



# BOARD OF DIRECTORS AGENDA

Thursday, September 12th , 2024 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online

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Passcode: tvR8G2

- |       |                                                                       |                       |
|-------|-----------------------------------------------------------------------|-----------------------|
| I.    | Additions to Agenda                                                   | <b>ACTION ITEM</b>    |
| II.   | Public Comment on Items NOT on Agenda (3-minute limit per person)     |                       |
| III.  | Thank you to San Diego Community Power for supporting NPMF            | Mark West             |
| IV.   | Community & Government Liaison Reports                                | <b>INFO ITEM</b>      |
|       | A. San Diego Police Department                                        | Jenny Hall            |
|       | B. Congressman Scott Peters, District 50                              | Cesar Solis           |
|       | C. State Senator Toni Atkins, District 39                             | Gonzalo Rocha-Vazquez |
|       | D. County of San Diego Supervisor Monica Montgomery-Steppe, D4        | Joshua Dunn           |
|       | E. San Diego City Mayor, Todd Gloria                                  | Randy Reyes           |
|       | F. Assembly Member Chris Ward, District 78                            | Chris Gris            |
|       | G. San Diego City Council Member Stephen Whitburn                     | Logan Braydis         |
|       | H. Economic Development Department                                    | Rhea Aguinaldo        |
|       | I. P.A.T.H                                                            | Julie Germain         |
|       | J. North Park Planning Committee (NPPC)                               | Patrick Garbani       |
|       | K. North Park Business & Neighborhood Foundation (BANF)               | Dave Goldsmith        |
|       | L. North Park Maintenance Assessment District (MAD)                   | Will Slate            |
|       | M. Mid City Parking District (MCPD)                                   | Will Slate            |
|       | i. <a href="#">AB 413</a> – Vehicles: stopping, standing, and parking |                       |
| V.    | Consent Items                                                         |                       |
|       | A. Treasurer’s Report                                                 | <b>INFO ITEM</b>      |
|       | B. Approval of Financial Reports, July 2024                           | <b>ACTION ITEM</b>    |
|       | C. Approval of Previous Board Meeting Minutes                         | <b>ACTION ITEM</b>    |
| VI.   | Committee Reports                                                     |                       |
|       | A. Beautification Committee                                           | Matt N. & Lance S.    |
|       | i. Monthly Maintenance Data & App Update (Will)                       |                       |
|       | ii. NPMS Trashcan Signage                                             |                       |
|       | B. Economic Development Committee                                     | Gutherie C. & Jim S.  |
|       | i. NPMF RFP Recommendation                                            | <b>ACTION ITEM</b>    |
|       | ii. Explore North Park                                                |                       |
|       | iii. Events                                                           |                       |
|       | • Putt-Oberfest: 9/26 (Will)                                          |                       |
|       | • Taste of North Park: 10.5 (Mark)                                    |                       |
|       | • North Park Bookfair: 10.26                                          |                       |
|       | C. Mobility Committee                                                 | Jenna H. & Jake N.    |
|       | i. SANDAG Diamond Award 2024 – NPMS awarded Silver                    |                       |
|       | ii. Mid-City Community Shuttle Update (Will)                          |                       |
| VII.  | Executive Director Report                                             | Mark West             |
|       | A. Public Right of Way (PROW) Enforcement                             |                       |
| VIII. | President’s Report                                                    | William Lopez         |
| IX.   | Motion to Adjourn                                                     | <b>ACTION ITEM</b>    |
|       | A. <u>Next Meeting: October 10, 2024 at 9:00 am (at NPMS office)</u>  |                       |

### Meetings

- Board of Directors – 2<sup>nd</sup> Thursdays at 9 am
- Executive Committee – Friday before Board meetings at 9am
- Beautification Committee – 4<sup>th</sup> Fridays at 11 am
- Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am
- Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

# BOARD OF DIRECTORS MINUTES

Thursday, August 8th , 2024 at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

- |      |                                                                                                                                                                                                                            |                       |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| I.   | Additions to Agenda                                                                                                                                                                                                        | <b>ACTION ITEM</b>    |
| II.  | Public Comment on Items NOT on Agenda (3-minute limit per person)                                                                                                                                                          |                       |
|      | A. Planting new trees / replacing trees / trimming trees                                                                                                                                                                   |                       |
|      | i. NP MAD                                                                                                                                                                                                                  |                       |
|      | ii. City Free Tree – not currently funded                                                                                                                                                                                  |                       |
|      | iii. NPMS – in select occasions                                                                                                                                                                                            |                       |
|      | B. Streetlights on 30 <sup>th</sup> , 4 in a row are out now between University Ave and Lincoln                                                                                                                            |                       |
|      | i. Continue to send in Get It Done                                                                                                                                                                                         |                       |
|      | C. District 3 Candidate Forum at St Lukes – 6pm / Councilmember Whitburn & Colleen Cusack                                                                                                                                  |                       |
| III. | Community & Government Liaison Reports                                                                                                                                                                                     | <b>INFO ITEM</b>      |
|      | A. San Diego Police Department                                                                                                                                                                                             | Jenny Hall            |
|      | i. New Captain for Mid-City District – Captain Signs (previously stationed at Southern Division)                                                                                                                           |                       |
|      | ii. Letter of Agency is active for the old 7/11 building on University Ave and Iowa Street                                                                                                                                 |                       |
|      | iii. Walgreens has security team fixing fence to mitigate                                                                                                                                                                  |                       |
|      | B. Congressman Scott Peters, District 50                                                                                                                                                                                   | Cesar Solis           |
|      | C. State Senator Toni Atkins, District 39                                                                                                                                                                                  | Gonzalo Rocha-Vazquez |
|      | i. Legislation month to begin so there office is busy moving through their agenda                                                                                                                                          |                       |
|      | ii.                                                                                                                                                                                                                        |                       |
|      | D. San Diego City Mayor, Todd Gloria                                                                                                                                                                                       | Emily Piatanesi       |
|      | 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        |
|      | i. \$1.5 million for BIDs & non-BIDs to support special events. Collaboration between State Senate Pro Tem Atkins and City of San Diego to formalize how the money will be dispersed. BID Alliance will disperse the money |                       |
|      | • \$30,000 annually with a bonus awarded by calculations of active BTC.                                                                                                                                                    |                       |
|      | • Small allocations will be set aside for non-BID represented communities                                                                                                                                                  |                       |
|      | ii. Greater Hillcrest MAD Formation was approved – will replace the existing EDD and P&R MADS that operate in commercial and residential areas.                                                                            |                       |
|      | H. P.A.T.H                                                                                                                                                                                                                 | Julie Germain         |
|      | i. They are looking for one outreach case manager. 3 move-ins last month.                                                                                                                                                  |                       |
|      | ii. Quaterly numbers to come in next week                                                                                                                                                                                  |                       |
|      | I. North Park Planning Committee (NPPC)                                                                                                                                                                                    | Patrick Garbani       |
|      | i. One vacant board seat was filled                                                                                                                                                                                        |                       |
|      | J. North Park Business & Neighborhood Foundation (BANF)                                                                                                                                                                    | Dave Goldsmith        |
|      | K. North Park Maintenance Assessment District (MAD)                                                                                                                                                                        | Will Slate            |
|      | i. Trees                                                                                                                                                                                                                   |                       |
|      | ii. Tiles                                                                                                                                                                                                                  |                       |
|      | iii. Switzer Canyon                                                                                                                                                                                                        |                       |
|      | L. Mid City Parking District (MCPD)                                                                                                                                                                                        | Will Slate            |
|      | i. Parking Meters                                                                                                                                                                                                          |                       |
|      | ii. Metered parking on the Observatory                                                                                                                                                                                     |                       |
| IV.  | Motion to approve Nate Benedetto to the Board of Directors                                                                                                                                                                 | <b>ACTION ITEM</b>    |
|      | A. Joe motioned, seconded by Han; All in favor                                                                                                                                                                             |                       |
| V.   | San Diego Football Club – Dike Anyiwo                                                                                                                                                                                      | <b>INFO ITEM</b>      |

## **Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am

Executive Committee – Friday before Board meetings at 9am

Beautification Committee – 4<sup>th</sup> Wednesdays at 9 am

Economic Development Committee – 4<sup>th</sup> Tuesdays at 11 am

Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

- VI. Consent Items
- A. Treasurer’s Report INFO ITEM
    - i. Losses sustained from Music Festival and high SED burn rate
  - B. Approval of Financial Reports, June 2024 ACTION ITEM
    - i. Steve motioned, Jake seconded; 8-0-3; All approved
  - C. Approval of Previous Board Meeting Minutes ACTION ITEM
    - i. Steve motioned, Landa seconded; 8-0-3; All approved
- VII. Committee Reports
- A. Beautification Committee Matt N. & Lance S.
    - i. Meetings: 4th Fridays at 11 am
    - ii. Purpose: To plan and execute special projects that promote a beautiful, vibrant, and thriving North Park.
  - B. Economic Development Committee Gutherie C. & Jim S.
    - i. Meeting: 4th Tuesdays at 11 am
    - ii. Purpose: To plan events, activities, and programs that support the development of North Park’s business district.
    - iii. NPMS Signature Events – Committee Recommendation
    - iv. Motion to approve NPMS Signature Events for FY25 ACTION ITEM
      - **Motion to approve for NPMS to put out an RFP for NPMF – Stefan motioned; Lance seconded; All in favor**
      - Notes
        - a. Winter Wonderland will not be held again this year
        - b. North Park Music Festival will held, but outsourcing a majority of the program.
  - C. Mobility Committee Jenna H. & Jake N.
    - i. Meetings: 4th Tuesdays at 1pm
    - ii. Purpose: To promote equitable access to the North Park BID by improving the safety and motility for visitors, residents, and businesses.
- VIII. Executive Director Report Mark West
- A. Mid-City Community Shuttle Update
    - i. Awaiting final execution so we can start outreach, engagement, and starting the launch.
  - B. Public Right of Way (PROW) Enforcement
    - i. If you do not have an active PROW permit, you need to submit the application within 1 week.
- IX. President’s Report William Lopez
- A. Motion to remove Willow Parker from the Board of Directors ACTION ITEM
    - i. **Joe motioned, Jenna seconded; All in favor**
- X. Motion to Adjourn ACTION ITEM
- A. Next Meeting: September 12, 2024 at 9:00 am (at NPMS office)

**Meetings**

Board of Directors – 2<sup>nd</sup> Thursdays at 9 am  
Executive Committee – Friday before Board meetings at 9am  
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Mobility Committee – 4<sup>th</sup> Tuesdays at 1 pm

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of July 31, 2024

	Jul 31, 24	Notes
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
<b>PETTY CASH</b>	453.41	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	22,606.66	
10131 · Savings Acct - 3944/USB 9440	76,922.31	
10120 · Farmer's Market - 7186/USB 1868	20,975.32	
10100 · General Checking - 3557/USB5574	64,565.41	
<b>Total UNION BANK ACCOUNTS</b>	185,069.70	
<b>Total Checking/Savings</b>	185,523.11	
<b>Accounts Receivable</b>		
<b>GENERAL ACCOUNTS RECEIVABLE</b>	64,894.23	<i>SED July, BID July, Festival Merchandise Sales, Festival Sponsorship</i>
<b>Total Accounts Receivable</b>	64,894.23	
<b>Total Current Assets</b>	250,417.34	
<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	(12,590.34)	
<b>Total FIXED ASSETS</b>	9,970.22	
<b>Total Fixed Assets</b>	9,970.22	
<b>Other Assets</b>		
<b>Refundable Security Deposits</b>	3,629.00	<i>storage garage deposit and mobile storage unit for FM. Office Rent deposit.</i>
<b>Total Other Assets</b>	3,629.00	
<b>TOTAL ASSETS</b>	<b>264,016.56</b>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	13,875.28	
<b>Total Accounts Payable</b>	13,875.28	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
US Bank - MW 8350	(539.47)	
Home Depot	930.30	
<b>Total Credit Cards</b>	390.83	
<b>Total Credit Cards</b>	390.83	
<b>Other Current Liabilities</b>		

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of July 31, 2024

	Jul 31, 24	Notes
1510 · Clearing Account	8.43	
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	12,417.43	
Total Current Liabilities	26,683.54	
Total Liabilities	26,683.54	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	189,110.29	
30015 · NET ASSETS	29,405.48	
Net Income	2,988.25	
Total Equity	237,333.02	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>264,016.56</b>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
 July 2024

	Jul 24	Notes - July
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40070 · SPONSORSHIPS	300.00	FM Equipment Sponsor
40025 · SED - Special Enhancement Dist	48,020.05	July SED
40021 · BID Assessments Advance	10,206.09	July BID
70010 · INTEREST INCOME	16.07	
40040 · SPECIAL EVENTS INCOME		
Pressure Washing Program	1,025.00	
40045 · FARMER'S MARKET		
40045-A · Vendor Fees	12,773.00	
<b>Total 40045 · FARMER'S MARKET</b>	<b>12,773.00</b>	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>13,798.00</b>	
<b>Total Income</b>	<b>72,340.21</b>	
<b>Gross Profit</b>	<b>72,340.21</b>	
<b>Expense</b>		
51510 · PROMOTION		
51515 · WEB SITE	10.00	
<b>Total 51510 · PROMOTION</b>	<b>10.00</b>	
51537 · SED - Special Enhancement Dist		
Landscaping Imp & Activities		
SED - Maintenance Personnel	28,477.28	
SED - Supplies & Storage	3,241.92	
SED - Waste / Dumpster Service	727.61	
SED - Water Services	356.79	
SED - Program Management	2,736.11	
<b>Total Landscaping Imp &amp; Activities</b>	<b>35,539.71</b>	
General Operating		
SED - Events & Mixers	100.00	
SED - Retail Rent & Recruitment	2,000.00	
SED - Accounting & Audit	3,000.00	
<b>Total General Operating</b>	<b>5,100.00</b>	
Non-Profit Admin		
SED - Admin Personnel	5,158.22	
SED - Telephone & Internet	447.66	
SED - Office Supplies	73.00	
<b>Total Non-Profit Admin</b>	<b>5,678.88</b>	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>46,318.59</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>		
52004 · FESTIVAL		
52004J · Printing - general items	96.98	
52004L · Beer Gardens&Craft Block	873.00	
52004D · Marketing/Advertising	8.43	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
 July 2024

	Jul 24	Notes - July
Total 52004 · FESTIVAL	978.41	
52200 · FARMER'S MARKET		
52200L · Staffing	4,656.53	
52200I · FM - Bank Charges	321.18	
52200A · Facility Expense	1,748.53	
52200B · Marketing & Promotions	785.00	
52200C · Materials & Supplies	203.22	
Total 52200 · FARMER'S MARKET	7,714.46	
Total SPECIAL EVENTS & PROJECTS ORGANIZATION	8,692.87	
50040 · Hospitality	377.94	
61200 · BANK SERVICE FEES		
Interest Expense	35.00	
Merchant Fees	231.67	
61200 · BANK SERVICE FEES - Other	22.00	Will be refunded in August
Total 61200 · BANK SERVICE FEES	288.67	
61300 · BOARD & STAFF WORKSHOP & Develop	33.29	
50135 · COMPUTER SUPPLIES		
Comp Maint/Support/Software	493.99	
Total 50135 · COMPUTER SUPPLIES	493.99	
50155 · COPIER LEASE	217.63	
50060 · DUES & SUBSCRIPTIONS	1,137.00	
50035 · HEALTH INSURANCE	165.51	
65600 · PAYROLL PREP FEES	320.25	
50020 · RENT-OFFICE	2,050.00	
50025 · STAFFING PAYROLL		
50038 · Employee Retirement	777.39	
50032 · EXECUTIVE ASSISTANT	2,616.66	
50026 · EXECUTIVE DIRECTOR	4,866.66	
50030 · PAYROLL TAX EXPENSE	985.51	
Total 50025 · STAFFING PAYROLL	9,246.22	
Total ORGANIZATION	14,330.50	
Total Expense	69,351.96	
Net Ordinary Income	2,988.25	
Net Income	2,988.25	

**NORTH PARK MAIN STREET**  
**Profit & Loss Prev Year Comparison**  
**July 2024**

	Jul 24	Jul 23
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40070 · SPONSORSHIPS	300.00	0.00
40025 · SED - Special Enhancement Dist	48,020.05	54,043.49
40021 · BID Assessments Advance	10,206.09	6,796.01
70010 · INTEREST INCOME	16.07	2.05
<b>40040 · SPECIAL EVENTS INCOME</b>		
Pressure Washing Program	1,025.00	0.00
40045 · FARMER'S MARKET		
40045-A · Vendor Fees	12,773.00	14,758.00
<b>Total 40045 · FARMER'S MARKET</b>	<b>12,773.00</b>	<b>14,758.00</b>
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>13,798.00</b>	<b>14,758.00</b>
<b>40150 · MISCELLANEOUS INCOME</b>		
40154 · Community Profile	0.00	39.97
40150 · MISCELLANEOUS INCOME - Other	0.00	360.00
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>0.00</b>	<b>399.97</b>
<b>Total Income</b>	<b>72,340.21</b>	<b>75,999.52</b>
<b>Gross Profit</b>	<b>72,340.21</b>	<b>75,999.52</b>
<b>Expense</b>		
51510 · PROMOTION		
51515 · WEB SITE	10.00	0.00
<b>Total 51510 · PROMOTION</b>	<b>10.00</b>	<b>0.00</b>
<b>51537 · SED - Special Enhancement Dist</b>		
<b>Landscaping Imp &amp; Activities</b>		
SED - Maintenance Personnel	28,477.28	0.00
SED - Supplies & Storage	3,241.92	0.00
SED - Waste / Dumpster Service	727.61	0.00
SED - Water Services	356.79	0.00
SED - Program Management	2,736.11	0.00
<b>Total Landscaping Imp &amp; Activities</b>	<b>35,539.71</b>	<b>0.00</b>
<b>General Operating</b>		
SED - Events & Mixers	100.00	0.00
SED - Retail Rent & Recruitment	2,000.00	0.00
SED - Accounting & Audit	3,000.00	0.00
<b>Total General Operating</b>	<b>5,100.00</b>	<b>0.00</b>



**NORTH PARK MAIN STREET**  
**Profit & Loss Prev Year Comparison**  
**July 2024**

	Jul 24	Jul 23
<b>Non-Profit Admin</b>		
SED - Admin Personnel	5,158.22	0.00
SED - Telephone & Internet	447.66	0.00
SED - Office Supplies	73.00	0.00
<b>Total Non-Profit Admin</b>	5,678.88	0.00
SED - Sanitation	0.00	25,114.55
SED - Landscaping	0.00	4,862.41
SED - Improvement & Econ Dev	0.00	6,013.90
SED - Safety Programs	0.00	4,529.12
SED - Administration	0.00	8,877.62
<b>Total 51537 · SED - Special Enhancement Dist</b>	46,318.59	49,397.60
<b>SPECIAL EVENTS &amp; PROJECTS</b>		
51520 · Taste of North Park		
Taste - Advertising	0.00	4,649.99
<b>Total 51520 · Taste of North Park</b>	0.00	4,649.99
52004 · FESTIVAL		
52004J · Printing - general items	96.98	0.00
52004L · Beer Gardens&Craft Block	873.00	1,988.00
52004D · Marketing/Advertising	8.43	0.00
52004F · Permits (Other)	0.00	146.00
<b>Total 52004 · FESTIVAL</b>	978.41	2,134.00
52200 · FARMER'S MARKET		
52200L · Staffing	4,656.53	3,746.01
52200I · FM - Bank Charges	321.18	0.00
52200A · Facility Expense	1,748.53	5,423.32
52200B · Marketing & Promotions	785.00	2,047.16
52200C · Materials & Supplies	203.22	3,280.64
52200E · Taxes & Licenses	0.00	2,432.26
<b>Total 52200 · FARMER'S MARKET</b>	7,714.46	16,929.39
52300 · COMMISSION	0.00	0.00
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	8,692.87	23,713.38
<b>ORGANIZATION</b>		
50040 · Hospitality	377.94	129.94
50080 · TRAVEL & Parking	0.00	74.00

12:51 PM

08/28/24

Accrual Basis

**NORTH PARK MAIN STREET**  
**Profit & Loss Prev Year Comparison**  
**July 2024**

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	<u>Jul 24</u>	<u>Jul 23</u>
<b>61200 · BANK SERVICE FEES</b>		
Interest Expense	35.00	0.00
Merchant Fees	231.67	291.48
<b>61200 · BANK SERVICE FEES - Other</b>	<u>22.00</u>	<u>10.56</u>
<b>Total 61200 · BANK SERVICE FEES</b>	288.67	302.04
<b>61300 · BOARD &amp; STAFF WORKSHOP &amp; Develop</b>	33.29	8.08
<b>50135 · COMPUTER SUPPLIES</b>		
Comp Maint/Support/Software	493.99	429.98
<b>Total 50135 · COMPUTER SUPPLIES</b>	493.99	429.98
<b>50155 · COPIER LEASE</b>	217.63	270.39
<b>50060 · DUES &amp; SUBSCRIPTIONS</b>	1,137.00	918.00
<b>50035 · HEALTH INSURANCE</b>	165.51	514.88
<b>50150 · OFFICE SUPPLIES &amp; EXPENSES</b>	0.00	63.55
<b>65600 · PAYROLL PREP FEES</b>	320.25	306.75
<b>50075 · POSTAGE</b>	0.00	52.67
<b>50020 · RENT-OFFICE</b>	2,050.00	2,050.00
<b>50025 · STAFFING PAYROLL</b>		
50038 · Employee Retirement	777.39	922.59
50032 · EXECUTIVE ASSISTANT	2,616.66	2,153.58
50026 · EXECUTIVE DIRECTOR	4,866.66	4,583.33
50030 · PAYROLL TAX EXPENSE	<u>985.51</u>	<u>3,357.17</u>
<b>Total 50025 · STAFFING PAYROLL</b>	9,246.22	11,016.67
<b>Total ORGANIZATION</b>	<u>14,330.50</u>	<u>16,136.95</u>
<b>Total Expense</b>	<u>69,351.96</u>	<u>89,247.93</u>
<b>Net Ordinary Income</b>	2,988.25	(13,248.41)
<b>Net Income</b>	<u><u>2,988.25</u></u>	<u><u>(13,248.41)</u></u>

# SOCIAL MEDIA REPORT

The Engagement Highlights Report offers a summary of Explore North Park's Instagram audience's demographics and attendance from **July 22 - August 22**. It highlights key metrics such as followers gained, impressions, and overall page performance.

## Instagram Engagement

**73.7k**  
Total Followers

**983**  
Followers Gained

**260k**  
Instagram Impressions

**48.7k**  
Accounts Reached

**4.2k**  
Profile Activity

**781**  
Saves and Shares

**1.7k**  
Content Interactions

**334**  
Content You've Shared

## Visitor Demographics

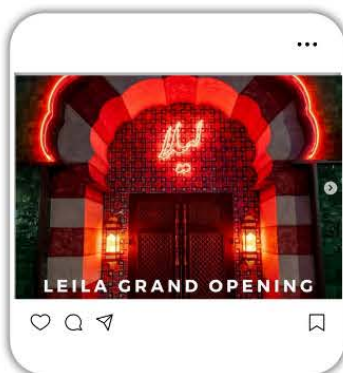
Gender



Age

18-24 Years : 1.8%	45-54 Years : 16.9%
25-34 Years : 31.7%	55-64 Years : 5.7%
35-44 Years : 41.3%	65+ Years : 1.8%

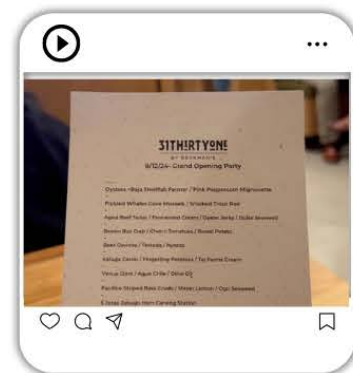
## Top Performing Content:



**3.3k Likes**  
**33k Reach**  
**39k impressions**



**1k Likes**  
**9.8k Reach**  
**8.1k Accounts Reached**



**368 Likes**  
**13k Plays**  
**7.9k Accounts Reached**

NPMS Board of Directors Attendance Summary

Term: 2024 -2025

NAME	Starting Year	Position	Committee	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Guthrie Cook	2024	Community Member	Economic Development	v											
Han Tran	2020	Secretary, Business Owner	Executive	x											
Jake Nunes	2024	Business Owner	Mobility												
Jenna Hanson	2022	Business Owner	Mobility												
Jim Sakrison	2022	Business Owner	Economic Development		x										
Joseph Balestrieri	2016	Business Owner	Beautification	x											
Landa Willmar	2024	Property Owner													
Lialie Ibrahim	2024	Business Owner													
Matt Nault	2023	Business Owner	Beautification												
Nate Benedetto	2024	Business Owner		n/a											
Patrick Garbani	2020	Vice President, Business Owner	Executive												
Stefan Katsampes	2023	Treasurer, Business Delegate	Executive												
Steve Billings	2018	Property Owner		x											
William Lopez	2021	President, Business Owner	Executive												

		Allowed
Excused	X	3
Unexcused	U	3
Leave	L	n.a.
Alternate	A	n.a.
Virtual	V	n.a.

NPMS Board of Directors Fundraising + Volunteer Summary  
 Term: 2024 -2025

NAME	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	FY25 Totals	FY25 Requirement	FY25 Remaining	Notes
Guthrie Cook	\$ -	\$ -												\$ 1,500		
Han Tran	\$ -	\$ -												\$ 1,500		
Jake Nunes	\$ -	\$ -												\$ 1,500		
Jenna Hanson	\$ -	\$ -												\$ 1,500		
Jim Sakrison	\$ -	\$ -												\$ 1,500		
Joseph Balestrieri	\$ -	\$ -												\$ 1,500		
Nate Benedetto	\$ -	\$ -												\$ 1,500		
Landa Willmar	\$ -	\$ -												\$ 1,500		
Lialie Ibrahim	\$ -	\$ -												\$ 1,500		
Matt Nault	\$ -	\$ -												\$ 1,500		
Patrick Garbani	\$ -	\$ -												\$ 1,500		
Stefan Katsampes	\$ -	\$ -												\$ 1,500		
Steve Billings	\$ -	\$ -												\$ 1,500		
William Lopez	\$ -	\$ -												\$ 1,500		
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,000	

\*Volunteering is set at \$50/hr flat rate

NPMS Board of Directors Fundraising + Volunteer Self-Reporting Form  
Term: 2024-2025

Board Member: \_\_\_\_\_

Month: \_\_\_\_\_

Date	Activity	Cash	In-Kind (Value)	Volunteer

Staff Review: \_\_\_\_\_

Date: \_\_\_\_\_