



# BOARD OF DIRECTORS AGENDA

Thursday, August 10<sup>th</sup>, 2023 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online

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- 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 Gonzalo Rocha-
  - Vazquez
  - D. San Diego City Mayor, Todd Gloria Kohta Zaiser
  - E. Assembly Member Chris Ward, District 78 Chris Gris
  - F. San Diego City Council Member Stephen Whitburn Logan Braydis
  - G. Economic Development Department Rhea Aguinaldo
  - H. North Park Planning Committee (NPPC) Patrick Garbani
  - I. North Park Business & Neighborhood Foundation (BANF) -----
- V. Consent Items **ACTION ITEM**
  - A. Approval of Previous Board Meeting Minutes **ACTION ITEM**
  - B. Treasurer’s Report
  - C. Approval of Financial Report **ACTION ITEM**
    - i. Balance Sheet, June 2023
    - ii. Profit & Loss Statement, June 2023
- VI. Executive Director Report
  - A. CMO Update
  - B. SANDAG Diamond Award
  - C. Taste of North Park Update
  - D. Senator Toni Atkins BID Support
  - E. Annual Report
  - F. Events
    - i. Business Forum
      - 1. East End Recap
      - 2. North End – September
    - ii. Community Coffee
      - 1. Councilmember Montgomery Steppe Recap
      - 2. Councilmember Whitburn – November 8<sup>th</sup> at 9am
  - G. Committee Meetings
    - i. Events & Promotions – 4<sup>th</sup> Tuesdays at 11 am
    - ii. Beautification – 4<sup>th</sup> Wednesdays at 2 pm
- VII. President’s Report
- VIII. Motion to Adjourn **ACTION ITEM**  
Next Meeting: September 14<sup>th</sup> 2023, at 9:00 am

# BOARD OF DIRECTORS MINUTES

Thursday, July 13<sup>th</sup>, 2023 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

- I. Call to Order / Introductions – 9:07 am
- II. Additions to Agenda **ACTION ITEM**
- III. Public Comment on Items NOT on Agenda (3-minute limit per person)
  - A. N/A
- IV. Community & Government Liaison Reports **INFO ITEM**
  - A. Police Report Jenny Hall
    - i. Target – Jenny has been working with Jade to improve security around underage alcohol left.
    - ii. Mark – young delinquents have been terrorizing local businesses, what can we do?
      - 1. Stefan – old branch was vandalized as well
      - 2. Jenny – continue to call 911 and forward any documentation.
    - iii. BBQ Pit – FM box is back there and Diamond parking is monitoring.
  - B. Congressman Scott Peters, District 50 -----
  - C. State Senator Toni Atkins, District 39 Gonzalo Rocha-Vazquez
    - i. Budget has passed: there is no ongoing cuts to current programs, no increase in middle class taxes, increases in funds to several services with the biggest being Cal-Trans clean-ups.
    - ii. State-wide fund for nonprofits managing BIDs
  - D. San Diego City Mayor, Todd Gloria -----
  - E. Assembly Member Chris Ward, District 78 -----
  - F. San Diego City Council Member Stephen Whitburn Logan Braydis
    - i. Implementation of unsafe camping ordinance underway. Enforcement of ordinance will start on July 30<sup>th</sup>. Progressive enforcement by PD starts with education on the law, warnings, and potential for arrest.
      - 1. Downtown partnerships showed a 20% drop in unhoused people living on the streets.
      - 2. Encampments have still been the biggest issue for North Park residents
  - G. Economic Development Department Rhea Aguinaldo
    - i. Working on closing out the FY for MAD & BIDs.
    - ii. Unused SED funds will roll over into fund balance
      - 1. NPMS can request access to fund balance through email for over-budget items or special projects
    - iii.
  - H. North Park Planning Committee (NPPC) Patrick Garbani
    - i. Rep went over housing package 2.0
  - I. North Park Business & Neighborhood Foundation (BANF) -----
- V. Consent Items
  - A. Approval of Previous Board Meeting Minutes – Han motioned, Jim seconded; 7-0-1 passed
  - B. Approval of Financial Report – Joe motioned, Patrick seconded; All in favor
    - i. Treasurer’s Report
      - 1. No major reports, hopefully next iteration will provide a more comprehensive view of North Park Main Street
    - ii. Balance Sheet, May 2023
    - iii. Profit & Loss Statement, May 2023
- VI. Executive Director Report
  - A. Time’s Article

- i. Anna – we can utilize a media kit on our page to help drive the narrative for our neighborhood
      - ii. Han – photocentric newsletter would be better
    - B. Bib-Gourmont for Mabel’s
    - C. North Park Music Festival Update
      - i. Need to improve fundraising for next iteration of the event. Will be hosted the weekend before Memorial Weekend
    - D. Clean Mobility Option Update
      - i. \$1.5 M grant to support micro-transit between North Park & City Heights.
      - ii. Application deadline for phase II is Aug. 16<sup>th</sup>
      - iii. Currently working through operating budget requirements to satisfy all parties
      - iv. Questions
        - 1. Is it stop to stop or on demand? – on demand
        - 2. Are 3 vehicles too small of a fleet? - similar size fleet deployed in Chula Vista & Pacific Beach
    - E. Taste of North Park Update
      - i. October 7<sup>th</sup>
      - ii. TIXR will be ticketing company
      - iii. A7D will be marketing & promotions
      - iv. Exploring VIP portion
      - v. Idea
        - 1. Shut down Ray Street for VIP area
    - F. Upcoming Events
      - i. Committee Meetings
        - 1. Events & Promotions – 4<sup>th</sup> Tuesdays at 11 am
        - 2. Beautification – 4<sup>th</sup> Wednesdays at 2 pm
      - ii. North Park Community Clean Up – July 29<sup>th</sup> at 9 am at Bivouac
      - iii. Ribbon Cutting Saigon Coffee – July 14<sup>th</sup> at 12 pm
      - iv. Business Forum – July 27<sup>th</sup> at 3pm at Botanica
      - v. Community Coffee
        - 1. Councilmember Whitburn – July 24<sup>th</sup> at 1230 pm
        - 2. Assemblymember Weber – July 26<sup>th</sup> at 930 am
        - 3. Councilmember Montgomery-Steppe – August 3<sup>rd</sup> at 930 am
    - G. Parking Pass Promotion (Will)
      - i. Will provide 25 businesses with 100 tickets
    - H. Maintenance App Hard Launch (Will)
      - i. Good response so far, will hard launch this next month
    - I. NPMS’s PROW Program (Will)
      - i. Remember to stay in compliance
    - J. Freddie back at work and healthy!
    - K. Farmers’ Market Box moved to behind BBQ pit.
  - VII. President’s Report
    - A. Sanjay has resigned from the board of directors.
    - B. Keep your eyes open for qualified board members
  - VIII. Motion to Adjourn **Patrick, Han; All in favor**
  - IX. **ACTION ITEM** Next Meeting: August 10<sup>th</sup> 2023, at 9:00 am

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of June 30, 2023

	<u>Jun 30, 23</u>	<u>Notes</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
<b>PETTY CASH</b>		
10070 · General Office Petty Cash	200.00	
PETTY CASH - Other	1,057.74	
<b>Total PETTY CASH</b>	<u>1,257.74</u>	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	96,101.82	
10131 · Savings Acct - 3944/USB 9440	48,408.77	
10120 · Farmer's Market - 7186/USB 1868	20,003.45	
10100 · General Checking - 3557/USB5574	59,786.52	
<b>Total UNION BANK ACCOUNTS</b>	<u>224,300.56</u>	
<b>Total Checking/Savings</b>	225,558.30	
<b>Accounts Receivable</b>		
<b>GENERAL ACCOUNTS RECEIVABLE</b>	202,133.22	<i>SED May &amp; June , BID Carryforward, City Fees &amp; Services, Tixr Sales</i>
<b>Total Accounts Receivable</b>	202,133.22	
<b>Other Current Assets</b>		
Employee Loan	115.00	
<b>Total Other Current Assets</b>	<u>115.00</u>	
<b>Total Current Assets</b>	427,806.52	
<b>Fixed Assets</b>		
<b>FIXED ASSETS</b>		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(10,589.34)	
<b>Total FIXED ASSETS</b>	<u>11,971.22</u>	
<b>Total Fixed Assets</b>	11,971.22	
<b>Other Assets</b>		
Refundable Security Deposits	3,629.00	storage garage deposit and mobile storage unit for FM. Office Rent deposit.
<b>Total Other Assets</b>	<u>3,629.00</u>	
<b>TOTAL ASSETS</b>	<u><u>443,406.74</u></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	28,136.76	
<b>Total Accounts Payable</b>	28,136.76	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
US Bank - WB 0142	910.16	
US Bank - FC 5135	172.39	

**NORTH PARK MAIN STREET**

**Balance Sheet**

As of June 30, 2023

	<u>Jun 30, 23</u>	<u>Notes</u>
US Bank - JC 7111	185.15	
USBank - JN 7126	1,781.18	
Home Depot	913.34	
<b>Total Credit Cards</b>	<u>3,962.22</u>	
Total Credit Cards	3,962.22	
<b>Other Current Liabilities</b>		
<b>ACCRUED PAYABLES</b>	<u>12,409.00</u>	
Total Other Current Liabilities	<u>12,409.00</u>	
<b>Total Current Liabilities</b>	<u>44,507.98</u>	
Total Liabilities	44,507.98	
<b>Equity</b>		
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	<u>103,031.51</u>	
Total Equity	<u>398,898.76</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>443,406.74</u></u>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2023

	Jun 23	Jul '22 - Jun 23	Notes - June
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	5,000.00	63,800.00	Music Fest Sponsors
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	
<b>Total 40022 · PBID Assessments - Income</b>	<b>0.00</b>	<b>230,614.58</b>	
40025 · SED - Special Enhancement Dist	86,702.77	436,185.99	June SED Reimbursement
40165 · Misc Income - Temp Restricted			
40168 · Bookkeeping Grant	3,000.00	6,000.00	Additional SBEP Funds FY23
40167 · City - Technical Assistance G	0.00	2,000.00	
<b>Total 40165 · Misc Income - Temp Restricted</b>	<b>3,000.00</b>	<b>8,000.00</b>	
40021 · BID Assessments Advance	6,621.63	79,736.79	June BID
41140 · Grants	0.00	30,000.00	
40160 · GRANTS - TEMP RESTRICTED			
PBID Grants	0.00	15,000.00	
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	17,893.00	
<b>Total 40160 · GRANTS - TEMP RESTRICTED</b>	<b>0.00</b>	<b>32,893.00</b>	
70010 · INTEREST INCOME	1.98	25.69	
40020 · BID REIMBURSEMENT	0.00	5,000.00	Carryforward BID
42030 · PUBLIC CONTRIBUTIONS	0.00	200.00	
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	500.00	
40058 · Holiday Events	0.00	3,294.20	
40066 · Taste of North Park			
Boutique Participation	0.00	3,250.00	
Ticket Sales	0.00	96,261.22	
<b>Total 40066 · Taste of North Park</b>	<b>0.00</b>	<b>99,511.22</b>	
40050 · FESTIVAL			
NPMF Merchchandise	0.00	2,804.69	
NPMF - Ticket Sales	0.00	95,091.10	
40056 · Beer Gardens-Craft Beer Block	0.00	44,661.69	
40130 · TOT/City Fees & Services GRANTS			
40115 · TOT-City and City Fees&Services	4,008.02	8,062.68	
<b>Total 40130 · TOT/City Fees &amp; Services GRANTS</b>	<b>4,008.02</b>	<b>8,062.68</b>	
40054 · VENDOR INCOME / Booths	0.00	15,665.00	
40050 · FESTIVAL - Other	2,428.30	2,428.30	
<b>Total 40050 · FESTIVAL</b>	<b>6,436.32</b>	<b>168,713.46</b>	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	17,609.00	154,197.31	
<b>Total 40045 · FARMER'S MARKET</b>	<b>17,609.00</b>	<b>154,197.31</b>	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>24,295.32</b>	<b>426,216.19</b>	
40150 · MISCELLANEOUS INCOME			
40170 · Homeless Project - Mid City	0.00	93.00	
40164 · Marketing	0.00	60.00	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2023

	Jun 23	Jul '22 - Jun 23	Notes - June
40156 · PROW Program	0.00	150.00	
40154 · Community Profile	125.00	125.00	
40150 · MISCELLANEOUS INCOME - Other	10,315.27	11,112.92	
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>10,440.27</b>	<b>11,540.92</b>	
<b>Total Income</b>	<b>136,061.97</b>	<b>1,324,213.16</b>	
<b>Gross Profit</b>	<b>136,061.97</b>	<b>1,324,213.16</b>	
<b>Expense</b>			
Donations	0.00	1,000.00	
Consulting Services	0.00	57,009.99	
52150 · Grant Expenses			
52158 · Technical Assistance City Grt	198.99	198.99	
52150 · Grant Expenses - Other	0.00	800.60	
<b>Total 52150 · Grant Expenses</b>	<b>198.99</b>	<b>999.59</b>	
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	0.00	(100.00)	Voided Checks from previous year
51514 · Marketing - Other	0.00	958.87	
<b>Total 51514 · Marketing</b>	<b>0.00</b>	<b>858.87</b>	
51515 · WEB SITE	0.00	1,340.34	
<b>Total 51510 · PROMOTION</b>	<b>0.00</b>	<b>2,199.21</b>	
51537 · SED - Special Enhancement Dist			
SED - Sanitation	32,396.44	191,026.48	
SED - Landscaping	0.00	13,622.78	
SED - Improvement & Econ Dev	6,921.68	60,155.01	
SED - Safety Programs	7,497.01	27,789.42	
SED - Administration	11,691.15	74,135.15	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>58,506.28</b>	<b>366,728.84</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
51536 · North Park Book Fair	737.12	737.12	
51530 · Holiday Events	0.00	26,409.31	
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	
<b>Total 51527 · PBID - Spec Assessmt Dist costs</b>	<b>0.00</b>	<b>67,213.56</b>	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	19,928.00	
Taste - Advertising	0.00	75.00	
Taste - Supplies/Materials	0.00	2,634.46	
Taste - Miscellaneous	0.00	367.14	
Taste - Printing	0.00	1,361.82	
<b>Total 51520 · Taste of North Park</b>	<b>0.00</b>	<b>24,366.42</b>	
51522 · Community Profile	0.00	1,213.85	
51300 · HOLIDAY DECORATION	0.00	3,970.08	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2023

	Jun 23	Jul '22 - Jun 23	Notes - June
51800 · OUTSIDE SERVICES	0.00	1,600.00	
51900 · PERSONNEL	0.00	1,501.00	
52004 · FESTIVAL			
52004J · Printing - general items	0.00	8,175.13	
52004L · Beer Gardens&Craft Block	0.00	37,905.19	
52004A · Contractors (Admin/Profession)	1,612.00	36,503.00	
52004B · Music&Dancers (Artist/ Entert)	0.00	52,881.91	
52004D · Marketing/Advertising	2,360.01	13,287.82	
52004E · Materials & Supplies (support)	1,493.73	7,271.14	
52004F · Permits (Other)	2,882.00	4,949.63	
52004G · Equipment (Rent & Facility Exp)	692.00	15,090.63	
52004H · Staging (Techl Prod)	4,550.00	33,370.00	
<b>Total 52004 · FESTIVAL</b>	<b>13,589.74</b>	<b>209,434.45</b>	
52010 · DESIGN			
52015 · BANNER PROGRAM EXPENSES	0.00	11,536.34	
<b>Total 52010 · DESIGN</b>	<b>0.00</b>	<b>11,536.34</b>	
52200 · FARMER'S MARKET			
52200L · Staffing	4,791.73	42,624.92	
52200A · Facility Expense	6,443.26	36,209.48	
52200B · Marketing & Promotions	2,451.18	10,814.78	
52200C · Materials & Supplies	1,119.53	3,615.13	
52200D · Rent	71.44	928.72	
52200E · Taxes & Licenses	1,272.27	10,422.45	
<b>Total 52200 · FARMER'S MARKET</b>	<b>16,149.41</b>	<b>104,615.48</b>	
<b>Total SPECIAL EVENTS &amp; PROJECTS ORGANIZATION</b>	<b>30,476.27</b>	<b>452,597.61</b>	
50040 · Hospitality	125.56	3,173.30	
50070 · INSURANCE			
Auto/Truck Insurance	(121.62)	0.00	Overpayment Refund
Volunteer Insurance	0.00	301.00	
Special Events Policy	488.00	488.00	
General Liability Insurance	0.00	5,089.50	
Directors & Officers Insurance	0.00	3,053.00	
Workers Compensation Insurance	0.00	(1,492.00)	Audit refund 12/22
<b>Total 50070 · INSURANCE</b>	<b>366.38</b>	<b>7,439.50</b>	
50080 · TRAVEL & Parking	0.00	1,075.92	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	6,500.00	
61100a · Bookkeeping	3,000.00	38,288.50	
<b>Total 61100 · ACCOUNTING</b>	<b>3,000.00</b>	<b>44,788.50</b>	
61200 · BANK SERVICE FEES			
Merchant Fees	265.29	21,159.18	
61200 · BANK SERVICE FEES - Other	0.00	205.74	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>265.29</b>	<b>21,364.92</b>	
61300 · BOARD & STAFF WORKSHOP & Develop	154.71	1,403.98	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	0.00	2,344.41	



**NORTH PARK MAIN STREET**  
**Profit & Loss**  
June 2023

	Jun 23	Jul '22 - Jun 23	Notes - June
50135 · COMPUTER SUPPLIES - Other	370.00	4,439.32	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>370.00</b>	<b>6,783.73</b>	
50155 · COPIER LEASE	359.81	3,021.52	
50060 · DUES & SUBSCRIPTIONS	0.00	979.80	
50035 · HEALTH INSURANCE	676.01	5,958.06	
50105 · LEGAL	0.00	15,000.00	
50150 · OFFICE SUPPLIES & EXPENSES	198.25	2,648.29	
65600 · PAYROLL PREP FEES	0.00	3,608.88	
50075 · POSTAGE	0.00	2.20	
50020 · RENT-OFFICE	0.00	30,545.45	
50100 · REPAIR & MAINTENANCE	0.00	209.00	
<b>50025 · STAFFING PAYROLL</b>			
50038 · Employee Retirement	(1,414.85)	2,565.53	
Employee Advance	0.00	807.81	
Gross Payroll - reimb from PBID	0.00	0.00	
50046 · PBID - Maintenance Payroll	0.00	74,389.54	
50032 · EXECUTIVE ASSISTANT	0.00	4,353.91	
50028 · ADMINISTRATIVE ASSISTANT	0.00	1,444.69	
50027 · ASST. DIRECTOR	0.00	3,033.91	
50026 · EXECUTIVE DIRECTOR	0.00	39,616.54	
50030 · PAYROLL TAX EXPENSE	3,851.52	33,235.64	
50025 · STAFFING PAYROLL - Other	0.00	31,621.24	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>2,436.67</b>	<b>191,068.81</b>	
50140 · TAXES & FEES	0.00	100.00	
50050 · TELEPHONE	0.00	(468.73)	Voided Checks from previous year
50145 · UTILITIES	0.00	1,943.28	
<b>Total ORGANIZATION</b>	<b>7,952.68</b>	<b>340,646.41</b>	
<b>Total Expense</b>	<b>97,134.22</b>	<b>1,221,181.65</b>	
<b>Net Ordinary Income</b>	<b>38,927.75</b>	<b>103,031.51</b>	
<b>Net Income</b>	<b>38,927.75</b>	<b>103,031.51</b>	