



BOARD OF DIRECTORS AGENDA

Thursday, April 13th, 2023 at 9 am
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online
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Passcode: tvR8G2

- I. Call to Order / Introductions
- II. Additions to Agenda **ACTION ITEM**
- III. Public Comment on Items NOT on Agenda (3-minute limit per person)
- IV. Community & Government Liaison Reports **INFO ITEM**
 - A. Police Report Jenny Hall
 - B. Congressman Scott Peters, District 50 Cesar Solis
 - C. State Senator Toni Atkins, District 39 Stopher Vallejo
 - D. San Diego City Mayor, Todd Gloria Kohta Zaiser
 - E. Assembly Member Chris Ward, District 78 Chris Gris
 - F. County Supervisor Nathan Fletcher, Fourth District Lauren McDondald
 - G. San Diego City Council Member Stephen Whitburn Logan Braydis
 - H. Economic Development Department Rhea Aguinaldo
 - I. North Park Planning Committee (NPPC) Steve Billings
 - J. North Park Business & Neighborhood Foundation (BANF) Joseph Balestrieri
- V. Consent Items
 - A. Approval of Previous Board Meeting Minutes **ACTION ITEM**
 - B. Approval of Financial Report **ACTION ITEM**
 - i. Treasurer’s Report
 - ii. Balance Sheet, Feb 2023
 - iii. Profit & Loss Statement, Feb 2023
- VI. Executive Director Report **INFO ITEM**
 - A. NPMF Ticket Update
 - B. Leveraging Connections
 - C. Events
 - i. Past
 1. Sea Tavern Ribbon Cutting
 2. Cong. Scott Peters North Park Tour
 3. Farmers Market Conference
 4. IDA Conference
 5. Coffee with Janessa Goldbeck
 - ii. Future
 1. Granada House Ribbon Cutting – 04/13 at 5pm
 2. NP Clean Up – 4/22 at 9am - REGISTER
 3. Business Forum II – 5/11 at 2pm – RSVP
 4. Bike Anywhere Pit Stop – 5/18
 5. NPMF – May 27 & 28
 - D. EPONICS Update (Will)
 - E. iCommute Employer Survey (Will)
- VII. President’s Report
- VIII. Recognition of Outstanding Work

IX. Motion to Adjourn
Next Meeting: May 11th 2023, at 9:00 am

ACTION ITEM

NORTH PARK MAIN STREET
Balance Sheet
 As of February 28, 2023

	Feb 28, 23	Notes
ASSETS		
Current Assets		
Checking/Savings		
SAN DIEGO COUNTY CREDIT		
101-00 · PBID Savings Account - #00	65.00	
101-90 · PBID Checking Account - #95	77,295.77	
Total SAN DIEGO COUNTY CREDIT	77,360.77	
PETTY CASH		
10070 · General Office Petty Cash	200.00	
PETTY CASH - Other	698.74	
Total PETTY CASH	898.74	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993	34,443.97	
10130 - Savings Acct - 3944	50,001.43	
10120 · Farmer's Market - 7186	9,678.97	
10100 - General Checking - 3557	9,972.50	
Total UNION BANK ACCOUNTS	104,096.87	
Total Checking/Savings	182,356.38	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	144,043.21	<i>SED January & February, BID December, January & February</i>
Total Accounts Receivable	144,043.21	
Other Current Assets		
Employee Loan	360.01	
Total Other Current Assets	360.01	
Total Current Assets	326,759.60	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	4,000.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(10,589.34)	
Total FIXED ASSETS	4,671.22	
Total Fixed Assets	4,671.22	
Other Assets		
Refundable Security Deposits	3,629.00	storage garage deposit and mobile storage unit for FM. Office Rent deposit.
Total Other Assets	3,629.00	
TOTAL ASSETS	335,059.82	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	25,906.94	
Total Accounts Payable	25,906.94	
Credit Cards		

NORTH PARK MAIN STREET

Balance Sheet

As of February 28, 2023

	<u>Feb 28, 23</u>	<u>Notes</u>
Credit Cards		
Home Depot	4,710.65	
Total Credit Cards	<u>4,710.65</u>	
Total Credit Cards	4,710.65	
Other Current Liabilities		
1510 · Clearing Account	830.44	Company Transfers
PBID Grant	10,000.00	Two grants at \$5,000/each
ACCRUED PAYABLES	12,409.00	
20295 · PAYROLL TAXES PAYABLE		
20305 · FEDERAL, FICA, MEDICARE	0.02	
20295 · PAYROLL TAXES PAYABLE - Other	1,909.62	Employee Retirement payable
Total 20295 · PAYROLL TAXES PAYABLE	<u>1,909.64</u>	
Total Other Current Liabilities	<u>25,149.08</u>	
Total Current Liabilities	<u>55,766.67</u>	
Total Liabilities	55,766.67	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	250,632.77	
30015 · NET ASSETS	29,405.48	
Net Income	(16,574.10)	
Total Equity	<u>279,293.15</u>	
TOTAL LIABILITIES & EQUITY	<u><u>335,059.82</u></u>	

NORTH PARK MAIN STREET
Profit & Loss
February 2023

	Feb 23	Jul '22 - Feb 23	Notes - February
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	9,500.00	
40022 · PBID Assessments - Income			
40022a · PBID - Reimbursements	0.00	184,193.78	
			PBID Funds - Not received these are funds that were advanced when PBID was establish in 2018.
40022 · PBID Assessments - Income - Other	0.00	46,420.80	
Total 40022 · PBID Assessments - Income	0.00	230,614.58	
40025 · SED - Special Enhacement Dist	67,358.58	130,398.93	February SED Reimbursement
40021 · BID Assessments Advance	6,237.44	52,349.06	February BID
40160 · GRANTS - TEMP RESTRICTED			
PBID Grants	5,000.00	5,000.00	
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	17,893.00	
Total 40160 · GRANTS - TEMP RESTRICTED	5,000.00	22,893.00	
70010 · INTEREST INCOME	1.43	18.35	
40040 · SPECIAL EVENTS INCOME			
40058 · Holiday Events	0.00	1,194.20	
40066 · Taste of North Park			
Boutique Participation	0.00	3,250.00	
Ticket Sales	0.00	96,261.22	
Total 40066 · Taste of North Park	0.00	99,511.22	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	11,950.00	90,948.00	
Total 40045 · FARMER'S MARKET	11,950.00	90,948.00	
Total 40040 · SPECIAL EVENTS INCOME	11,950.00	191,653.42	
40150 · MISCELLANEOUS INCOME			
40170 · Homeless Project - Mid City	0.00	93.00	
40164 · Marketing	0.00	45.00	
40156 · PROW Program	0.00	150.00	
40150 · MISCELLANEOUS INCOME - Other	0.00	60.00	
Total 40150 · MISCELLANEOUS INCOME	0.00	348.00	
Total Income	90,547.45	637,775.34	
Gross Profit	90,547.45	637,775.34	
Expense			
Donations	1,000.00	1,000.00	
Consulting Services	0.00	57,009.99	
51510 · PROMOTION			
51514 · Marketing			

NORTH PARK MAIN STREET
Profit & Loss
February 2023

	Feb 23	Jul '22 - Feb 23	Notes - February
51514a · Small Business Saturday	0.00	(100.00)	Voided Checks from previous year
51514 · Marketing - Other	0.00	258.87	
Total 51514 · Marketing	0.00	158.87	
51515 · WEB SITE	0.00	1,340.34	
Total 51510 · PROMOTION	0.00	1,499.21	
51537 · SED - Special Enhancement Dist			
SED - Sanitation	29,414.10	60,871.24	
SED - Landscaping	4,994.00	9,160.57	
SED - Improvement & Econ Dev	4,895.83	10,683.67	
SED - Safety Programs	4,947.30	8,030.30	
SED - Administration	14,485.86	36,973.02	
Total 51537 · SED - Special Enhancement Dist	58,737.09	125,718.80	
SPECIAL EVENTS & PROJECTS			
51530 · Holiday Events	0.00	25,659.31	
51527 · PBID - Spec Assessmt Dist costs			
PBID - Other	0.00	2,600.00	
PBID - Administration	0.00	4,444.23	
PBID - Improvements & Econ Dev	0.00	12,662.28	
PBID - Landscaping	0.00	4,416.41	
PBID - Sanitation	0.00	43,090.97	
Total 51527 · PBID - Spec Assessmt Dist costs	0.00	67,213.89	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	19,428.00	
Taste - Advertising	0.00	75.00	
Taste - Supplies/Materials	0.00	2,634.46	
Taste - Miscellaneous	0.00	347.76	
Taste - Printing	0.00	1,361.82	
Total 51520 · Taste of North Park	0.00	23,847.04	
51522 · Community Profile	0.00	313.85	
51300 · HOLIDAY DECORATION	0.00	3,970.08	
51800 · OUTSIDE SERVICES	0.00	1,600.00	
51900 · PERSONNEL	0.00	1,501.00	
52004 · FESTIVAL			
52004L · Beer Gardens&Craft Block			
52004la · Cocktail/Beer Garden	0.00	833.00	
52004L · Beer Gardens&Craft Block - Othe	0.00	424.00	
Total 52004L · Beer Gardens&Craft Block	0.00	1,257.00	
52004A · Contractors (Admin/Profession)	10,000.00	10,847.50	
52004B · Music&Dancers (Artist/ Entert)	0.00	(246.09)	Voided Checks from previous year
52004D · Marketing/Advertising	0.00	340.00	
52004F · Permits (Other)	0.00	350.00	
Total 52004 · FESTIVAL	10,000.00	12,548.41	
52010 · DESIGN			
52015 · BANNER PROGRAM EXPENSES	0.00	11,536.34	

NORTH PARK MAIN STREET
Profit & Loss
February 2023

	Feb 23	Jul '22 - Feb 23	Notes - February
Total 52010 · DESIGN	0.00	11,536.34	
52200 · FARMER'S MARKET			
52200L · Staffing	2,750.38	29,252.93	
52200A · Facility Expense	3,007.35	22,364.83	
52200B · Marketing & Promotions	2,120.85	6,207.85	
52200C · Materials & Supplies	0.00	2,149.35	
52200D · Rent	71.44	571.52	
52200E · Taxes & Licenses	338.00	7,551.18	
Total 52200 · FARMER'S MARKET	8,288.02	68,097.66	
Total SPECIAL EVENTS & PROJECTS ORGANIZATION	18,288.02	216,287.58	
50040 · Hospitality	382.72	2,621.74	
50070 · INSURANCE			
General Liability Insurance	0.00	5,089.50	
Directors & Officers Insurance	0.00	3,053.00	
Workers Compensation Insurance	0.00	(2,113.00)	Audit refund 12/22
Total 50070 · INSURANCE	0.00	6,029.50	
50080 · TRAVEL & Parking	14.00	20.25	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	6,500.00	
61100a · Bookkeeping	3,000.00	25,763.50	
Total 61100 · ACCOUNTING	3,000.00	32,263.50	
61200 · BANK SERVICE FEES			
Merchant Fees	410.32	4,889.52	
61200 · BANK SERVICE FEES - Other	35.00	117.49	
Total 61200 · BANK SERVICE FEES	445.32	5,007.01	
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	500.00	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	1,247.65	2,487.54	
50135 · COMPUTER SUPPLIES - Other	370.00	2,694.32	
Total 50135 · COMPUTER SUPPLIES	1,617.65	5,181.86	
50155 · COPIER LEASE	207.26	2,027.43	
50060 · DUES & SUBSCRIPTIONS	0.00	979.80	
50035 · HEALTH INSURANCE	211.13	3,898.54	
50105 · LEGAL	0.00	0.00	
50150 · OFFICE SUPPLIES & EXPENSES	144.75	1,906.08	
65600 · PAYROLL PREP FEES	283.50	2,840.13	
50075 · POSTAGE	0.00	2.20	
50020 · RENT-OFFICE	1,650.00	24,395.45	
50100 · REPAIR & MAINTENANCE	0.00	209.00	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	9.00	9.00	
Employee Advance	0.00	807.81	
Gross Payroll - reimb from PBID	0.00	0.00	

NORTH PARK MAIN STREET
Profit & Loss
 February 2023

	Feb 23	Jul '22 - Feb 23	Notes - February
50046 · PBID - Maintenance Payroll	0.00	74,389.54	
50028 · ADMINISTRATIVE ASSISTANT	0.00	1,444.69	
50027 · ASST. DIRECTOR	0.00	3,033.91	
50026 · EXECUTIVE DIRECTOR	0.00	30,349.88	
50030 · PAYROLL TAX EXPENSE	3,764.23	21,591.56	
50025 · STAFFING PAYROLL - Other	0.00	31,621.24	
Total 50025 · STAFFING PAYROLL	3,773.23	163,247.63	
50140 · TAXES & FEES	0.00	100.00	
50050 · TELEPHONE	0.00	(333.78)	Voided Checks from previous year
50145 · UTILITIES	571.88	1,918.14	
Total ORGANIZATION	12,301.44	252,814.48	
Total Expense	90,326.55	654,330.06	
Net Ordinary Income	220.90	(16,554.72)	
Other Income/Expense			
Other Expense			
Uncategorized	0.00	19.38	
Total Other Expense	0.00	19.38	
Net Other Income	0.00	(19.38)	
Net Income	220.90	(16,574.10)	