bivouac's brand values include outdoor adventure, women's empowerment, and championing undervalued communities in the outdoor and craft beverage space, which makes North Park's diverse community the perfect place to be. Lara is honored to be able to serve the North Park business community by being on the Board of NPMS, and dedicates her time and energy to making North Park a great place to live, work, and play!

Mathew Segal

Matthew Segal and the Segal family architect as developer business have resided in north park for nearly 8 years at their property they developed and operate “the north parker” They believe the north park community is rich in history and as San Diego develops the small mom and pop shop texture will remain. They are vested in the north park community and it’s strategic growth into the future.

Patrick Garbani

I am a strong advocate for the neighborhood which I love. My wife and I own Home + Hound in North Park. I earned my Bachelor’s in Business Administration, majoring in Finance and my Master of Accounting. I hold an active CPA license with over 15 years in finance, accounting and banking. In addition, I am a Senior Manager of Accounting at Qualcomm. Previous experience includes positions at Tyler Technologies, a software company developing software for state and local governments, and a big four accounting firm, KPMG, which included audit work for the city of Detroit, Michigan.

Steve Billings

Steve Billings is a native San Diego and has lived in North Park for 15 years. He is blessed to consider himself a business and property owner in North Park. He and his wife, and his daughter frequently visit the many restaurants, shops and small businesses throughout North Park. It gives them great pleasure enjoying and supporting the neighborhood they call home.

Steve and Patricia are co-owners of Original 40 Brewing and U31 Bar. Steve is also involved with investment properties located in the heart of North Park.

William Lopez, PhD

After starting a PR + Marketing career in his hometown of Chicago, William moved to San Diego, and in 2000, founded Alternative Strategies. For over 20 years, he has acted as Principal of Alternative Strategies, and his marketing and communications firm has expanded to become one of San Diego’s leading agencies of its kind. Alternative Strategies now represents over 50 top restaurants, bars and hospitality groups throughout Southern California, along with a host of successful businesses in other industries which include retail, commercial real estate and business complexes. William’s professional dreams have been realized with the many awards he and his team have received, the increased growth of his client list, and the legacy of success his clients have enjoyed throughout the years.

William holds a bachelor’s degree in Business Marketing and a master’s and doctorate in Education from Northwestern University-Chicago. He gained significant marketing and PR expertise during his tenure at such noted companies as Nordstrom’s, Enterprise Car Rental, Thrifty Car Rental, Nine West, and Planet Hollywood. Working with these companies gave William an inside look at everything from franchise-based organizations to national corporations, equipping him to know how to help businesses of every size succeed.