



# BOARD OF DIRECTORS AGENDA

Thursday, September 14<sup>th</sup>, 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- 9:04am
- 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
  - 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)

Jenny Hall  
Cesar Solis  
Stopher Vallejo  
Kohta Zaiser  
Chris Gris  
Logan Braydis  
Rhea Aguinaldo  
Patrick Garbani  
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- V. Consent Items **ACTION ITEMS**
  - A. Approval of Previous Board Meeting Minutes
  - B. Treasurer’s FY22 Report
  - C. Approval of Financial Report
    - i. Balance Sheet, July 2023
    - ii. Profit & Loss Statement, July 2023
- VI. Executive Director Report
  - A. NPMS Staff Update
  - B. Taste of North Park Update
  - C. Annual Report
  - D. Ribbon Cutting Recap
  - E. Parking Program
  - F. Events
    - i. Taste of North Park – Oct 7<sup>th</sup> at 11 am
      - 1. Business Sign up Deadline – September 22nd
    - ii. Business Forum North End – Sept 19<sup>th</sup> at 3pm
    - iii. Community Coffee
      - 1. Assemblymember Candidate Parent – Sept 20<sup>th</sup> at 10 am
      - 2. Mayor Gloria – October 24<sup>th</sup> 9am
      - 3. Councilmember Whitburn – November 8<sup>th</sup> at 9am
  - G. Committee Meetings
    - i. Economic Development – 4<sup>th</sup> Tuesdays at 11 am
    - ii. Beautification – 4<sup>th</sup> Wednesdays at 2 pm
  - H. Business Spotlight – October **ACTION ITEM**
- VII. President’s Report **ACTION ITEM**
  - A. NPMS Executive Committee Update
  - B. Motion to approve Lance Sadler to NPMS Board of Directors **ACTION ITEM**
- VIII. Motion to Adjourn
- IX. Next Meeting: October 12<sup>th</sup> 2023, at 9:00 am

# BOARD OF DIRECTORS MINUTES

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

- I. Call to Order / Introductions- 9:04am
- 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. Overnight vehicles becoming a target of vandalism
    - ii. Target- has been reporting shoplifting – Jade working with management to try to get the alcohol secured.
    - iii. Mark – Has the alcohol been put in a locked case?
      - 1. No, but working on that with Jade to move forward
    - iv. Keep calling and reposting the shoplifting
  - B. Congressman Scott Peters, District 50 -----
  - C. State Senator Toni Atkins, District 39 Gonzalo Rocha-Vazquez
    - i. Legislator in recess will return on August 14
      - 1. September 14 is the deadline for any bills in House and Senate to pass and make it to the Governor
    - ii. Stoffer possibly representing North Park
    - iii. Mark – any update on the BID money?
      - 1. In talks with the mayor’s office on updates
  - D. San Diego City Mayor, Todd Gloria Kohta Zaiser
    - i. City council heard OF Smart streetlights – video cameras on top of our street that is used by SDPD among other departments for investigated purposes
      - 1. Has been approved to use again- not monitor tools used for Investigation
      - 2. 100 new installations
    - ii. Unsafe Camping – Targeting for parks and schools
      - 1. O-lot is the alternative to Inspirations points. Bigger effort to get more occupants – is being updated in October and by the end of the year hopefully more occupants move in
    - iii. Half 2.0 – Update planning commission did not like the SP10 Implementation – will be splitting the SP10 package apart
      - 1. The Housing Action package will be moving forward to House September 21<sup>st</sup>
      - 2. SP10 portion will not be moving forward in the legislative process but the remainder of the points within Half will land in House on September 21<sup>st</sup>
      - 3. Joseph- What’s the language of SP10 and timeline?
        - a. Campaigning item to SP9 - adds more density and transit-rich areas. No timeline – long process
  - E. Assembly Member Chris Ward, District 78 -----
  - F. San Diego City Council Member Stephen Whitburn Logan Braydis
    - i. Safe sleeping site- Is a success people are moving to transitional facilities. Small waitlist -implementation of unsafe campaign is working
    - ii. University Mobility Project will be finished by the end of year

- G. Economic Development Department Rhea Aguinaldo
    - i. Process in using F424 PO's (purchase order) is on schedule
      - 1. Everything is ready to roll out in the last week of August
  - H. North Park Planning Committee (NPPC) Patrick Garbani
    - i. Sending a letter to the City of San Diego asking for the data of Bike Lane usage
    - ii. Next planning committee is canceled due to no meeting agenda items
  - I. North Park Business & Neighborhood Foundation (BANF) -----
- V. Consent Items
- A. Approval of Previous Board Meeting Minutes – Steve motioned, Joseph seconded; 9-0-1
  - B. Treasurer's Report
    - i. Good financial position
    - ii. More detailed report next month
  - C. Approval of Financial Report – Matt motioned, David seconded; All in favor
    - i. Balance Sheet, June 2023
    - ii. Profit & Loss Statement, June 2023
- VI. Executive Director Report
- A. CMO Update
    - i. 2<sup>nd</sup> phase due date is August 16<sup>th</sup> – on track
  - B. SANDAG Diamond Award
    - i. NPMS was awarded the SANDAG Diamond Award
  - C. Taste of North Park Update
    - i. Tickets are live – August 7<sup>th</sup>
      - 1. Adding community art
      - 2. 3 check-ins – mini park, Louisiana Purchase and TBD
      - 3. 2 shuttles throughout the neighborhood
  - D. Senator Toni Atkins BID Support
    - i. BID spending only for events
  - E. Annual Report
    - i. Board members make notes and updates
  - F. PATH Update
    - i. Hoping for PATH to have an office at NPMS
  - G. Walk Audit
    - i. 2 walk audits – need volunteers
    - ii. Important to get data before the mobility plan
  - H. Farmers Market 60 Day Trial
    - i. Getting social analytics to get information on traffic
  - I. Events
    - i. Business Forum
      - 1. East End Recap
      - 2. North End – Will be at Working Class in September
    - ii. Community Coffee
      - 1. Councilmember Montgomery Steppe Recap
      - 2. Councilmember Whitburn – November 8<sup>th</sup> at 9am
  - J. 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
- A. Best of Reader nominated the North Park Music Festival for Best Community Event and the North Park Farmers Market for Best Market
    - 1. Voting will end October 6<sup>th</sup> – can vote daily
- VIII. Motion to Adjourn Joseph motioned, Jen seconded; All in favor

IX. Next Meeting: September 14<sup>th</sup> 2023, at 9:00 am

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of July 31, 2023

	Jul 31, 23	Notes
<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	927.74	
<b>Total PETTY CASH</b>	<u>1,127.74</u>	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	142,354.37	
10131 · Savings Acct - 3944/USB 9440	48,410.82	
10120 · Farmer's Market - 7186/USB 1868	26,230.93	
10100 · General Checking - 3557/USB5574	32,156.13	
<b>Total UNION BANK ACCOUNTS</b>	<u>249,152.25</u>	
<b>Total Checking/Savings</b>	<u>250,279.99</u>	
<b>Accounts Receivable</b>		
<b>GENERAL ACCOUNTS RECEIVABLE</b>	241,707.16	<i>SED June &amp; July , BID Carryforward, BID July</i>
<b>Total Accounts Receivable</b>	<u>241,707.16</u>	
<b>Other Current Assets</b>		
Employee Loan	1,965.00	
<b>Total Other Current Assets</b>	<u>1,965.00</u>	
<b>Total Current Assets</b>	<u>493,952.15</u>	
<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>	<u>11,971.22</u>	
<b>Other Assets</b>		
Refundable Security Deposits	3,629.00	<i>storage garage deposit and mobile storage unit for FM. Office Rent deposit.</i>
<b>Total Other Assets</b>	<u>3,629.00</u>	
<b>TOTAL ASSETS</b>	<u><u>509,552.37</u></u>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	20,260.58	
<b>Total Accounts Payable</b>	<u>20,260.58</u>	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
US Bank - WB 0142	27.55	
US Bank - JC 7111	99.99	
USBank - JN 7126	3,744.26	

**NORTH PARK MAIN STREET**

**Balance Sheet**

As of July 31, 2023

	Jul 31, 23	Notes
Home Depot	1,550.68	
Total Credit Cards	5,422.48	
Total Credit Cards	5,422.48	
Other Current Liabilities		
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	12,409.00	
Total Current Liabilities	38,092.06	
Total Liabilities	38,092.06	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	435,636.75	
30015 · NET ASSETS	29,405.48	
Net Income	(9,410.92)	
Total Equity	471,460.31	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>509,552.37</b>	

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

	Jul 23	Notes - June
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40025 · SED - Special Enhancement Dist	54,385.91	July SED Reimbursement
40021 · BID Assessments Advance	6,796.01	July BID
70010 · INTEREST INCOME	2.05	
40040 · SPECIAL EVENTS INCOME		
40045 · FARMER'S MARKET		
40045-A · Vendor Fees	14,727.00	
<b>Total 40045 · FARMER'S MARKET</b>	<b>14,727.00</b>	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>14,727.00</b>	
40150 · MISCELLANEOUS INCOME		
40154 · Community Profile	39.97	
40150 · MISCELLANEOUS INCOME - Other	360.00	
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>399.97</b>	
<b>Total Income</b>	<b>76,310.94</b>	
<b>Gross Profit</b>	<b>76,310.94</b>	
<b>Expense</b>		
51537 · SED - Special Enhancement Dist		
SED - Sanitation	25,114.55	
SED - Landscaping	4,862.41	
SED - Improvement & Econ Dev	6,013.90	
SED - Safety Programs	4,529.12	
SED - Administration	8,877.62	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>49,397.60</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>		
51520 · Taste of North Park		
Taste - Advertising	4,649.99	
<b>Total 51520 · Taste of North Park</b>	<b>4,649.99</b>	
52004 · FESTIVAL		
52004L · Beer Gardens&Craft Block	1,988.00	
52004F · Permits (Other)	146.00	
<b>Total 52004 · FESTIVAL</b>	<b>2,134.00</b>	
52200 · FARMER'S MARKET		
52200L · Staffing	3,746.01	
52200A · Facility Expense	4,089.84	
52200B · Marketing & Promotions	1,897.61	
52200C · Materials & Supplies	3,280.64	
52200E · Taxes & Licenses	389.22	
<b>Total 52200 · FARMER'S MARKET</b>	<b>13,403.32</b>	
52300 · COMMISSION	0.00	
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	<b>20,187.31</b>	
<b>ORGANIZATION</b>		
50040 · Hospitality	129.94	
50080 · TRAVEL & Parking	74.00	

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

	Jul 23	Notes - June
<b>61200 · BANK SERVICE FEES</b>		
Merchant Fees	291.48	
<b>61200 · BANK SERVICE FEES - Other</b>	10.56	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>302.04</b>	
<b>61300 · BOARD &amp; STAFF WORKSHOP &amp; Develop</b>	8.08	
<b>50135 · COMPUTER SUPPLIES</b>		
Comp Maint/Support/Software	429.98	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>429.98</b>	
<b>50155 · COPIER LEASE</b>	270.39	
<b>50060 · DUES &amp; SUBSCRIPTIONS</b>	918.00	
<b>50035 · HEALTH INSURANCE</b>	514.88	
<b>50150 · OFFICE SUPPLIES &amp; EXPENSES</b>	63.55	
<b>65600 · PAYROLL PREP FEES</b>	306.75	
<b>50075 · POSTAGE</b>	52.67	
<b>50020 · RENT-OFFICE</b>	2,050.00	
<b>50025 · STAFFING PAYROLL</b>		
50038 · Employee Retirement	922.59	
50027 · ASST. DIRECTOR	2,153.58	
50026 · EXECUTIVE DIRECTOR	4,583.33	
50030 · PAYROLL TAX EXPENSE	3,357.17	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>11,016.67</b>	
<b>Total ORGANIZATION</b>	<b>16,136.95</b>	
<b>Total Expense</b>	<b>85,721.86</b>	
<b>Net Ordinary Income</b>	<b>(9,410.92)</b>	
<b>Net Income</b>	<b>(9,410.92)</b>	