



BOARD OF DIRECTORS AGENDA

Thursday, February 8th, 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 | |
| III. | Public Comment on Items NOT on Agenda (3-minute limit per person) | |
| IV. | Community & Government Liaison Reports | ACTION ITEM |
| | A. Police Report | INFO ITEM |
| | B. Congressman Scott Peters, District 50 | Jenny Hall |
| | C. State Senator Toni Atkins, District 39 | Cesar Solis |
| | D. San Diego City Mayor, Todd Gloria | Gonzalo Rocha-Vazquez |
| | E. Assembly Member Chris Ward, District 78 | Kohta Zaiser |
| | F. San Diego City Council Member Stephen Whitburn | Chris Gris |
| | G. Economic Development Department | Logan Braydis |
| | H. North Park Planning Committee (NPPC) | Rhea Aguinaldo |
| | I. North Park Business & Neighborhood Foundation (BANF) | Patrick Garbani |
| | | Dave Goldsmith |
| V. | Consent Items | |
| | A. Approval of Previous Board Meeting Minutes | ACTION ITEM |
| | B. Approval of Financial Report | ACTION ITEM |
| | i. Balance Sheet, December 2023 | |
| | ii. Profit & Loss Statement, December 2023 | |
| VI. | Executive Director Report | Mark West |
| | A. CMO Update | |
| | B. Recruiting for the Board of Directors | |
| | C. Grants Update | |
| VII. | President's Report | William Lopez |
| VIII. | Committee Reports | |
| | A. Economic Development Committee | <i>Committee Chair Vacant</i> |
| | i. North Park Music Festival | |
| | ii. Explore North Park RFP | |
| | iii. Ribbon Cuttings | |
| | • Our Story - Saturday, February 10th at 3PM @ 2939 Lincoln Ave | |
| | • Crafted Coupe - Saturday, February 10th at 4pm @ 3933 30th St. Suite 2 | |
| | • MAKE Projects - Thursday, February 8th at 4:15pm @2920 University Ave | |
| | iv. Business Forum | |
| | • State of Address (link to slide deck) | |
| | • Election Forum & Mixer – March 28 th at 2pm at Pinky's Cafe | |
| | B. Beautification Committee | Freddie Carruthers |
| | i. Monthly SED Activity Report | |
| | ii. Trashcan Signage | |
| | C. Election Committee | Patrick Garbani |
| | i. Application Window Open from February 8 th to March 8 th at 5pm | |
| | • Apply in-person at NPMS office or online (link to application) | |
| | • Candidates must provide a copy of valid Business Tax Certificate or Property Tax Bill to verify that you are located within the boundaries of the North Park Business Improvement District or Special Enhancement District | |
| IX. | Motion to Adjourn | |
| X. | <u>Next Meeting: March 14, 2024 at 9:00 am</u> | |

BOARD OF DIRECTORS MINUTES

Thursday, January 11 , 2024 at 9 am
2948 University Ave, Floor 2, San Diego, CA 92104

- I. Call to Order / Introductions – 9:12 am
- II. Additions to Agenda –
- III. Public Comment on Items NOT on Agenda (3-minute limit per person)
 - A. Jim – Any update on the Chinese laundry mat?
 - i. Mark - Clean up for a year, development into a housing building
- IV. Community & Government Liaison Reports **INFO ITEM**
 - A. Police Report - Jenny Hall
 - i. The department will hold a meeting at Clark Middle school for 8 different technology departments
 - ii. Hosting a Gun buy Back on Jan 27th 9am-1pm at Colina del Sol
 - B. Congressman Scott Peters, District 50 Cesar Solis
 - i. n/a
 - C. State Senator Toni Atkins, District 39 Gonzalo Rocha-Vazquez
 - i. No updates
 - ii. The governor will have a proper budget that will include homeless, public safety
 - D. San Diego City Mayor, Todd Gloria Kohta Zaiser
 - i. N/A
 - E. Assembly Member Chris Ward, District 78 Chris Gris
 - i. N/A
 - F. San Diego City Council Member Stephen Whitburn Logan Braydis
 - i. City of San Diego national wide search for Chief of Police
 - Various community forums in each council district
 - Councilmember Whitburn will host at Balboa Park Club Jan. 24th 5:30-7:30pm
 - ii. Constituencies have reached out about traffic common majors.
 - Request an always-stop evaluation in Utah
 - Process will take 90 days
 - iii. Mark – Let’s talk about Bike Racks on 30th.
 - G. Economic Development Department Rhea Aguinaldo
 - i. Shawn who ran BID got promoted
 - ii. Grant Program – World Design Capital (1 year program) application due Jan. 31st
 - H. North Park Planning Committee (NPPC) Patrick Garbani
 - i. N/A
 - I. North Park Business & Neighborhood Foundation (BANF)
 - i. N/A
 - J. PATH – Julie Germain / Jayna Lee
 - i. N/A
- V. Consent Items
 - A. Approval of Previous Board Meeting Minutes - Joseph motioned, Lance seconded, 8-0-1
 - B. Approval of Financial Report - Jim mentioned, Stephan seconded; all in favor
 - i. Balance Sheet, January 2024
 - ii. Profit & Loss Statement, January 2024
- VI. Executive Director Report
 - A. Board Update

- i. DEI Training II due January 15th
 - ii. Historic Walk with NPHS – January 24th at 4 pm (Meet at Mini Park)
 - B. Program Updates
 - i. CMO
 - Moving along: The final document is pending
 - ii. Maintenance
 - Numbers are doing well in EPONICS
 - Mayor Gloria confirmed that University Ave will get done. Pavement will start on the 17th.
 - iii. Community Engagement
 - North End Business Forum – January 30th 2pm at Bivouac Adventure Lodge
 - a. Sandra – RSVP on the website
 - Election Meeting – March 28th at 2pm at Pinky’s Café
 - a. **Election Committee – Han, Patrick and Stephan**
 - iv. Special Events
 - 2024 Event Schedule
 - a. NPMF – May 18th & 19th
 - b. Taste of North Park – October 5th
 - c. Shop Local – November 30th
 - d. Winter Wonderland – 14th & 15th
- VII. President’s Report
 - A. Election Process & Committee Selection
 - N/A
- VIII. Motion to Adjourn – Jenna mentioned, Joseph seconded; all in favor
- IX. Next Meeting: February 8, 2024 at 9:00 am

NORTH PARK MAIN STREET

Balance Sheet

As of December 31, 2023

	Dec 31, 23	Notes
ASSETS		
Current Assets		
Checking/Savings		
PETTY CASH	1,414.13	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993/USB 9937	90,573.32	
10131 · Savings Acct - 3944/USB 9440	83,497.74	
10120 · Farmer's Market - 7186/USB 1868	62,035.69	
10100 · General Checking - 3557/USB5574	38,758.88	
Total UNION BANK ACCOUNTS	274,865.63	
Total Checking/Savings	276,279.76	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	169,463.42	SED October, November and December, BID December
Total Accounts Receivable	169,463.42	
Other Current Assets		
Employee Loan	465.00	
Total Other Current Assets	465.00	
Total Current Assets	446,208.18	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(12,590.34)	
Total FIXED ASSETS	9,970.22	
Total Fixed Assets	9,970.22	
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	459,807.40	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	16,238.94	
Total Accounts Payable	16,238.94	
Other Current Liabilities		
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	12,409.00	
Total Current Liabilities	28,647.94	
Total Liabilities	28,647.94	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	

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

	Dec 31, 23	Notes
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	350,446.98	
30015 · NET ASSETS	29,405.48	
Net Income	35,478.00	
Total Equity	431,159.46	
TOTAL LIABILITIES & EQUITY	459,807.40	

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Jul - Dec 23	Notes - December
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	22,000.00	
40025 · SED - Special Enhancement Dist	45,493.43	332,164.16	December SED Reimbursement
40021 · BID Assessments Advance	5,382.38	37,704.25	December BID
41140 · Grants	0.00	1,789.35	
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	7,500.00	
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	16,090.00	SBEP Grant
Total 40160 · GRANTS - TEMP RESTRICTED	0.00	23,590.00	
70010 · INTEREST INCOME	17.72	88.97	
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	0.00	750.00	
40058 · Holiday Events	6,554.12	6,554.12	
40066 · Taste of North Park			
Boutique Participation	0.00	2,750.00	
Ticket Sales	0.00	66,747.86	
40066g · Taste of North Park - 2015			
Ticket Sales - Taste of NP 2015	0.00	7,418.20	
Total 40066g · Taste of North Park - 2015	0.00	7,418.20	
Total 40066 · Taste of North Park	0.00	76,916.06	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	14,539.00	87,857.00	
Total 40045 · FARMER'S MARKET	14,539.00	87,857.00	
Total 40040 · SPECIAL EVENTS INCOME	21,093.12	172,077.18	
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	250.00	2,125.00	
40154 · Community Profile	0.00	39.97	
40150 · MISCELLANEOUS INCOME - Other	0.00	870.00	
Total 40150 · MISCELLANEOUS INCOME	250.00	3,034.97	
Total Income	72,236.65	592,448.88	
Gross Profit	72,236.65	592,448.88	
Expense			
52150 · Grant Expenses	0.00	1,875.00	
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	75.00	3,984.70	
51514 · Marketing - Other	0.00	1,200.00	
Total 51514 · Marketing	75.00	5,184.70	
Total 51510 · PROMOTION	75.00	5,184.70	
51537 · SED - Special Enhancement Dist			
SED - Sanitation	31,228.02	182,105.35	
SED - Landscaping	2,532.96	12,749.06	
SED - Improvement & Econ Dev	2,000.00	39,376.14	

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Jul - Dec 23	Notes - December
SED - Safety Programs	5,026.38	30,536.63	
SED - Administration	348.72	46,991.38	
Total 51537 · SED - Special Enhancement Dist	41,136.08	311,758.56	
SPECIAL EVENTS & PROJECTS			
51530 · Holiday Events	4,790.65	30,418.27	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	2,050.00	
Taste - Advertising	0.00	5,556.99	
Taste - Supplies/Materials	0.00	3,864.90	
Taste - Miscellaneous	0.00	2,117.34	
Taste - Printing	0.00	2,414.00	
Total 51520 · Taste of North Park	0.00	16,003.23	
51522 · Community Profile	0.00	0.00	
51100 · AWARDS & STIPENDS	0.00	21.16	
51300 · HOLIDAY DECORATION	2,682.11	2,682.11	
51400 · HOLIDAY PARTY	76.74	76.74	
52000 · PRINTING & MARKETING	178.00	828.00	
52004 · FESTIVAL			
52004L · Beer Gardens&Craft Block	0.00	2,255.00	
52004A · Contractors (Admin/Profession)	0.00	9,056.00	
52004E · Materials & Supplies (support)	0.00	414.60	
52004F · Permits (Other)	0.00	292.00	
52004G · Equipment (Rent & Facility Exp)	0.00	2,250.00	
Total 52004 · FESTIVAL	0.00	14,267.60	
52200 · FARMER'S MARKET			
52200L · Staffing	3,959.44	23,852.95	
52200I · FM - Bank Charges	0.00	191.40	
52200A · Facility Expense	2,618.17	13,919.67	
52200B · Marketing & Promotions	355.00	7,843.66	
52200C · Materials & Supplies	320.07	4,761.57	
52200E · Taxes & Licenses	1,454.00	5,912.86	
Total 52200 · FARMER'S MARKET	8,706.68	56,482.11	
52300 · COMMISSION	0.00	0.00	
Total SPECIAL EVENTS & PROJECTS	16,434.18	120,779.22	
ORGANIZATION			
50040 · Hospitality	238.43	850.77	
50070 · INSURANCE			
Directors & Officers Insurance	0.00	3,053.00	
Workers Compensation Insurance	0.00	2,720.25	
Total 50070 · INSURANCE	0.00	5,773.25	
50080 · TRAVEL & Parking	0.00	75.75	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	3,000.00	
61100a · Bookkeeping	3,000.00	6,000.00	

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Jul - Dec 23	Notes - December
Total 61100 · ACCOUNTING	3,000.00	9,000.00	
61200 · BANK SERVICE FEES			
Merchant Fees	342.73	1,628.79	
61200 · BANK SERVICE FEES - Other	4.31	122.32	
Total 61200 · BANK SERVICE FEES	347.04	1,751.11	
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	24.19	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	557.98	2,841.40	
Total 50135 · COMPUTER SUPPLIES	557.98	2,841.40	
50155 · COPIER LEASE	107.20	1,386.51	
50060 · DUES & SUBSCRIPTIONS	0.00	1,057.00	
50035 · HEALTH INSURANCE	165.51	1,396.72	
50150 · OFFICE SUPPLIES & EXPENSES	542.97	2,807.66	
65600 · PAYROLL PREP FEES	960.50	2,555.25	
50075 · POSTAGE	0.00	52.67	
50020 · RENT-OFFICE	2,050.00	12,300.00	
50100 · REPAIR & MAINTENANCE	0.00	714.61	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	824.54	4,243.40	
50032 · EXECUTIVE ASSISTANT	2,616.67	12,544.82	
50027 · ASST. DIRECTOR	0.00	2,153.58	
50026 · EXECUTIVE DIRECTOR	9,658.32	33,008.30	
50030 · PAYROLL TAX EXPENSE	4,170.85	22,836.41	
Total 50025 · STAFFING PAYROLL	17,270.38	74,786.51	
Total ORGANIZATION	25,240.01	117,373.40	
Total Expense	82,885.27	556,970.88	
Net Ordinary Income	(10,648.62)	35,478.00	
Net Income	(10,648.62)	35,478.00	

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Accrual Basis

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Dec 22	Jul - Dec 23
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	1,500.00	22,000.00
40022 · PBID Assessments - Income			
40022a · PBID - Reimbursements	0.00	38,846.09	0.00
Total 40022 · PBID Assessments - Income	0.00	38,846.09	0.00
40025 · SED - Special Enhancement Dist	45,493.43	0.00	332,164.16
40021 · BID Assessments Advance	5,382.38	4,500.62	37,704.25
41140 · Grants	0.00	0.00	1,789.35
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	0.00	7,500.00
40160 · GRANTS - TEMP RESTRICTED - Other	0.00	0.00	16,090.00
Total 40160 · GRANTS - TEMP RESTRICTED	0.00	0.00	23,590.00
70010 · INTEREST INCOME	17.72	4.13	88.97
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	0.00	0.00	750.00
40058 · Holiday Events	6,554.12	144.20	6,554.12
40066 · Taste of North Park			
Boutique Participation	0.00	0.00	2,750.00
Ticket Sales	0.00	0.00	66,747.86
40066g · Taste of North Park - 2015			
Ticket Sales - Taste of NP 2015	0.00	0.00	7,418.20
Total 40066g · Taste of North Park - 2015	0.00	0.00	7,418.20
Total 40066 · Taste of North Park	0.00	0.00	76,916.06
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	14,539.00	12,338.00	87,857.00
Total 40045 · FARMER'S MARKET	14,539.00	12,338.00	87,857.00
Total 40040 · SPECIAL EVENTS INCOME	21,093.12	12,482.20	172,077.18
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	250.00	0.00	2,125.00
40154 · Community Profile	0.00	0.00	39.97
40150 · MISCELLANEOUS INCOME - Other	0.00	30.00	870.00
Total 40150 · MISCELLANEOUS INCOME	250.00	30.00	3,034.97
Total Income	72,236.65	57,363.04	592,448.88
Gross Profit	72,236.65	57,363.04	592,448.88

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Accrual Basis

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Dec 22	Jul - Dec 23
Expense			
Consulting Services	0.00	90.00	0.00
52150 · Grant Expenses	0.00	0.00	1,875.00
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	75.00	0.00	3,984.70
51514 · Marketing - Other	0.00	558.87	1,200.00
Total 51514 · Marketing	75.00	558.87	5,184.70
51515 · WEB SITE	0.00	21.17	0.00
Total 51510 · PROMOTION	75.00	580.04	5,184.70
51537 · SED - Special Enhancement Dist			
SED - Sanitation	31,228.02	412.72	182,105.35
SED - Landscaping	2,532.96	0.00	12,749.06
SED - Improvement & Econ Dev	2,000.00	0.00	39,376.14
SED - Safety Programs	5,026.38	0.00	30,536.63
SED - Administration	348.72	0.00	46,991.38
Total 51537 · SED - Special Enhancement Dist	41,136.08	412.72	311,758.56
SPECIAL EVENTS & PROJECTS			
51530 · Holiday Events	4,790.65	2,750.71	30,418.27
51527 · PBID - Spec Assessmt Dist costs			
PBID - Administration	0.00	894.73	0.00
PBID - Improvements & Econ Dev	0.00	2,982.59	0.00
PBID - Sanitation	0.00	6,656.90	0.00
Total 51527 · PBID - Spec Assessmt Dist costs	0.00	10,534.22	0.00
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	0.00	2,050.00
Taste - Advertising	0.00	0.00	5,556.99
Taste - Supplies/Materials	0.00	0.00	3,864.90
Taste - Miscellaneous	0.00	0.00	2,117.34
Taste - Printing	0.00	0.00	2,414.00
Total 51520 · Taste of North Park	0.00	0.00	16,003.23
51522 · Community Profile	0.00	0.00	0.00
51100 · AWARDS & STIPENDS	0.00	0.00	21.16
51300 · HOLIDAY DECORATION	2,682.11	426.92	2,682.11
51400 · HOLIDAY PARTY	76.74	0.00	76.74
51900 · PERSONNEL	0.00	350.00	0.00
52000 · PRINTING & MARKETING	178.00	0.00	828.00

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01/30/24

Accrual Basis

NORTH PARK MAIN STREET

Profit & Loss

December 2023

	Dec 23	Dec 22	Jul - Dec 23
52004 · FESTIVAL			
52004L · Beer Gardens&Craft Block	0.00	0.00	2,255.00
52004A · Contractors (Admin/Profession)	0.00	0.00	9,056.00
52004E · Materials & Supplies (support)	0.00	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	0.00	0.00	14,267.60
52200 · FARMER'S MARKET			
52200L · Staffing	3,959.44	2,383.26	23,852.95
52200I · FM - Bank Charges	0.00	0.00	191.40
52200A · Facility Expense	2,618.17	5,693.38	13,919.67
52200B · Marketing & Promotions	355.00	205.00	7,843.66
52200C · Materials & Supplies	320.07	0.00	4,761.57
52200D · Rent	0.00	71.44	0.00
52200E · Taxes & Licenses	1,454.00	1,322.00	5,912.86
Total 52200 · FARMER'S MARKET	8,706.68	9,675.08	56,482.11
52300 · COMMISSION	0.00	0.00	0.00
Total SPECIAL EVENTS & PROJECTS	16,434.18	23,736.93	120,779.22
ORGANIZATION			
50040 · Hospitality	238.43	146.44	850.77
50070 · INSURANCE			
Directors & Officers Insurance	0.00	0.00	3,053.00
Workers Compensation Insurance	0.00	(2,113.00)	2,720.25
Total 50070 · INSURANCE	0.00	(2,113.00)	5,773.25
50080 · TRAVEL & Parking	0.00	0.00	75.75
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	6,200.00	3,000.00
61100a · Bookkeeping	3,000.00	3,000.00	6,000.00
Total 61100 · ACCOUNTING	3,000.00	9,200.00	9,000.00
61200 · BANK SERVICE FEES			
Merchant Fees	342.73	427.41	1,628.79
61200 · BANK SERVICE FEES - Other	4.31	(9.71)	122.32
Total 61200 · BANK SERVICE FEES	347.04	417.70	1,751.11
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	0.00	24.19

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01/30/24

Accrual Basis

NORTH PARK MAIN STREET
Profit & Loss
December 2023

	Dec 23	Dec 22	Jul - Dec 23
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	557.98	17.99	2,841.40
50135 · COMPUTER SUPPLIES - Other	0.00	338.99	0.00
Total 50135 · COMPUTER SUPPLIES	557.98	356.98	2,841.40
50155 · COPIER LEASE	107.20	284.73	1,386.51
50060 · DUES & SUBSCRIPTIONS	0.00	0.00	1,057.00
50035 · HEALTH INSURANCE	165.51	258.55	1,396.72
50150 · OFFICE SUPPLIES & EXPENSES	542.97	74.68	2,807.66
65600 · PAYROLL PREP FEES	960.50	277.50	2,555.25
50075 · POSTAGE	0.00	0.00	52.67
50020 · RENT-OFFICE	2,050.00	6,498.70	12,300.00
50100 · REPAIR & MAINTENANCE	0.00	0.00	714.61
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	824.54	0.00	4,243.40
Employee Advance	0.00	807.81	0.00
Gross Payroll - reimb from PBID	0.00	0.00	0.00
50046 · PBID - Maintenance Payroll	0.00	12,064.26	0.00
50032 · EXECUTIVE ASSISTANT	2,616.67	0.00	12,544.82
50027 · ASST. DIRECTOR	0.00	0.00	2,153.58
50026 · EXECUTIVE DIRECTOR	9,658.32	9,216.66	33,008.30
50030 · PAYROLL TAX EXPENSE	4,170.85	2,587.47	22,836.41
50025 · STAFFING PAYROLL - Other	0.00	4,214.55	0.00
Total 50025 · STAFFING PAYROLL	17,270.38	28,890.75	74,786.51
50050 · TELEPHONE	0.00	(333.78)	0.00
50145 · UTILITIES	0.00	117.26	0.00
Total ORGANIZATION	25,240.01	44,076.51	117,373.40
Total Expense	82,885.27	68,896.20	556,970.88
Net Ordinary Income	(10,648.62)	(11,533.16)	35,478.00
Net Income	(10,648.62)	(11,533.16)	35,478.00

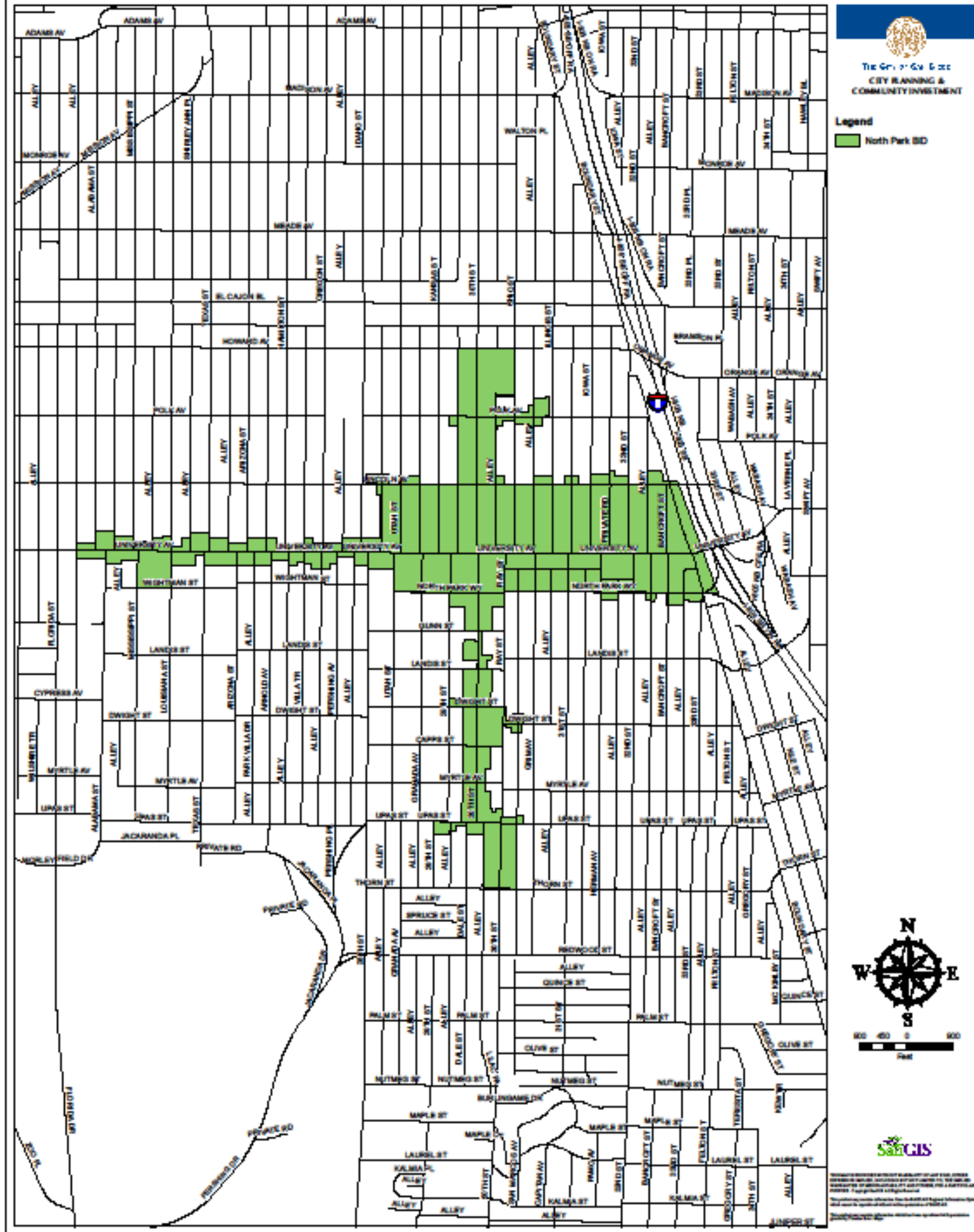
NORTH PARK
MAIN
STREET

State of the District Address

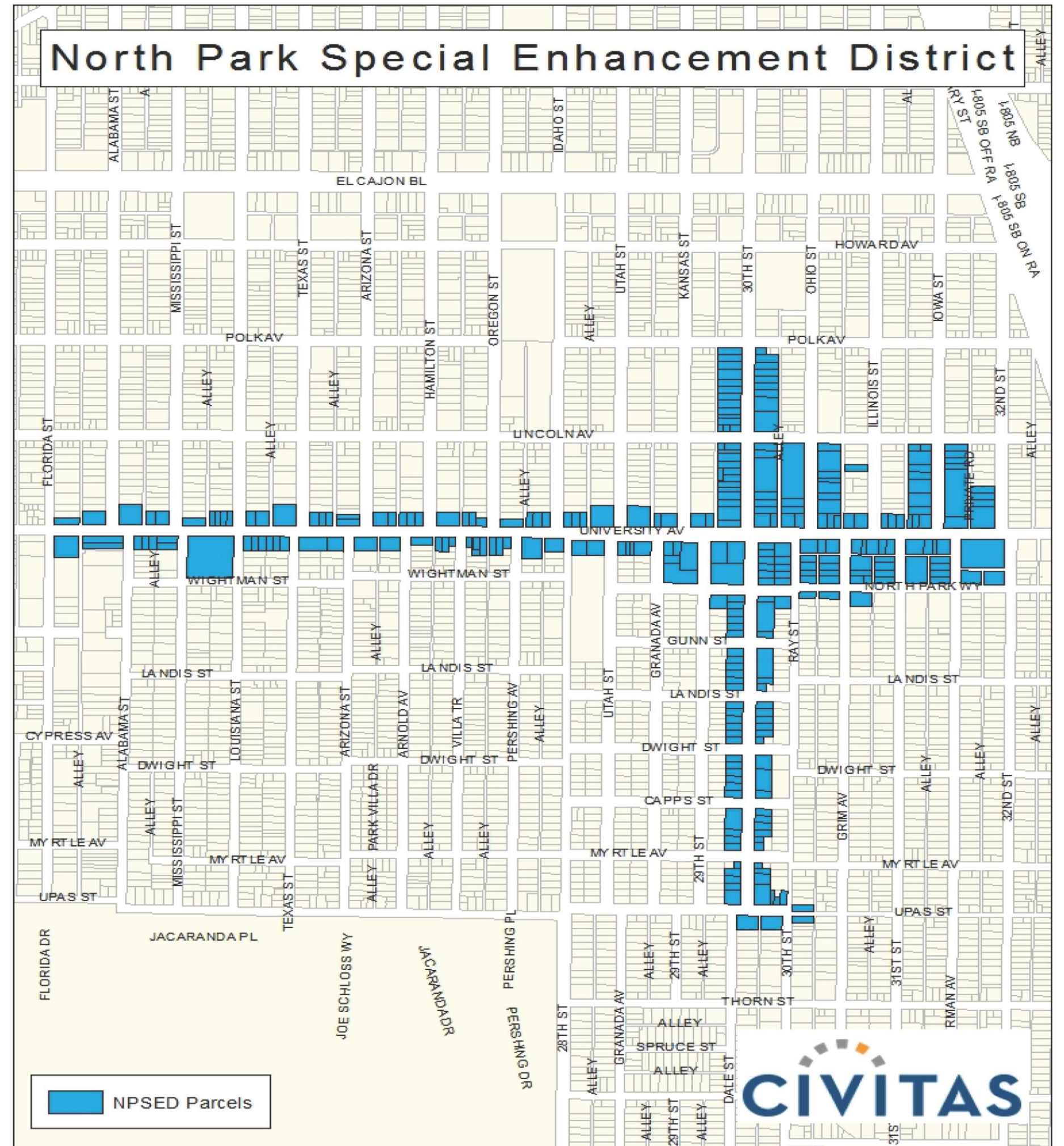
Q1 of 2024



NORTH PARK BUSINESS IMPROVEMENT DISTRICT



North Park Special Enhancement District



Community Events



RIBBON CUTTINGS

NPMS offered 10 Ribbon Cutting Ceremonies for businesses that are celebrating a grand opening or anniversaries.

Haven
Falafel Heights
Revival
Stroll
Tesoro

Black Plague
Pinky's
Sea Tavern
Saigon
Truffle



BUSINESS FORUMS

West End Forum - Pecs Bar

South End Forum - Haven

East End Forum - Botanica

North End Forum - Working Class



COFFEE CHATS

Councilmember Monica Montgomery Steppe

Congressman Scott Peters

Councilmember Stephen Whitburn

Mayor Todd Gloria



COMMUNITY CLEANUPS

Joined by the NP Community our Community Cleanup hosted by NPMS is a day where everyone picks up trash in NP.

Community Cleanup with Councilmember Stephen Whitburn

Special Events



NORTH PARK MUSIC FESTIVAL
RATED THE #2 BEST MUSIC FEST IN SD
North Park Main Street host it's annual festival featuring live entertainment, local artist, vendors and more for people of all ages.

Dates: June 1st-2nd

Estimated Attendance: 4,000 attendees

TASTE OF NORTH PARK

This one-day event, North Park hosts an outdoor food and beer sampling event from North Park's best eateries while supporting the North Park Business community.

Date: October 5th

Estimated Attendance: 1,500 attendees



NORTH PARK SHOP LOCAL

North Park host shop small the Saturday after Thanksgiving to encourage people to shop local. This day which attracts droves of shoppers with live entertainment, discounts, and freebies.

Date: November 30th



NORTH PARK WINTER WONDERLAND

This two-day festival hosted in the first week of December is a wonderful way to enjoy the holiday season and celebrate our diversity with roller skating, laser shows and local vendors.

Dates: Dec 13th-14th

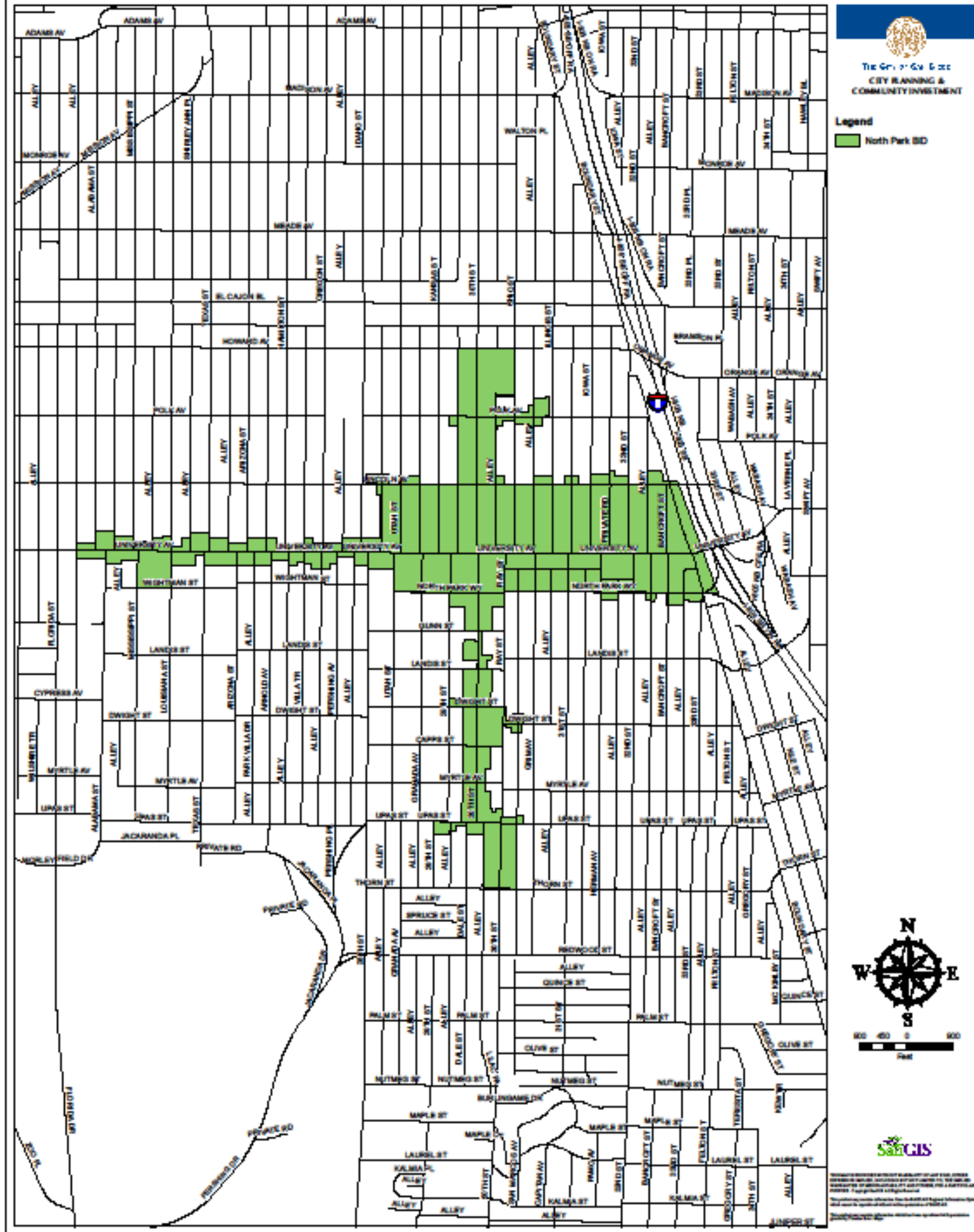
Estimated Attendance: 4,000 attendees

Volunteer of the Year

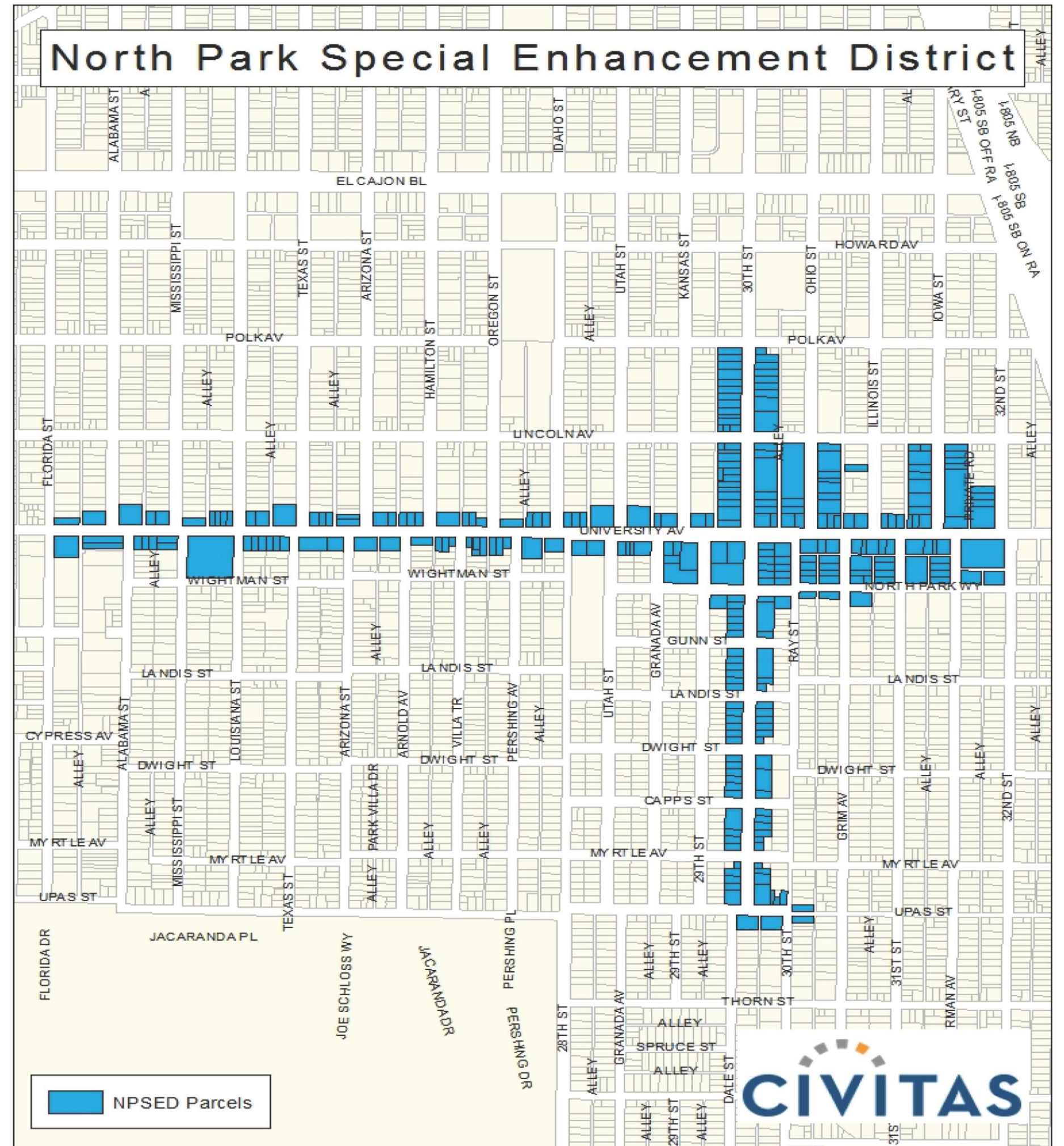


Jose A Gonzalez

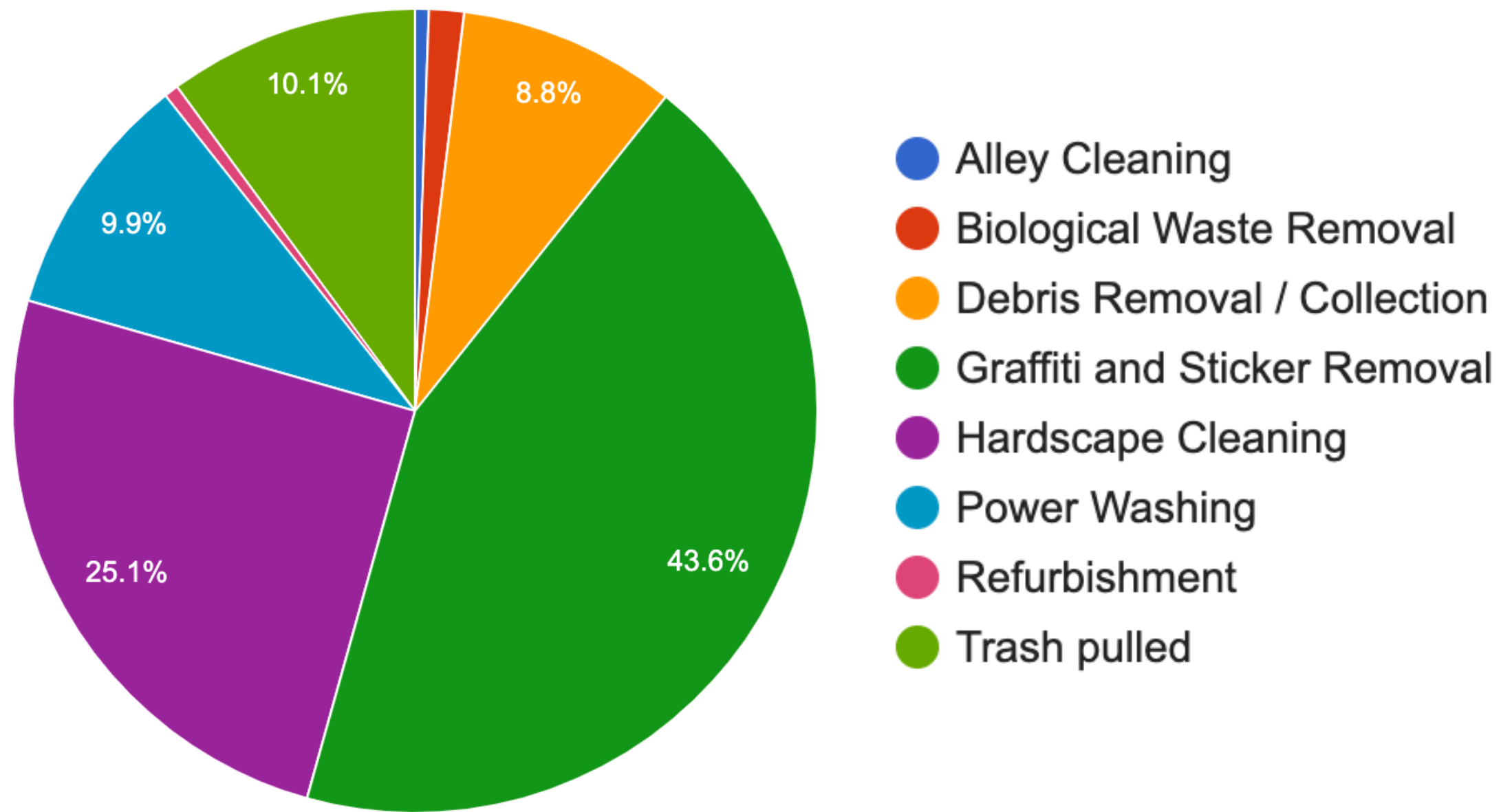
NORTH PARK BUSINESS IMPROVEMENT DISTRICT



North Park Special Enhancement District



North Park Maintenance Date



TICKETS GENERATED
from 1/1 to 12/31/2023

158

Tickets created through the
CLEAN & SAFE APP

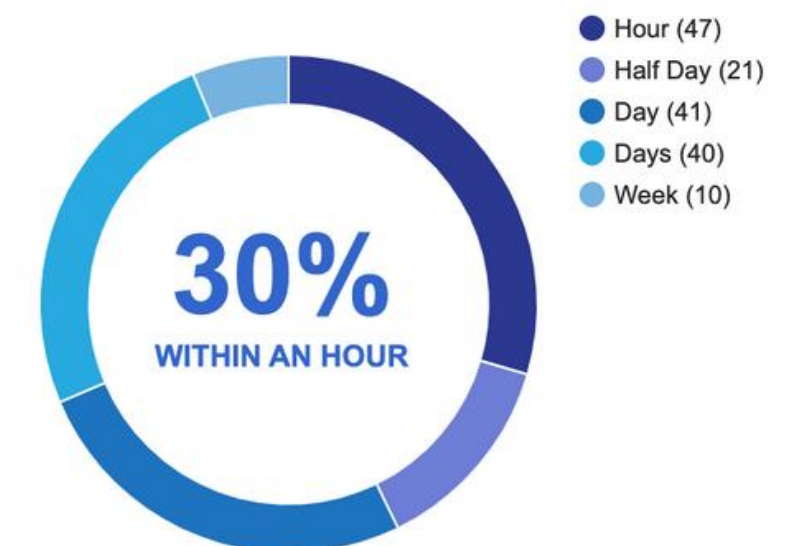
149

See more on the [Tickets Dashboard](#)

TICKET STATUS



RESOLUTION TIME



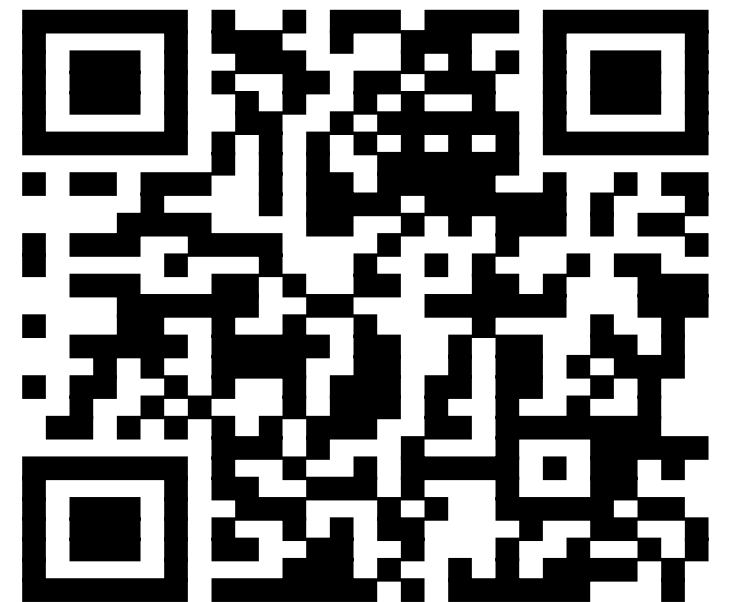
North Park Maintenance App



Launched in early 2023, this app lets you report non-emergent maintenance issues and problems in North Park's Special Enhancement District. The goal of the app is to provide an easy way for our community to notify us of issues in the district and track the problem from start to finish.

You can use the QR code to download the app today!

NPMS APP does not replace the functionality of GET IT DONE, please continue to use that app to access City Services.



Meeting Information

Board of Directors Meetings

2nd Thursday of the month

9am

2948 University Ave

In-person or virtually

Economic Development Committee Meeting

4th Tuesday of the month

11am

2948 University Ave

In-person or virtually

Beautification Committee Meeting

4th Wednesday the month

2pm

2948 University Ave

In-person or virtually

Business Forum #2: Elections

Pinky's Cafe
864 University Ave
San Diego, CA 92104

- Election of Board of Directors



Business Forum #2: Elections

Timeline

February: Application Window

March: Voting Window

April: Seat New Board

Information will be going out to property & business owners. Questions? Contact NPMS



CMO Project Update



Clean
Mobility
Options

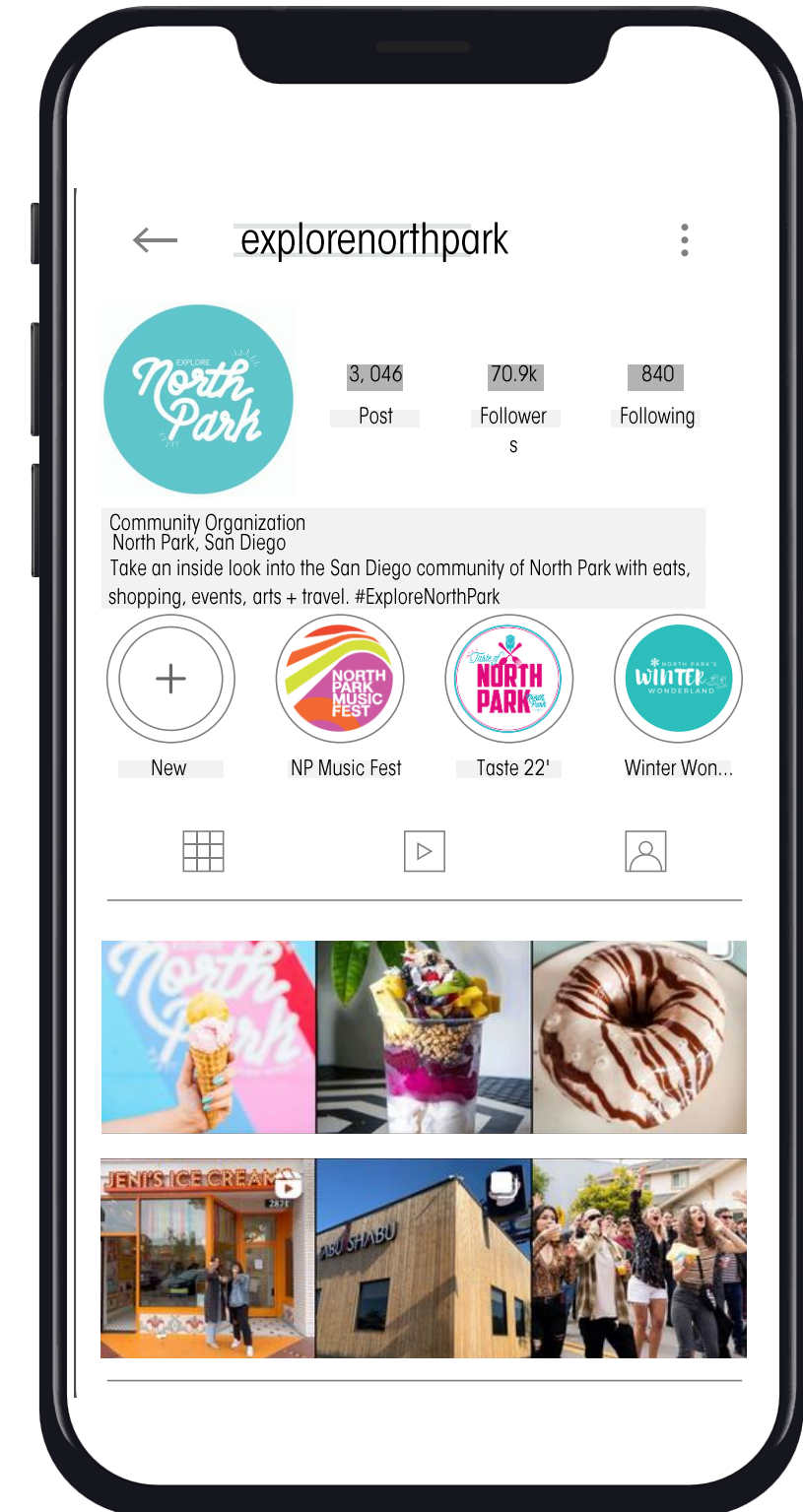




The Explore North Park marketing and outreach program instills a unique benefit to the visitors, businesses, and residents of North Park.

Projects include:

- Website
- Social media platforms
- Print materials





THANK YOU!

Please fill out post-survey!



Phone Number
619 294 2501



Email Address
info@northparkmainstreet.com



Website
www.northparkmainstreet.com



Instagram
@northparkmainstreet



Facebook
**https://www.facebook.com/
NorthParkMainStreet/**