



BOARD OF DIRECTORS AGENDA

Thursday, December 14th, 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 Vazquez
 - 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. Balance Sheet, October 2023
 - ii. Profit & Loss Statement, October 2023
 - C. Board Resolution – CMO Voucher Execution
- VI. Executive Director Report
 - A. CMO Updates – Media Rules
 - B. Election Update
 - C. Board Updates
 - i. DEI Training
 - ii. Historic Walk in January with NPHS
 - iii.
 - D. Program Updates
 - i. Special Events
 - Winter Wonderland Recap
 - 2024 Event Schedule
 - ii. Community Engagement
 - Q1 Business Forum – State of the District
 - iii. Maintenance
 - App
 - iv. Explore North Park
 - Website
 - Advertising Guide
 - v. Farmers Market
 - Bike Giveaway
 - SDSU Capstone Marketing Project
- VII. President’s Report
- VIII. Motion to Adjourn
- IX. Next Meeting: January 11th 2023, at 9:00 am

ACTION ITEM

INFO ITEM

Jenny Hall
Cesar Solis
Gonzalo Rocha-

Kohta Zaiser
Chris Gris
Logan Braydis
Rhea Aguinaldo
Patrick Garbani

ACTION ITEM

ACTION ITEM

ACTION ITEM

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

	Oct 31, 23	Notes
ASSETS		
Current Assets		
Checking/Savings		
PETTY CASH		
10070 · General Office Petty Cash	200.00	
PETTY CASH - Other	869.13	
Total PETTY CASH	1,069.13	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993/USB 9937	138,581.90	
10131 · Savings Acct - 3944/USB 9440	83,462.87	
10120 · Farmer's Market - 7186/USB 1868	44,611.96	
10100 · General Checking - 3557/USB5574	34,489.08	
Total UNION BANK ACCOUNTS	301,145.81	
Total Checking/Savings	302,214.94	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	171,448.08	<i>SED August, September & October. Tixr Sales.</i>
Total Accounts Receivable	171,448.08	
Other Current Assets		
Employee Loan	1,065.00	
Total Other Current Assets	1,065.00	
Total Current Assets	474,728.02	
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	11,971.22	
Total Fixed Assets	11,971.22	
Other Assets		
Refundable Security Deposits	3,629.00	<i>storage garage deposit and mobile storage unit for FM. Office Rent deposit.</i>
Total Other Assets	3,629.00	
TOTAL ASSETS	490,328.24	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	27,816.43	
Total Accounts Payable	27,816.43	
Credit Cards		
Credit Cards		
US Bank - WB 0142	646.00	
US Bank - JG 2165	(0.05)	
US Bank - JC 7111	500.00	

NORTH PARK MAIN STREET

Balance Sheet

As of October 31, 2023

	Oct 31, 23	Notes
USBank - JN 7126	244.26	
USBank - SC 2152	217.80	
Home Depot	483.92	
Total Credit Cards	2,091.93	
Total Credit Cards	2,091.93	
Other Current Liabilities		
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	12,409.00	
Total Current Liabilities	42,317.36	
Total Liabilities	42,317.36	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	352,447.98	
30015 · NET ASSETS	29,405.48	
Net Income	50,328.42	
Total Equity	448,010.88	
TOTAL LIABILITIES & EQUITY	490,328.24	

NORTH PARK MAIN STREET
Profit & Loss
 October 2023

	Oct 23	Jul - Oct 23	Notes - October
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	22,000.00	
40025 · SED - Special Enhancement Dist	49,376.64	218,073.37	October SED Reimbursement
40021 · BID Assessments Advance	6,348.95	25,806.35	October BID
41140 · Grants	0.00	1,789.35	
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	7,500.00	
Total 40160 · GRANTS - TEMP RESTRICTED	0.00	7,500.00	
70010 · INTEREST INCOME	17.71	54.10	
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	750.00	
40066 · Taste of North Park			
Boutique Participation	0.00	2,500.00	
Ticket Sales	47,723.96	66,731.96	
40066g · Taste of North Park - 2015			
Ticket Sales - Taste of NP 2015	7,418.20	7,418.20	
Total 40066g · Taste of North Park - 2015	7,418.20	7,418.20	
Total 40066 · Taste of North Park	55,142.16	76,650.16	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	13,298.00	58,727.00	
Total 40045 · FARMER'S MARKET	13,298.00	58,727.00	
Total 40040 · SPECIAL EVENTS INCOME	68,690.16	136,127.16	
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	0.00	1,875.00	
40154 · Community Profile	0.00	39.97	
40150 · MISCELLANEOUS INCOME - Other	15.00	480.00	
Total 40150 · MISCELLANEOUS INCOME	15.00	2,394.97	
Total Income	124,448.46	413,745.30	
Gross Profit	124,448.46	413,745.30	
Expense			
52150 · Grant Expenses	0.00	1,875.00	
51510 · PROMOTION			
51514 · Marketing	600.00	600.00	
Total 51510 · PROMOTION	600.00	600.00	
51537 · SED - Special Enhancement Dist			
SED - Sanitation	33,906.19	118,911.57	
SED - Landscaping	0.00	10,195.21	
SED - Improvement & Econ Dev	5,869.65	32,434.62	
SED - Safety Programs	4,787.31	19,544.47	
SED - Administration	13,068.02	37,960.00	
Total 51537 · SED - Special Enhancement Dist	57,631.17	219,045.87	
SPECIAL EVENTS & PROJECTS			
51530 · Holiday Events	1,475.97	1,475.97	
51520 · Taste of North Park			
Taste - Consultant/Contractors	150.00	2,050.00	

NORTH PARK MAIN STREET
Profit & Loss
 October 2023

	Oct 23	Jul - Oct 23	Notes - October
Taste - Advertising	500.00	5,556.99	
Taste - Supplies/Materials	855.09	3,638.04	
Taste - Miscellaneous	0.00	729.30	
Taste - Printing	1,964.00	2,414.00	
Total 51520 · Taste of North Park	3,469.09	14,388.33	
51522 · Community Profile	0.00	0.00	
51100 · AWARDS & STIPENDS	0.00	21.16	
52000 · PRINTING & MARKETING	0.00	600.00	
52004 · FESTIVAL			
52004L · Beer Gardens&Craft Block	267.00	2,255.00	
52004A · Contractors (Admin/Profession)	0.00	9,056.00	
52004E · Materials & Supplies (support)	414.60	414.60	
52004F · Permits (Other)	0.00	292.00	
52004G · Equipment (Rent & Facility Exp)	0.00	2,250.00	
Total 52004 · FESTIVAL	681.60	14,267.60	
52200 · FARMER'S MARKET			
52200L · Staffing	4,035.18	15,790.27	
52200A · Facility Expense	71.44	8,215.37	
52200B · Marketing & Promotions	2,560.24	7,488.66	
52200C · Materials & Supplies	420.50	4,417.96	
52200E · Taxes & Licenses	0.00	4,040.26	
Total 52200 · FARMER'S MARKET	7,087.36	39,952.52	
52300 · COMMISSION	0.00	0.00	
Total SPECIAL EVENTS & PROJECTS	12,714.02	70,705.58	
ORGANIZATION			
50040 · Hospitality	160.41	571.46	
50070 · INSURANCE			
Directors & Officers Insurance	0.00	3,053.00	
Workers Compensation Insurance	1,659.50	1,659.50	
Total 50070 · INSURANCE	1,659.50	4,712.50	
50080 · TRAVEL & Parking	1.75	75.75	
61200 · BANK SERVICE FEES			
Merchant Fees	208.33	916.75	
61200 · BANK SERVICE FEES - Other	0.00	118.01	
Total 61200 · BANK SERVICE FEES	208.33	1,034.76	
61300 · BOARD & STAFF WORKSHOP & Develp	0.00	24.19	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	408.99	1,698.93	
Total 50135 · COMPUTER SUPPLIES	408.99	1,698.93	
50155 · COPIER LEASE	217.63	1,061.68	
50060 · DUES & SUBSCRIPTIONS	139.00	1,057.00	
50035 · HEALTH INSURANCE	165.51	1,065.70	
50150 · OFFICE SUPPLIES & EXPENSES	615.65	1,747.51	
65600 · PAYROLL PREP FEES	314.25	1,282.25	
50075 · POSTAGE	0.00	52.67	
50020 · RENT-OFFICE	2,050.00	8,200.00	
50100 · REPAIR & MAINTENANCE	406.85	714.61	

NORTH PARK MAIN STREET
Profit & Loss
 October 2023

	Oct 23	Jul - Oct 23	Notes - October
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	3,285.61	5,249.25	
50032 · EXECUTIVE ASSISTANT	2,616.67	7,311.48	
50027 · ASST. DIRECTOR	0.00	2,153.58	
50026 · EXECUTIVE DIRECTOR	4,658.33	18,483.32	
50030 · PAYROLL TAX EXPENSE	3,775.12	14,641.87	
Total 50025 · STAFFING PAYROLL	14,335.73	47,839.50	
Total ORGANIZATION	20,683.60	71,138.51	
Total Expense	91,628.79	363,364.96	
Net Ordinary Income	32,819.67	50,380.34	
Other Income/Expense			
Other Expense			
Uncategorized	0.00	51.92	
Total Other Expense	0.00	51.92	
Net Other Income	0.00	(51.92)	
Net Income	32,819.67	50,328.42	

NORTH PARK MAIN STREET

Profit & Loss

October 2023

	Oct 23	Oct 22	Jul - Oct 23
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	0.00	22,000.00
40022 · PBID Assessments - Income			
40022a · PBID - Reimbursements	0.00	26,159.62	0.00
Total 40022 · PBID Assessments - Income	0.00	26,159.62	0.00
40025 · SED - Special Enhancement Dist	49,376.64	0.00	218,073.37
40021 · BID Assessments Advance	6,348.95	7,163.02	25,806.35
41140 · Grants	0.00	0.00	1,789.35
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	0.00	7,500.00
Total 40160 · GRANTS - TEMP RESTRICTED	0.00	0.00	7,500.00
70010 · INTEREST INCOME	17.71	2.18	54.10
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	0.00	750.00
40066 · Taste of North Park			
Boutique Participation	0.00	0.00	2,500.00
Ticket Sales	47,723.96	44,077.77	66,731.96
40066g · Taste of North Park - 2015			
Ticket Sales - Taste of NP 2015	7,418.20	0.00	7,418.20
Total 40066g · Taste of North Park - 2015	7,418.20	0.00	7,418.20
Total 40066 · Taste of North Park	55,142.16	44,077.77	76,650.16
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	13,298.00	10,352.00	58,727.00
Total 40045 · FARMER'S MARKET	13,298.00	10,352.00	58,727.00
Total 40040 · SPECIAL EVENTS INCOME	68,690.16	54,429.77	136,127.16
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	0.00	0.00	1,875.00
40154 · Community Profile	0.00	0.00	39.97
40150 · MISCELLANEOUS INCOME - Other	15.00	0.00	480.00
Total 40150 · MISCELLANEOUS INCOME	15.00	0.00	2,394.97
Total Income	124,448.46	87,754.59	413,745.30
Gross Profit	124,448.46	87,754.59	413,745.30
Expense			
Consulting Services	0.00	2,050.00	0.00
52150 · Grant Expenses	0.00	0.00	1,875.00
51510 · PROMOTION			
51514 · Marketing	600.00	0.00	600.00
51515 · WEB SITE	0.00	200.00	0.00
Total 51510 · PROMOTION	600.00	200.00	600.00
51537 · SED - Special Enhancement Dist			
SED - Sanitation	33,906.19	0.00	118,911.57
SED - Landscaping	0.00	0.00	10,195.21
SED - Improvement & Econ Dev	5,869.65	0.00	32,434.62
SED - Safety Programs	4,787.31	0.00	19,544.47
SED - Administration	13,068.02	0.00	37,960.00
Total 51537 · SED - Special Enhancement Dist	57,631.17	0.00	219,045.87
SPECIAL EVENTS & PROJECTS			
51530 · Holiday Events	1,475.97	18,121.83	1,475.97
51527 · PBID - Spec Assessmt Dist costs			
PBID - Administration	0.00	623.22	0.00
PBID - Improvements & Econ Dev	0.00	2,961.36	0.00
PBID - Sanitation	0.00	6,641.41	0.00
Total 51527 · PBID - Spec Assessmt Dist costs	0.00	10,225.99	0.00
51520 · Taste of North Park			
Taste - Consultant/Contractors	150.00	8,804.00	2,050.00
Taste - Advertising	500.00	0.00	5,556.99
Taste - Supplies/Materials	855.09	1,324.49	3,638.04
Taste - Miscellaneous	0.00	367.14	729.30
Taste - Printing	1,964.00	1,062.42	2,414.00
Total 51520 · Taste of North Park	3,469.09	11,558.05	14,388.33
51522 · Community Profile	0.00	201.85	0.00
51100 · AWARDS & STIPENDS	0.00	0.00	21.16
52000 · PRINTING & MARKETING	0.00	0.00	600.00
52004 · FESTIVAL			
52004L · Beer Gardens&Craft Block	267.00	0.00	2,255.00
52004A · Contractors (Admin/Profession)	0.00	0.00	9,056.00

NORTH PARK MAIN STREET

Profit & Loss

October 2023

	Oct 23	Oct 22	Jul - Oct 23
52004E · Materials & Supplies (support)	414.60	0.00	414.60
52004F · Permits (Other)	0.00	0.00	292.00
52004G · Equipment (Rent & Facility Exp)	0.00	0.00	2,250.00
Total 52004 · FESTIVAL	681.60	0.00	14,267.60
52200 · FARMER'S MARKET			
52200L · Staffing	4,035.18	2,991.81	15,790.27
52200A · Facility Expense	71.44	2,277.35	8,215.37
52200B · Marketing & Promotions	2,560.24	400.00	7,488.66
52200C · Materials & Supplies	420.50	629.97	4,417.96
52200D · Rent	0.00	71.44	0.00
52200E · Taxes & Licenses	0.00	2,673.68	4,040.26
Total 52200 · FARMER'S MARKET	7,087.36	9,044.25	39,952.52
52300 · COMMISSION	0.00	0.00	0.00
Total SPECIAL EVENTS & PROJECTS	12,714.02	49,151.97	70,705.58
ORGANIZATION			
50040 · Hospitality	160.41	309.53	571.46
50070 · INSURANCE			
Directors & Officers Insurance	0.00	0.00	3,053.00
Workers Compensation Insurance	1,659.50	0.00	1,659.50
Total 50070 · INSURANCE	1,659.50	0.00	4,712.50
50080 · TRAVEL & Parking	1.75	82.73	75.75
61100 · ACCOUNTING			
61100a · Bookkeeping	0.00	2,775.00	0.00
Total 61100 · ACCOUNTING	0.00	2,775.00	0.00
61200 · BANK SERVICE FEES			
Merchant Fees	208.33	764.96	916.75
61200 · BANK SERVICE FEES - Other	0.00	12.20	118.01
Total 61200 · BANK SERVICE FEES	208.33	777.16	1,034.76
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	0.00	24.19
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	408.99	47.97	1,698.93
50135 · COMPUTER SUPPLIES - Other	0.00	405.96	0.00
Total 50135 · COMPUTER SUPPLIES	408.99	453.93	1,698.93
50155 · COPIER LEASE	217.63	207.26	1,061.68
50060 · DUES & SUBSCRIPTIONS	139.00	15.96	1,057.00
50035 · HEALTH INSURANCE	165.51	488.67	1,065.70
50150 · OFFICE SUPPLIES & EXPENSES	615.65	340.66	1,747.51
65600 · PAYROLL PREP FEES	314.25	797.90	1,282.25
50075 · POSTAGE	0.00	0.00	52.67
50020 · RENT-OFFICE	2,050.00	3,249.35	8,200.00
50100 · REPAIR & MAINTENANCE	406.85	0.00	714.61
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	3,285.61	0.00	5,249.25
Gross Payroll - reimb from PBID	0.00	26,429.25	0.00
50046 · PBID - Maintenance Payroll	0.00	12,268.70	0.00
50032 · EXECUTIVE ASSISTANT	2,616.67	0.00	7,311.48
50027 · ASST. DIRECTOR	0.00	0.00	2,153.58
50026 · EXECUTIVE DIRECTOR	4,658.33	7,333.23	18,483.32
50030 · PAYROLL TAX EXPENSE	3,775.12	2,699.42	14,641.87
50025 · STAFFING PAYROLL - Other	0.00	4,414.54	0.00
Total 50025 · STAFFING PAYROLL	14,335.73	53,145.14	47,839.50
50145 · UTILITIES	0.00	311.70	0.00
Total ORGANIZATION	20,683.60	62,954.99	71,138.51
Total Expense	91,628.79	114,356.96	363,364.96
Net Ordinary Income	32,819.67	(26,602.37)	50,380.34
Other Income/Expense			
Other Expense			
Uncategorized	0.00	0.00	51.92
Total Other Expense	0.00	0.00	51.92
Net Other Income	0.00	0.00	(51.92)
Net Income	32,819.67	(26,602.37)	50,328.42

North Park Main Street Resolution
RESOLUTION OF THE AUTHORIZING BOARD OF THE NORTH PARK MAIN STREET APPROVING
PARTICIPATION IN THE CLEAN MOBILITY OPTIONS VOUCHER PILOT PROGRAM

WHEREAS, North Park Main Street, is a non-profit and community-based organization and as Lead Applicant, submitted a Mobility Project Voucher Application on 08/16/2023, for the Clean Mobility Options Voucher Pilot Program (CMO). The application submitted was for the Mid City Community Shuttle that will service the communities of North Park and City Heights to improve last mile mobility options and help reconnect communities that are bifurcated by highways.

WHEREAS, the Authorizing Board of the North Park Main Street is eligible to receive funding through CMO, a statewide initiative funded by California Climate Investments and administered by California Air Resource Board's Program Administrator team to provide funding for zero-emission shared mobility options to under-resourced communities in California;

WHEREAS, the North Park Main Street will comply with the requirements of the program; and will accept the CMO voucher funds;

NOW, THEREFORE, BE IT RESOLVED by the Authorizing Board of the North Park Main Street, authorize the Executive Director, or designee, to execute the approval of CMO voucher funds, reiterate CMO program commitment, and compliance with CMO program requirements to the CMO Program Administrator Team.

APPROVED AND PASSED this _____.

Mark West, Executive Director

_____ William Lopez, Board President	_____ Patrick Garbani, Vice President	_____ Han Tran, Secretary
_____ Stefan Katasampes, Treasurer	_____ Steven Billings, Board member	_____ David Martin, Board member
_____ Joseph Balestrieri, Board member	_____ Jim Sakrison, Board member	_____ Matt Nault, Board member
_____ Jenna Hanson, Board member	_____ Lance Sadler, Board member	

BOARD OF DIRECTORS MINUTES

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

- I. Call to Order / Introductions- 9:04am
- II. Additions to Agenda
- III. Public Comment on Items NOT on Agenda (3-minute limit per person)
 - A. St. Pats is joining the SoNo's kickoff and is seeking advice
 - B. Stefan had a baby!
- IV. Community & Government Liaison Reports **INFO ITEM**
 - A. Police Report Jenny Hall
 - i. PATH has been helpful since resuming presence in NP
 - ii. Utilize Get It Done to start any process. Very important for making sure the system is being utilized to help you
 - B. Congressman Scott Peters, District 50 Cesar Solis
 - i. N/A
 - C. State Senator Toni Atkins, District 39 Gonzalo Rocha-Vazquez
 - i. N/A
 - D. San Diego City Mayor, Todd Gloria Kohta Zaiser
 - i. Safe Sleeping @ O Lot is going well & discussions to open up H Barracks underway with project buildout in late 2024
 - ii. Carecourt – SB43 will help to create intermediary step between conservatorship. Widens what constitutes 'gravely' to get increased protection.
 - E. Assembly Member Chris Ward, District 78 Chris Gris
 - i. N/A
 - F. San Diego City Council Member Stephen Whitburn Logan Braydis
 - i. Community Coffee went well, UAMP was main discussion
 - ii. UAMP – awaiting electrical work and pushing for project closeout in Dec/Jan
 - iii. Mini Park Shade Structure – coming early 2024
 - G. Economic Development Department Latrell Crenshaw
 - i. BID Workshop went well & provided a walk through of new City contract
 - ii. Contract monitoring site visit – upcoming
 - H. North Park Planning Committee (NPPC) Patrick Garbani
 - i. Chair stepped down and new chair is Lynn Elliot
 - I. North Park Business & Neighborhood Foundation (BANF) -----
- V. Consent Items
 - A. Approval of Previous Board Meeting Minutes – **motioned by Jim, seconded by Matt; passed 10-0-0**
 - B. Approval of Financial Report – **motioned by Patrick, seconded by Han; passed 10-0-0**
 - i. Balance Sheet, September 2023
 - ii. Profit & Loss Statement, September 2023
- VI. Executive Director Report
 - A. CMO Update
 - i. Moved into award phase, awaiting documentation review before going public
 - B. Shop Local Update
 - i. SL coming on November 25th
 - C. Winter Wonderland Update
 - i. December 9th & 10th, collab with Vegan Pop UP. Includes roller rink
 - D. Business Spotlight – Nomads
- VII. President's Report
 - A.
- VIII. Motion to Adjourn – **motioned by Jenna, seconded by Patrick; passed 10-0-0**