



BOARD OF DIRECTORS AGENDA

Thursday, May 11th, 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
 - III. Public Comment on Items NOT on Agenda (3-minute limit per person)
 - IV. Community & Government Liaison Reports
 - A. Police Report
 - B. Congressman Scott Peters, District 50
 - C. State Senator Toni Atkins, District 39
 - D. San Diego City Mayor, Todd Gloria
 - E. Assembly Member Chris Ward, District 78
 - F. San Diego City Council Member Stephen Whitburn
 - G. Economic Development Department
 - H. North Park Planning Committee (NPPC)
 - I. North Park Business & Neighborhood Foundation (BANF)
 - V. Consent Items
 - A. Approval of Previous Board Meeting Minutes
 - B. Approval of Financial Report
 - i. Treasurer’s Report
 - ii. Balance Sheet, March 2023
 - iii. Profit & Loss Statement, March 2023
 - VI. Executive Director Report
 - A. CMO Update
 - B. SBEP Funding
 - C. Motorcycle Parking
 - D. Events
 - i. Past
 - 1. Red Ribbon – Tesoro Preschool & Truffle
 - ii. Upcoming
 - 1. Business Forum II – Haven at 2pm TODAY
 - 2. Bike Anywhere Day – May 18th 6a-9a
 - 3. NPMF – Memorial Weekend
 - a. Promotions Update
 - b. Friday Event
 - E. Update on PATH & Mid City Homeless Outreach
 - F. Maintenance Update
 - i. Q1 Trip Hazard Review
 - ii. Maintenance App Soft Release Update
 - iii. Beautification & Trash Cans
 - 1. Crushed Mural
 - VII. President’s Report
 - VIII. Motion to Adjourn
- Next Meeting: June 8th 2023, at 9:00 am

ACTION ITEM

INFO ITEM

Jenny Hall
Cesar Solis
Stophor Vallejo
Kohta Zaiser
Chris Gris
Logan Braydis
Rhea Aguinaldo
Patrick Garbani

ACTION ITEM

ACTION ITEM

INFO ITEM

ACTION ITEM

NORTH PARK MAIN STREET
Balance Sheet
 As of March 31, 2023

	Mar 31, 23	Notes
ASSETS		
Current Assets		
Checking/Savings		
PETTY CASH		
10070 · General Office Petty Cash	200.00	
PETTY CASH - Other	1,192.74	
Total PETTY CASH	<u>1,392.74</u>	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993	27,256.57	
10130 - Savings Acct - 3944	30,003.03	
10120 · Farmer's Market - 7186	14,610.22	
10100 - General Checking - 3557	26,368.50	
Total UNION BANK ACCOUNTS	<u>98,238.32</u>	
Total Checking/Savings	99,631.06	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	216,916.05	<i>SED January, February & March, BID December, January, February & March</i>
Total Accounts Receivable	<u>216,916.05</u>	
Other Current Assets		
Employee Loan	160.01	
Total Other Current Assets	<u>160.01</u>	
Total Current Assets	316,707.12	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(10,589.34)	
Total FIXED ASSETS	<u>11,971.22</u>	
Total Fixed Assets	11,971.22	
Other Assets		
Refundable Security Deposits	3,629.00	storage garage deposit and mobile storage unit for FM. Office Rent deposit.
Total Other Assets	<u>3,629.00</u>	
TOTAL ASSETS	<u><u>332,307.34</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	15,392.73	
Total Accounts Payable	<u>15,392.73</u>	
Credit Cards		
Credit Cards		
Home Depot	5,230.14	
Total Credit Cards	<u>5,230.14</u>	

NORTH PARK MAIN STREET
Balance Sheet
 As of March 31, 2023

	<u>Mar 31, 23</u>	<u>Notes</u>
Total Credit Cards	5,230.14	
Other Current Liabilities		
1510 · Clearing Account	770.53	Company Transfers
PBID Grant	5,000.00	One grant at \$5,000/each
ACCRUED PAYABLES	12,409.00	
20295 · PAYROLL TAXES PAYABLE	0.00	
Total Other Current Liabilities	<u>18,179.53</u>	
Total Current Liabilities	<u>38,802.40</u>	
Total Liabilities	38,802.40	
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	(2,362.31)	
Total Equity	<u>293,504.94</u>	
TOTAL LIABILITIES & EQUITY	<u><u>332,307.34</u></u>	

NORTH PARK MAIN STREET
Profit & Loss
March 2023

	Mar 23	Jul '22 - Mar 23	Notes - March
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	11,300.00	20,800.00	US Bank & Music Fest Sponsors
40022 · PBID Assessments - Income			
40022a · PBID - Reimbursements	0.00	184,193.78	
40022 · PBID Assessments - Income - Other	0.00	46,420.80	PBID Funds - Not received these are funds that were advaced when PBID was establish in 2018.
Total 40022 · PBID Assessments - Income	0.00	230,614.58	
40025 · SED - Special Enhacement Dist	64,576.09	194,975.02	March SED Reimbursement
40021 · BID Assessments Advance	7,046.75	59,395.81	March BID
41140 · Grants	10,000.00	10,000.00	County Grant
40160 · GRANTS - TEMP RESTRICTED			
PBID Grants	5,000.00	10,000.00	
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	17,893.00	
Total 40160 · GRANTS - TEMP RESTRICTED	5,000.00	27,893.00	
70010 · INTEREST INCOME	1.60	19.95	
42030 · PUBLIC CONTRIBUTIONS	200.00	200.00	
40040 · SPECIAL EVENTS INCOME			
40058 · Holiday Events	2,100.00	3,294.20	
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	
40050 · FESTIVAL OF ARTS			
40054 · VENDOR INCOME / Booths	2,950.00	2,950.00	
Total 40050 · FESTIVAL OF ARTS	2,950.00	2,950.00	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	16,135.00	107,083.00	
Total 40045 · FARMER'S MARKET	16,135.00	107,083.00	
Total 40040 · SPECIAL EVENTS INCOME	21,185.00	212,838.42	
40150 · MISCELLANEOUS INCOME			
40170 · Homeless Project - Mid City	0.00	93.00	
40164 · Marketing	15.00	60.00	
40156 · PROW Program	0.00	150.00	
40150 · MISCELLANEOUS INCOME - Other	0.00	60.00	
Total 40150 · MISCELLANEOUS INCOME	15.00	363.00	
Total Income	119,324.44	757,099.78	
Gross Profit	119,324.44	757,099.78	
Expense			
Donations	1,000.00	1,000.00	
Consulting Services	0.00	57,009.99	
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	0.00	(100.00)	Voided Checks from previous year

NORTH PARK MAIN STREET
Profit & Loss
March 2023

	Mar 23	Jul '22 - Mar 23	Notes - March
51514 · Marketing - Other	100.00	358.87	
Total 51514 · Marketing	100.00	258.87	
51515 · WEB SITE	0.00	1,340.34	
Total 51510 · PROMOTION	100.00	1,599.21	
51537 · SED - Special Enhancement Dist			
SED - Sanitation	29,268.68	90,730.92	
SED - Landscaping	4,206.24	13,366.81	
SED - Improvement & Econ Dev	6,096.79	16,780.46	
SED - Safety Programs	4,388.55	12,418.85	
SED - Administration	6,794.30	43,767.32	
Total 51537 · SED - Special Enhancement Dist	50,754.56	177,064.36	
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	4,443.90	
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	67,213.56	
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 - Other	0.00	424.00	
Total 52004L · Beer Gardens&Craft Block	0.00	1,257.00	
52004A · Contractors (Admin/Profession)	0.00	10,847.50	
52004B · Music&Dancers (Artist/ Entert)	0.00	(246.09)	Voided Checks from previous year
52004D · Marketing/Advertising	3,000.00	3,340.00	
52004F · Permits (Other)	730.88	1,080.88	
52004H · Staging (Techl Prod)	10,440.00	10,440.00	
Total 52004 · FESTIVAL	14,170.88	26,719.29	
52010 · DESIGN			
52015 · BANNER PROGRAM EXPENSES	0.00	11,536.34	

NORTH PARK MAIN STREET
Profit & Loss
March 2023

	Mar 23	Jul '22 - Mar 23	Notes - March
Total 52010 · DESIGN	0.00	11,536.34	
52200 · FARMER'S MARKET			
52200L · Staffing	2,530.75	31,783.68	
52200A · Facility Expense	2,846.69	25,211.52	
52200B · Marketing & Promotions	165.00	6,372.85	
52200C · Materials & Supplies	135.27	2,284.62	
52200D · Rent	142.88	714.40	
52200E · Taxes & Licenses	1,206.00	8,757.18	
Total 52200 · FARMER'S MARKET	7,026.59	75,124.25	
Total SPECIAL EVENTS & PROJECTS ORGANIZATION	21,197.47	237,484.72	
50040 · Hospitality	0.00	2,621.74	
50070 · INSURANCE			
Volunteer Insurance	301.00	301.00	
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	301.00	6,330.50	
50080 · TRAVEL & Parking	485.90	506.15	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	6,500.00	
61100a · Bookkeeping	3,000.00	28,763.50	
Total 61100 · ACCOUNTING	3,000.00	35,263.50	
61200 · BANK SERVICE FEES			
Merchant Fees	564.84	5,454.36	
61200 · BANK SERVICE FEES - Other	88.25	205.74	
Total 61200 · BANK SERVICE FEES	653.09	5,660.10	
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	500.00	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	51.91	2,539.45	
50135 · COMPUTER SUPPLIES - Other	370.00	3,064.32	
Total 50135 · COMPUTER SUPPLIES	421.91	5,603.77	
50155 · COPIER LEASE	219.76	2,247.19	
50060 · DUES & SUBSCRIPTIONS	0.00	979.80	
50035 · HEALTH INSURANCE	868.63	4,767.17	
50105 · LEGAL	15,000.00	15,000.00	
50150 · OFFICE SUPPLIES & EXPENSES	494.07	2,400.15	
65600 · PAYROLL PREP FEES	482.25	3,322.38	
50075 · POSTAGE	0.00	2.20	
50020 · RENT-OFFICE	2,050.00	26,445.45	
50100 · REPAIR & MAINTENANCE	0.00	209.00	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	636.81	645.81	
Employee Advance	0.00	807.81	

NORTH PARK MAIN STREET
Profit & Loss
 March 2023

	Mar 23	Jul '22 - Mar 23	Notes - March
Gross Payroll - reimb from PBID	0.00	0.00	
50046 · PBID - Maintenance Payroll	0.00	74,389.54	
50032 · EXECUTIVE ASSISTANT	2,062.01	2,062.01	
50028 · ADMINISTRATIVE ASSISTANT	0.00	1,444.69	
50027 · ASST. DIRECTOR	0.00	3,033.91	
50026 · EXECUTIVE DIRECTOR	4,633.33	34,983.21	
50030 · PAYROLL TAX EXPENSE	3,045.69	22,727.61	
50025 · STAFFING PAYROLL - Other	0.00	31,621.24	
Total 50025 · STAFFING PAYROLL	10,377.84	171,715.83	
50140 · TAXES & FEES	0.00	100.00	
50050 · TELEPHONE	0.00	(333.78)	Voided Checks from previous year
50145 · UTILITIES	25.14	1,943.28	
Total ORGANIZATION	34,379.59	285,284.43	
Total Expense	107,431.62	759,442.71	
Net Ordinary Income	11,892.82	(2,342.93)	
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	11,892.82	(2,362.31)	