



BEAUTIFICATION COMMITTEE MINUTES

FRIDAY, July 26th, 2024 at 11 am
2948 University Ave, Floor 2, San Diego, CA 92104

- I. Call to Order / Introductions – 11:03 am
- II. Additions to Agenda
 - a. Drafted Committee Mission – Plan and execute special projects that promote a beautiful, vibrant, and thriving North Park.
- III. NPMS Monthly Maintenance & Sanitation Update
 - a. Large dip in activity level is due to increased amount of time on the job site and an employee who is out for long term
 - b. Graffiti issue is increasing. The actual size of the graffiti is smaller, but the frequency of tagging is increasing
 - c. Increasing postering and graffiti on vacant buildings.
 - d. Matt – how can committee help?
 - i. Committee can help by pushing forward with Maintenance App
 - e. Mark – are there new homeless people in the community?
 - i. Yes, but not much
- IV. Funding Opportunities for Committee activities
 - a. NPMS Mini Golf Event – profit from event to fund committee activities
 - b. Additional Ideas and Discussion
 - i. Home Depot – need a 501c3
 1. RenewSD to internally discuss if this is something they can meet.
- V. Projects
 - a. Utility Box Walk – prior to next meeting?
 - b. Additional ideas
- VI. Events
 - a. Community Clean Up – August 24th this is organized by Young Minds in the Community with NPMS support
 - b. Additional ideas
 - i. Continuous
- VII. Community Programs
 - a. North Park Trash Signs Update
 - b. Adopt-A-Utility Box: Organizations and individuals can sponsor art in our community. NPMS will coordinate logistics and implementation with the artists, the art location, and any additional stakeholders, making it easy for our community to directly support the art and artists in our community that make North Park unique!
 - c. NPMS Art Support Program Overview (see more info below)
 - i. NPMS has \$10,000 per year budget to support art in community
- VIII. Motion to Adjourn Meeting
- IX. Next Meeting: August 23rd at 11 am

NPMS Art Support Program Overview
Mural Budget - \$10,000 annual budget

- I. Reimbursement-based stipend program to support business and property owners adding art into the community.
- II. Qualified organizations can receive between \$500-\$1000 in 50/50 matching costs for the art project. Example: if a mural costs a business owner \$1000 to implement, the most they can receive is \$500
- III. Basic Requirements
 - a. Must submit rendering of art OR picture of art post completion
 - b. Art Requirements
 - i. No business logos, corporate advertising, or similar components
 - ii. No derogatory or inflammatory material. This could include material that could be interpreted as racist, sexist, homophobic, agist and any other prejudices.
 - c. Payment Requirements – must submit a service proposal or receipt and W2 for the artist.
- IV. Decision Making Process
 - a. After organizations submit their application, it will be added for review by NPMS's beautification committee. Materials must be submitted 1 week before the meeting (4th Friday) to make the agenda, if received after that, they will be added to the next months Agenda.
 - b. NPMS Beautification committee will vote to approve or reject the funding
- V. Funding Limitations
 - a. The Matching Mural Fund is supported by revenue generated from NPMS special events. There is not a set budget at this time and funding will be on a first come first served basis.