

North Park Main Street | Minutes of the Board of Directors Meeting
Meeting Location: North Park Main Street, 3939 Iowa St.; San Diego, CA 92104
Thursday, October 13th | 9:00am

Board Members Present

William Lopez (President), Patrick Garbani (Treasurer)

Andrew Greenberg, Han Tran, Jenna Hanson, Johnny Mercado, Steve Billings

Board Members Absent

Jim Sakrison, Matt Nault, Joseph Balestrieri

Staff in Attendance

Mark West, Will Baker

Community Attendees

Jenny Hall (SDPD Mid City) Anna Hopkins (A7D) David Gamboa (A7D) Rhea Aguinaldo (EDD)
Latrell Crenshaw (EDD) Ani Mavoyaw (EDD)

- I. Call to Order & Self-Introductions
 - A. Meeting Called to order at 9:21
- II. Adoption of Agenda
 - A. Motin to adopt agenda by Han Tran, seconded by Jenna Hanson; all in favor
- III. Public Comments on Items Not on Agenda
 - A. The full board expressed their gratitude for William Lopez’s hard work to keep NPMS running through a change in leadership for the organization.
 - B. Taste of North Park Report – Anna from A7D
 - i. Main corridor handled around 1k orders
 - ii. Need to make sure restaurants can handle current sample size before expanding Taste
- IV. Announcements
- V. Community Reports
 - A. SPPD - Jenny Hall
 - i. Two break-ins in September. 1st at The Taco Stand on 9/1/22. 2nd at the UPS Store on 9/29/22.
 - ii. One assault with deadly weapon (chair) at US Bank.
 - iii. One road rage incident on 9/27/22 by Smart & Final.
 - iv. Local man, Ricky, is back in North Park / Adams Avenue area. Disconnecting wiring and damaging equipment.
 - v. Waiting for details about the new town hall with the captain. The meeting will be a opportunity for the police to receive feedback from the community.

- B. State Senator, Toni Atkins – absent
 - C. San Diego City Mayor, Todd Gloria – absent
 - D. Assembly Member, Chris Ward – absent
 - E. County Supervisor, Nathan Fletcher – absent
 - F. San Diego City Council Member, Stephen Whitburn – absent
 - G. North Park Planning Committee – no report
 - H. North Park Business & Neighborhood Foundation – absent
 - I. EDD Community Relations - Rhea Aguinaldo, Latrell Crenshaw
 - i. Rhea is the point of contact for MAD related items
 - ii. Latrell is point of contact for BID related items
 - iii. Ani Mavoyaw is shadowing EDD team on a fellowship coming from Armenia
 - iv. PBID PO for \$160k issued, must spend all funds
 - v. Business engagement stats
 - 1. 65 inquiries in the past month
 - 2. 98% responded to within 2 days
 - vi. EDD increased staffing
 - vii. General help email contact is sdbusiness@sandiego.gov
 - viii. Storefront Improvement Program
 - 1. Free design service + 50/50 match up to \$8,000 from the city
 - 2. There is a budget for 120 façade improvements and currently no one is in line for the program
- VI. Consent Items
- A. Motion to approve the minutes from the September 8th meeting of the North Park Main Street Board of Director
 - i. Motion by Han Tran, seconded by Andrew Greenberg; 6 yes & 1 abstain
 - B. Motion to Approve the financial report
 - i. Motion by Patrick Garbani, seconded by Steve Billings; all in favor
- VII. Executive Director's Report
- A. Mark can be contacted at 619 307 9247
 - B. 90 Day Goals
 - i. Meet with all elected officials
 - ii. Start business forums held out in the community
 - iii. SWOT analysis of NPMS
 - C. Meeting with CM Whitburn
 - i. Installing shade canopies in the mini park, timeline TBD
 - D. Meeting with Price Philanthropies
 - i. Looking to grow the outreach model started through Mid-City Outreach
 - ii. Possibly reallocating funds for Mid-City Outreach to focus on developing a community connections hub. Believes city has the blueprint to replicate its success and provide sustainable funding for outreach.
 - E. Winter Taste & Tunes
 - i. NPMS's December event – ice skating and holiday fun.
 - 1. Sponsorship tier opportunities

- a. \$1k
- b. \$2.5k
- c. \$5k

VIII. President's Report

- A. Motion to Approve David Martin to NPMS Board of Directors
 - i. Motion by William Lopez, seconded by Han Tran; 6 yes 1 abstain; **Passed**
 - B. Lafo K has stepped down as a board member.
 - C. North Park Music Festival set for May 27th & 28th
- IX. Adjourn Regular Meeting and Enter Closed Session at 10:05
- A. Legal matters covered
- X. Adjourn Closed Session and Reopen to Regular Meeting at 10:20
- XI. Adjourn at 10:20
- A. Motion to adjourn by Jenna Henson, seconded by Steve Billings; all in favor