

# BEAUTIFICATION COMMITTEE MINUTES

FRIDAY, September 27<sup>th</sup>, 2024 at 11 am  
2948 University Ave, Floor 2, San Diego, CA 92104

- I. Call to Order / Introductions
- II. Additions to Agenda
  - a. Yermadog: is requesting to add a trash can / recycling
- III. NPMS Monthly Maintenance & Sanitation Update
- IV. Funding Opportunities for Committee activities
  - a. NPMS Mini Golf Event
    - i. Successful deployment and good internal deposits
  - b. Additional Ideas and Discussion
    - i. Home Depot – 501c3 can be used to facilitate donations.
    - ii. **ACTION ITEM:** NPMS needs to make connection with Home Depot Store Manager
- V. Projects
  - a. Map of Beautification Assets
    - i. Ben working on a workaround on collecting map.
    - ii. Goal of map
      1. Layout of public right of way assets (utility boxes, street lights, trees, murals).
      2. Google Earth with pin-drops – Layers with an ability to update
      3. Color coordinated to create layers
  - b. Art Budget & Spending Criteria
    - i. Mark - \$8,000 Art Budget
    - ii. Criteria
      1. Visibility
      2. High Blight Area
      3. Other Funding Sources
      4. Artist in Place
  - c. Additional ideas
- VI. Events
  - a. Community Clean Up – October 6<sup>th</sup>
    - i. Young Minds in The Community is organizing the meeting, but it will be supported by North Park Main Street.
    - ii. North Park Main Street
      1. Promotions – E-Blast (Public & Taste Audience) and Social Media
      2. Buckets & Pickers
  - b. San Diego Brewers Guild Led Community Clean Up – November 10<sup>th</sup> (start at 12pm at Black Plague)
    - i. Black Plague to Seek Route
    - ii. North Park Main Street
      1. Promotions – E-blast and Social Media
      2. Buckets & Pickers

3. Staff supported
  - c. Additional ideas
    - i. Programming around Community Clean-Ups is priority in the short term.  
Creating monthly frequency
- VII. Community Programs
  - a. North Park Trash Signs Update
    - i. Installed in the community & project is complete. Extras on hand for replacement as needed.
  - b. Adopt-A-Utility Box – no update, put on backlog
  - c. NPMS Art Support Program Overview (see more info below)
- VIII. Motion to Adjourn Meeting
- IX. Next Meeting: October 25<sup>th</sup> at 11 am

#### Action Items

- Trashcan near Yermadog
- NPMS to make connection with Home Depot Store Manager

#### NPMS Art Support Program Overview

- 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 (4<sup>th</sup> 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.