



# BOARD OF DIRECTORS AGENDA

Thursday, October 10th , 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.  | 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            |
| IV.   | Consent Items   |                       |
|       | A. Treasurer’s Report   | <b>INFO ITEM</b>      |
|       | B. Approval of Financial Reports, August 2024                         | <b>ACTION ITEM</b>    |
|       | C. Approval of Previous Board Meeting Minutes                         | <b>ACTION ITEM</b>    |
| V.    | Committee Reports   |                       |
|       | A. Beautification Committee   | Matt N. & Joe B.      |
|       | i. Monthly Maintenance Data & App Update (Will)                       |                       |
|       | ii. Events  |                       |
|       | • SD Brewers Guild Clean Up: 11.10                                    |                       |
|       | B. Economic Development Committee                                     | Gutherie C. & Jim S.  |
|       | i. Explore North Park   |                       |
|       | ii. Putt-Oberfest Close-out Report (Will)                             |                       |
|       | iii. Events   |                       |
|       | • St Pats Fall Festival: 10.12 & 10.13                                |                       |
|       | • North Park Bookfair: 10.26  |                       |
|       | • Shop Local: 11.30   |                       |
|       | C. Mobility Committee   | Jenna H. & Jake N.    |
|       | i. Mid-City Community Shuttle Update (Will)                           |                       |
| VI.   | Executive Director Report   | Will Slate            |
|       | A. Public Right of Way (PROW) Enforcement                             |                       |
| VII.  | President’s Report  | Han Tran              |
| VIII. | Motion to Adjourn   | <b>ACTION ITEM</b>    |
|       | A. <u>Next Meeting: November 14, 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, September 12th , 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. St. Pats Fall Festival (October 13 <sup>th</sup> & 14 <sup>th</sup> )  |                       |
|      | i. Flyers to be distributed, please help market the event to your business  |                       |
|      | B. Increase in property crimes in residential areas   |                       |
| III. | Thank you for NPMFs   | Mark West             |
|      | A. Alternative Strategy   |                       |
|      | B. US Bank  |                       |
|      | C. SDCP   |                       |
| IV.  | Community & Government Liaison Reports  | <b>INFO ITEM</b>      |
|      | A. San Diego Police Department  | Jenny Hall            |
|      | i. Major Theft/Vandalism at Encontro, Georges, Figaro, Duhs (8/28)  |                       |
|      | • Stole cooper piping from the roof and causing major water damage  |                       |
|      | ii. Robbery at Chevron gas station (8/28)   |                       |
|      | iii. Dale Street Vacant Housing Update  |                       |
|      | • Letter of Agency is now on file and will assist PD in actually getting onto property.                           |                       |
|      | iv. New Captain   |                       |
|      | B. Congressman Scott Peters, District 50  | Cesar Solis           |
|      | i. Cong. Peters meet with Black-Owned Businesses during August in conjunction with his work with SD Black Chamber |                       |
|      | C. State Senator Toni Atkins, District 39   | Gonzalo Rocha-Vazquez |
|      | i. No major updates   |                       |
|      | D. County of San Diego Supervisor Monica Montgomery-Steppe, D4  | Joshua Dunn           |
|      | E. San Diego City Mayor, Todd Gloria  | Randy Reyes           |
|      | i. New rep, replacing Emily   |                       |
|      | F. Assembly Member Chris Ward, District 78  | Chris Gris            |
|      | G. San Diego City Council Member Stephen Whitburn   | Logan Braydis         |
|      | i. Update on North Park Mini Park Shade Structures  |                       |
|      | • Installation slated to begin in the Fall with 12 week completion time from start                                |                       |
|      | ii. Back to school driver   |                       |
|      | • 100+ backpacks, 200+ notebooks, thousands of writing utensils, and many other important supplies                |                       |
|      | iii. FY26 Budget Season is Kicking Off  |                       |
|      | • Budget survey to be kicked off – first memo due 9/25  |                       |
|      | a. Mark – NPMS will include shuttling funding (with letter)   |                       |
|      | b.  |                       |
|      | H. Economic Development Department  | Sean Plastid          |
|      | i. Rhea manages the MADs, and Sean manages the BIDs. Sean is our new point of contact for EDD.                    |                       |
|      | ii. End of FY24 & Start of FY25 Fiscal Year   |                       |
|      | • Purchase Orders for BIDs/MADs have been submitted   |                       |
|      | • SBEP to be advanced this year, should help end of fiscal year   |                       |

## 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

- I. P.A.T.H Julie Germain
    - i. New staff starting on Monday – NP will be fully staffed at (2)
  - J. North Park Planning Committee (NPPC) Patrick Garbani
    - i. Submitted CIP priority list to City of San Diego
  - 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. [AB 413](#) – Vehicles: stopping, standing, and parking
      - How to does this affect parklets?
      - How can the community request special circumstances?
      - Can motorcycle parking?
- V. Consent Items
- A. Treasurer’s Report **INFO ITEM**
    - i. Secure \$35,023.50 from State Special Events Funds
    - ii. Annual Reports will be released shortly
  - B. Approval of Financial Reports, July 2024 **Patrick motioned, Jake seconded; All in favor**
  - C. Approval of Previous Board Meeting Minutes **Joe motioned, Han seconded; All in favor**
- VI. Committee Reports
- A. Beautification Committee Matt N. & Joe B.
    - i. Good first meeting, with momentum building conversations
    - ii. Ben guided Matt on a city walk through North Park’s Art Scene
    - iii. Working on monthly committee meetings
    - iv. Monthly Maintenance Data & App Update (Will)
    - v. NPMS Trashcan Signage
      - Push the app on newsletters and social media
  - B. Economic Development Committee Gutherie C. & Jim S.
    - i. NPMF RFP Recommendation
      - **Motion to select Sundown Sessions as RFP winner for North Park Music Festival 2025. Contract execution pending language that protects Main Street from inability to meet funding goals. --- Gutherie motioned, Patrick seconded; All in favor**
    - ii. Explore North Park
      - Board should focus on driving people to committee meetings
      - Enticement to make businesses
    - 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. Ray Street Signage Plan
      -
    - iii. 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 **Patrick motioned, Han seconded; All in favor**

**Meetings**

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

**NORTH PARK MAIN STREET**

**Profit & Loss**

August 2024

	Aug 24	Aug 23	Jul - Aug 24
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	737.17	15,000.00	1,037.17
40025 · SED - Special Enhancement Dist	63,557.60	54,898.48	111,577.65
40021 · BID Assessments Advance	7,726.90	6,623.88	17,932.99
41140 · Grants	0.00	1,789.35	0.00
40160 · GRANTS - TEMP RESTRICTED			
CPPS Grants	0.00	7,500.00	0.00
<b>Total 40160 · GRANTS - TEMP RESTRICTED</b>	<b>0.00</b>	<b>7,500.00</b>	<b>0.00</b>
70010 · INTEREST INCOME	15.53	17.20	31.60
40040 · SPECIAL EVENTS INCOME			
Book Fair	150.00	0.00	150.00
Pressure Washing Program	1,250.00	250.00	2,275.00
40066 · Taste of North Park			
Boutique Participation	500.00	1,500.00	500.00
<b>Total 40066 · Taste of North Park</b>	<b>500.00</b>	<b>1,500.00</b>	<b>500.00</b>
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	15,738.00	17,443.00	28,511.00
<b>Total 40045 · FARMER'S MARKET</b>	<b>15,738.00</b>	<b>17,443.00</b>	<b>28,511.00</b>
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>17,638.00</b>	<b>19,193.00</b>	<b>31,436.00</b>
40150 · MISCELLANEOUS INCOME			
40164 · Marketing	0.00	1,875.00	0.00
40150 · MISCELLANEOUS INCOME - Other	0.00	105.00	0.00
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>0.00</b>	<b>1,980.00</b>	<b>0.00</b>
<b>Total Income</b>	<b>89,675.20</b>	<b>107,001.91</b>	<b>162,015.41</b>
<b>Gross Profit</b>	<b>89,675.20</b>	<b>107,001.91</b>	<b>162,015.41</b>
<b>Expense</b>			
52150 · Grant Expenses	0.00	1,875.00	0.00
51510 · PROMOTION			
51514 · Marketing	150.00	0.00	150.00
51515 · WEB SITE	650.00	0.00	660.00
<b>Total 51510 · PROMOTION</b>	<b>800.00</b>	<b>0.00</b>	<b>810.00</b>
51537 · SED - Special Enhancement Dist			
Landscaping Imp & Activities			
SED - Maintenance Personnel	28,260.49	0.00	56,737.77
SED - Supplies & Storage	5,354.05	0.00	8,595.97
SED - Waste / Dumpster Service	727.61	0.00	1,455.22
SED - Water Services	0.00	0.00	356.79
SED - Program Management	2,616.67	0.00	5,352.78
<b>Total Landscaping Imp &amp; Activities</b>	<b>36,958.82</b>	<b>0.00</b>	<b>72,498.53</b>
General Operating			
SED - Events & Mixers	0.00	0.00	2,137.50
SED - Retail Rent & Recruitment	4,000.00	0.00	6,000.00
SED - Insurance			
Insurance - Workers Comp	234.00	0.00	234.00
<b>Total SED - Insurance</b>	<b>234.00</b>	<b>0.00</b>	<b>234.00</b>
SED - Accounting & Audit	0.00	0.00	3,000.00
<b>Total General Operating</b>	<b>4,234.00</b>	<b>0.00</b>	<b>11,371.50</b>
Non-Profit Admin			
SED - Admin Personnel	4,866.66	0.00	10,024.88
SED - Rent	2,050.00	0.00	2,050.00
SED - Telephone & Internet	447.66	0.00	895.32
SED - Office Supplies	0.00	0.00	73.00
<b>Total Non-Profit Admin</b>	<b>7,364.32</b>	<b>0.00</b>	<b>13,043.20</b>
SED - Sanitation	96.75	29,432.11	96.75
SED - Landscaping	0.00	2,807.74	0.00
SED - Improvement & Econ Dev	0.00	10,015.39	0.00
SED - Safety Programs	0.00	5,037.61	0.00
SED - Administration	45.55	8,127.48	45.55
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>48,699.44</b>	<b>55,420.33</b>	<b>97,055.53</b>
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
Community Crawls Expense	600.00	0.00	600.00
51520 · Taste of North Park			
Taste - Consultant/Contractors	3,000.00	800.00	3,000.00
Taste - Printing	6,625.17	0.00	6,625.17
<b>Total 51520 · Taste of North Park</b>	<b>9,625.17</b>	<b>800.00</b>	<b>9,625.17</b>
51522 · Community Profile	0.00	0.00	0.00

## NORTH PARK MAIN STREET

## Profit &amp; Loss

10/04/24

August 2024

Accrual Basis

	Aug 24	Aug 23	Jul - Aug 24
51100 · AWARDS & STIPENDS	0.00	21.16	0.00
52000 · PRINTING & MARKETING	323.25	600.00	323.25
52004 · FESTIVAL			
52004J · Printing - general items	0.00	0.00	96.98
52004L · Beer Gardens&Craft Block	0.00	0.00	873.00
52004D · Marketing/Advertising	0.00	0.00	8.43
52004G · Equipment (Rent & Facility Exp)	0.00	2,250.00	0.00
<b>Total 52004 · FESTIVAL</b>	<b>0.00</b>	<b>2,250.00</b>	<b>978.41</b>
52200 · FARMER'S MARKET			
52200L · Staffing	4,482.98	4,264.81	9,139.51
52200I · FM - Bank Charges	299.77	0.00	620.95
52200A · Facility Expense	2,918.13	371.82	4,666.66
52200B · Marketing & Promotions	760.57	2,671.26	1,545.57
52200C · Materials & Supplies	381.90	686.67	620.82
52200E · Taxes & Licenses	223.20	0.00	223.20
<b>Total 52200 · FARMER'S MARKET</b>	<b>9,066.55</b>	<b>7,994.56</b>	<b>16,816.71</b>
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	<b>19,614.97</b>	<b>11,665.72</b>	<b>28,343.54</b>
<b>ORGANIZATION</b>			
50040 · Hospitality	138.30	296.28	679.58
50070 · INSURANCE			
General Liability Insurance	18.00	0.00	18.00
Directors & Officers Insurance	0.00	3,053.00	0.00
<b>Total 50070 · INSURANCE</b>	<b>18.00</b>	<b>3,053.00</b>	<b>18.00</b>
50080 · TRAVEL & Parking	227.50	0.00	227.50
61100 · ACCOUNTING			
61100a · Bookkeeping	3,400.00	0.00	3,400.00
<b>Total 61100 · ACCOUNTING</b>	<b>3,400.00</b>	<b>0.00</b>	<b>3,400.00</b>
61200 · BANK SERVICE FEES			
Interest Expense	0.00	0.00	35.00
Merchant Fees	65.00	202.63	296.67
61200 · BANK SERVICE FEES - Other	(22.00)	0.00	0.00
<b>Total 61200 · BANK SERVICE FEES</b>	<b>43.00</b>	<b>202.63</b>	<b>331.67</b>
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	16.11	33.29
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	299.99	429.98	793.98
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>299.99</b>	<b>429.98</b>	<b>793.98</b>
50155 · COPIER LEASE	265.00	207.26	482.63
50060 · DUES & SUBSCRIPTIONS	0.00	0.00	1,137.00
50035 · HEALTH INSURANCE	165.51	385.31	331.02
50150 · OFFICE SUPPLIES & EXPENSES	251.69	256.53	456.62
65600 · PAYROLL PREP FEES	321.50	317.00	641.75
50020 · RENT-OFFICE	0.00	2,050.00	2,050.00
50100 · REPAIR & MAINTENANCE	0.00	307.76	0.00
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	677.36	550.13	1,454.75
50032 · EXECUTIVE ASSISTANT	2,541.67	2,448.68	5,158.33
50026 · EXECUTIVE DIRECTOR	4,791.66	4,583.33	9,658.32
50030 · PAYROLL TAX EXPENSE	3,592.18	3,777.18	4,577.69
<b>Total 50025 · STAFFING PAYROLL</b>	<b>11,602.87</b>	<b>11,359.32</b>	<b>20,849.09</b>
<b>Total ORGANIZATION</b>	<b>16,733.36</b>	<b>18,881.18</b>	<b>31,432.13</b>
<b>Total Expense</b>	<b>85,847.77</b>	<b>87,842.23</b>	<b>157,641.20</b>
<b>Net Ordinary Income</b>	<b>3,827.43</b>	<b>19,159.68</b>	<b>4,374.21</b>
<b>Net Income</b>	<b>3,827.43</b>	<b>19,159.68</b>	<b>4,374.21</b>

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

	Aug 31, 24	Notes
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
PETTY CASH	453.41	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	10,609.48	
10131 · Savings Acct - 3944/USB 9440	66,937.84	
10120 · Farmer's Market - 7186/USB 1868	29,743.64	
10100 · General Checking - 3557/USB5574	23,855.55	
<b>Total UNION BANK ACCOUNTS</b>	131,146.51	
<b>Total Checking/Savings</b>	131,599.92	
<b>Accounts Receivable</b>		
GENERAL ACCOUNTS RECEIVABLE	134,747.81	<i>SED July &amp; August, BID July &amp; August, Festival Sponsorship</i>
<b>Total Accounts Receivable</b>	134,747.81	
<b>Total Current Assets</b>	266,347.73	
<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>		
Refundable Security Deposits	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>279,946.95</b>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	28,782.73	
<b>Total Accounts Payable</b>	28,782.73	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
US Bank - MW 8350	(539.47)	
US Bank - WB 0142	8.43	
Home Depot	533.46	
<b>Total Credit Cards</b>	2.42	
<b>Total Credit Cards</b>	2.42	
<b>Other Current Liabilities</b>		

**NORTH PARK MAIN STREET**

**Balance Sheet**

As of August 31, 2024

	Aug 31, 24	Notes
Payroll Clearing	(9.00)	
<b>ACCRUED PAYABLES</b>	<u>12,409.00</u>	
<b>Total Other Current Liabilities</b>	<u>12,400.00</u>	
<b>Total Current Liabilities</b>	<u>41,185.15</u>	
<b>Total Liabilities</b>	41,185.15	
<b>Equity</b>		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	189,153.11	
30015 · NET ASSETS	29,405.48	
Net Income	<u>4,374.21</u>	
<b>Total Equity</b>	<u>238,761.80</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>279,946.95</u></u>	

## NORTH PARK MAIN STREET

### Profit & Loss

August 2024

	Aug 24	Jul - Aug 24	Notes - August
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	737.17	1,037.17	Diamond - Taste Sponsor
40025 · SED - Special Enhancement Dist	63,557.60	111,577.65	August SED
40021 · BID Assessments Advance	7,726.90	17,932.99	August BID
70010 · INTEREST INCOME	15.53	31.60	
40040 · SPECIAL EVENTS INCOME			
Book Fair	150.00	150.00	
Pressure Washing Program	1,250.00	2,275.00	
40066 · Taste of North Park			
Boutique Participation	500.00	500.00	
Total 40066 · Taste of North Park	500.00	500.00	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	15,738.00	28,511.00	
Total 40045 · FARMER'S MARKET	15,738.00	28,511.00	
Total 40040 · SPECIAL EVENTS INCOME	17,638.00	31,436.00	
40150 · MISCELLANEOUS INCOME	0.00	0.00	
<b>Total Income</b>	<b>89,675.20</b>	<b>162,015.41</b>	
<b>Gross Profit</b>	<b>89,675.20</b>	<b>162,015.41</b>	
<b>Expense</b>			
51510 · PROMOTION			
51514 · Marketing	150.00	150.00	
51515 · WEB SITE	650.00	660.00	
Total 51510 · PROMOTION	800.00	810.00	
51537 · SED - Special Enhancement Dist			
Landscaping Imp & Activities			
SED - Maintenance Personnel	28,260.49	56,737.77	
SED - Supplies & Storage	5,354.05	8,595.97	
SED - Waste / Dumpster Service	727.61	1,455.22	
SED - Water Services	0.00	356.79	
SED - Program Management	2,616.67	5,352.78	
Total Landscaping Imp & Activities	36,958.82	72,498.53	
General Operating			
SED - Events & Mixers	0.00	2,137.50	
SED - Retail Rent & Recruitment	4,000.00	6,000.00	
SED - Insurance			
Insurance - Workers Comp	234.00	234.00	
Total SED - Insurance	234.00	234.00	
SED - Accounting & Audit	0.00	3,000.00	
Total General Operating	4,234.00	11,371.50	
Non-Profit Admin			
SED - Admin Personnel	4,866.66	10,024.88	



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

	Aug 24	Jul - Aug 24	Notes - August
SED - Rent	2,050.00	2,050.00	
SED - Telephone & Internet	447.66	895.32	
SED - Office Supplies	0.00	73.00	
<b>Total Non-Profit Admin</b>	<b>7,364.32</b>	<b>13,043.20</b>	
SED - Sanitation	96.75	96.75	
SED - Administration	45.55	45.55	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>48,699.44</b>	<b>97,055.53</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
Community Crawls Expense	600.00	600.00	
<b>51520 · Taste of North Park</b>			
Taste - Consultant/Contractors	3,000.00	3,000.00	
Taste - Printing	6,625.17	6,625.17	
<b>Total 51520 · Taste of North Park</b>	<b>9,625.17</b>	<b>9,625.17</b>	
<b>52000 · PRINTING &amp; MARKETING</b>	<b>323.25</b>	<b>323.25</b>	
<b>52004 · FESTIVAL</b>			
52004J · Printing - general items	0.00	96.98	
52004L · Beer Gardens&Craft Block	0.00	873.00	
52004D · Marketing/Advertising	0.00	8.43	
<b>Total 52004 · FESTIVAL</b>	<b>0.00</b>	<b>978.41</b>	
<b>52200 · FARMER'S MARKET</b>			
52200L · Staffing	4,482.98	9,139.51	
52200I · FM - Bank Charges	299.77	620.95	
52200A · Facility Expense	2,918.13	4,666.66	
52200B · Marketing & Promotions	760.57	1,545.57	
52200C · Materials & Supplies	381.90	620.82	
52200E · Taxes & Licenses	223.20	223.20	
<b>Total 52200 · FARMER'S MARKET</b>	<b>9,066.55</b>	<b>16,816.71</b>	
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	<b>19,614.97</b>	<b>28,343.54</b>	
<b>ORGANIZATION</b>			
50040 · Hospitality	138.30	679.58	
<b>50070 · INSURANCE</b>			
General Liability Insurance	18.00	18.00	
<b>Total 50070 · INSURANCE</b>	<b>18.00</b>	<b>18.00</b>	
<b>50080 · TRAVEL &amp; Parking</b>	<b>227.50</b>	<b>227.50</b>	
<b>61100 · ACCOUNTING</b>			
61100a · Bookkeeping	3,400.00	3,400.00	
<b>Total 61100 · ACCOUNTING</b>	<b>3,400.00</b>	<b>3,400.00</b>	
<b>61200 · BANK SERVICE FEES</b>			
Interest Expense	0.00	35.00	
Merchant Fees	65.00	296.67	
61200 · BANK SERVICE FEES - Other	(22.00)	0.00	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>43.00</b>	<b>331.67</b>	

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

	Aug 24	Jul - Aug 24	Notes - August
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	33.29	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	299.99	793.98	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>299.99</b>	<b>793.98</b>	
50155 · COPIER LEASE	265.00	482.63	
50060 · DUES & SUBSCRIPTIONS	0.00	1,137.00	
50035 · HEALTH INSURANCE	165.51	331.02	
50150 · OFFICE SUPPLIES & EXPENSES	251.69	456.62	
65600 · PAYROLL PREP FEES	321.50	641.75	
50020 · RENT-OFFICE	0.00	2,050.00	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	677.36	1,454.75	
50032 · EXECUTIVE ASSISTANT	2,541.67	5,158.33	
50026 · EXECUTIVE DIRECTOR	4,791.66	9,658.32	
50030 · PAYROLL TAX EXPENSE	3,592.18	4,577.69	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>11,602.87</b>	<b>20,849.09</b>	
<b>Total ORGANIZATION</b>	<b>16,733.36</b>	<b>31,432.13</b>	
<b>Total Expense</b>	<b>85,847.77</b>	<b>157,641.20</b>	
<b>Net Ordinary Income</b>	<b>3,827.43</b>	<b>4,374.21</b>	
<b>Net Income</b>	<b>3,827.43</b>	<b>4,374.21</b>	

# 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

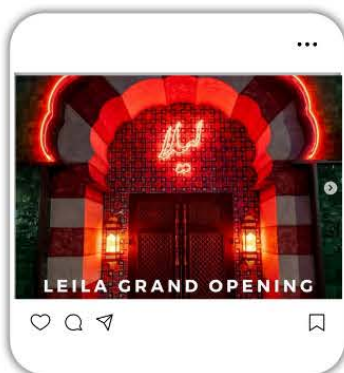
Gender



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%

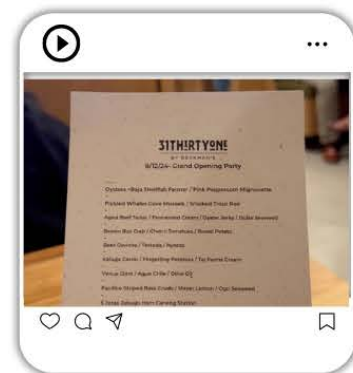
## Top Performing Content:



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



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



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



### ACTIVITY DASHBOARD

8/1/2024 8/31/2024

ALL

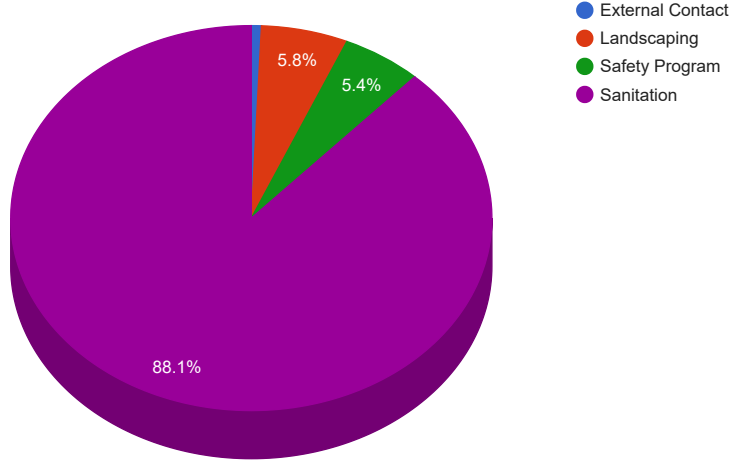
ALL

Go

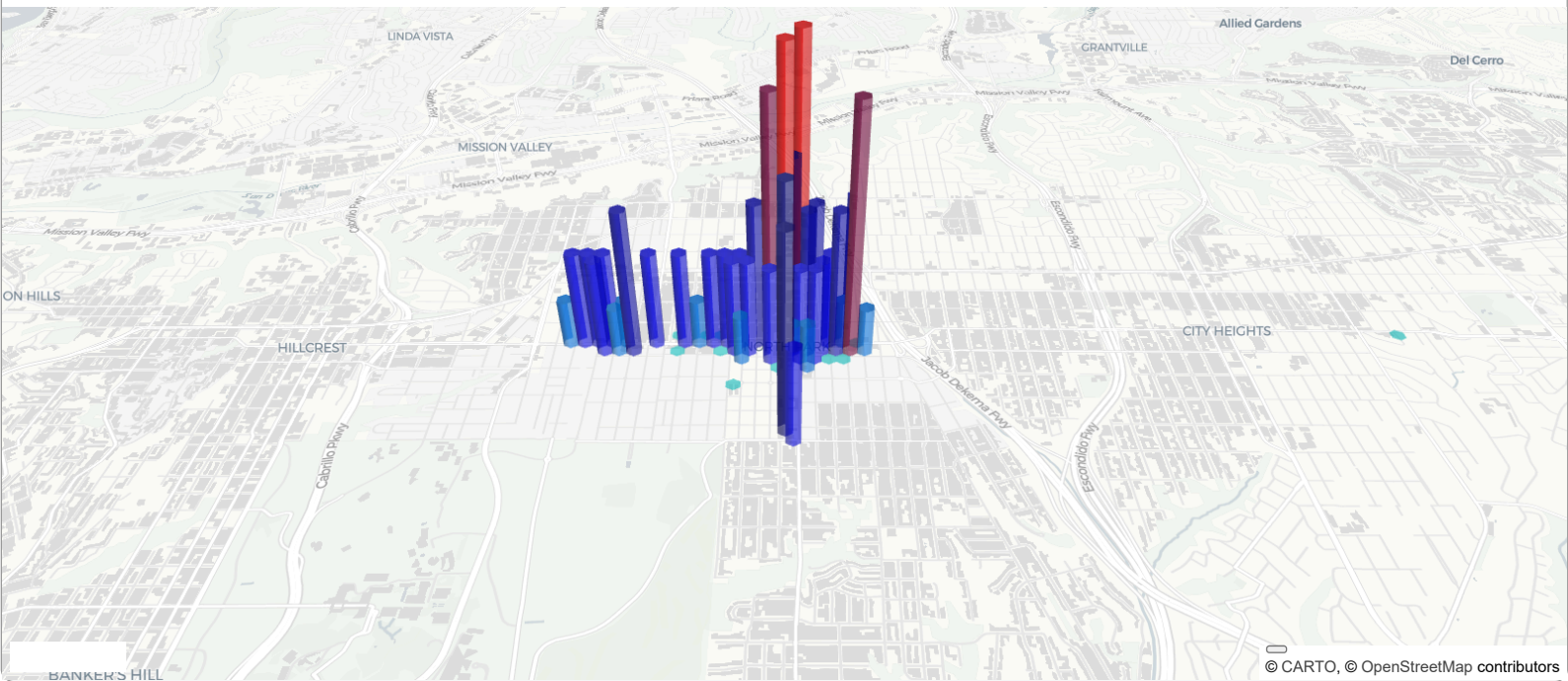
View Week's Logs

#### Overview Total Logs | Time Spent

TYPE	TOTAL
External Contact	9
Landscaping	78
Non-Compliance	0
Safety Program	72
Sanitation	1179
<b>TOTAL</b>	<b>1338</b>



#### All Log Types - 8/1-8/31/2024



456 logs waiting your approval

- No Active Notices -

#### TICKETS GENERATED

from 8/1 to 8/31/2024

9

Tickets created through the CLEAN & SAFE APP

9

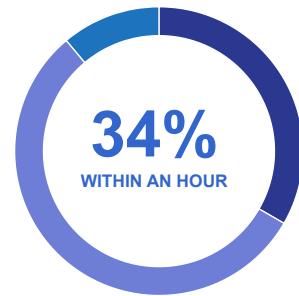
See more on the [Tickets Dashboard](#)

#### TICKET STATUS



- Outside the Service Area (1)
- Resolved (8)

#### RESOLUTION TIME



- Hour (3)
- Half Day (5)
- Day (1)

#### AVERAGE TIME ON SITE:

The average time from starting a job until completion

6 MIN

#### AVERAGE RESPONSE TIME:

Average response time is the time from a ticket reported to the time a worker arrives on site.

3 HRS 39 MIN

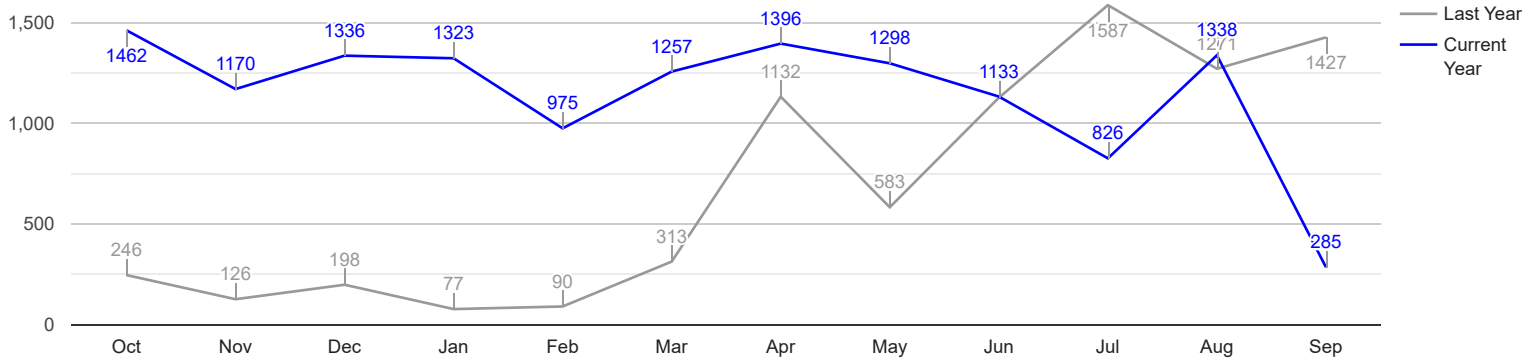
#### Team Performance

Team Member	August 25	August 28	August 31	September 3	September 6	September 9	September 12	September 15	September 18
NPMS Admin	26								
Freddie C	39								
Raymond C	418								
Sergio C	167								
Joe F	27								
Kyle G	301								
John Gilman	0								
Mike K	92								
Ivan L	0								

#### Business Activity

Business	Count
August 19 - Yesterday	5
SHANK & BONE	1
HELLO BIRDIE NAIL ...	1
PIZZA HUT	1

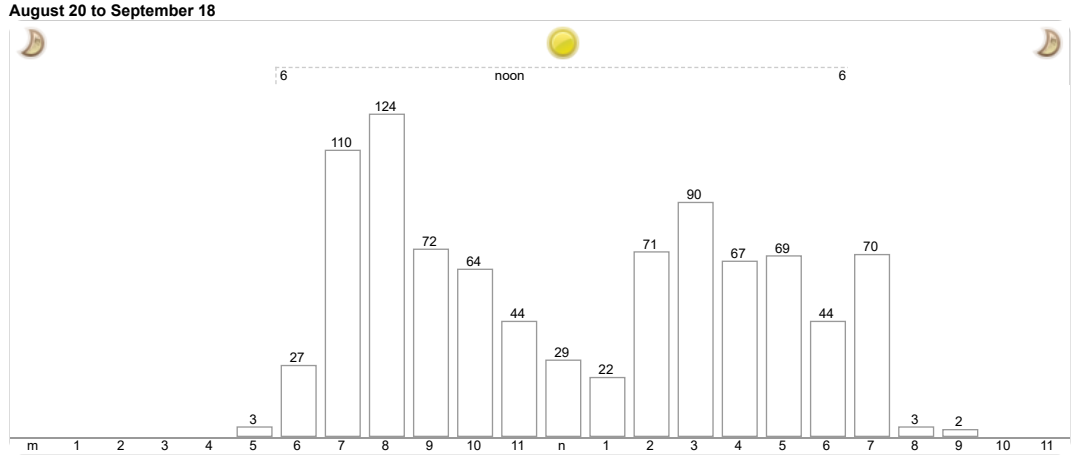
### Log History



### Month Activity Scale

Date	Logs	Day
Aug. 20	4	T
21	22	W
22	36	T
23	96	F
24	126	S
25	133	S
26	13	M
27	17	T
28	21	W
29	20	T
30	86	F
31	52	S
Sep. 1	45	S
2	8	M
3	4	T
4	26	W
5	10	T
6	81	F
7	21	S
8	31	S
9	29	M
10	6	T
11	10	W
12	12	T
13	2	F
14	0	S
15	0	S
16	0	M
17	0	T
18	0	W

### Hourly Activity Scale



### Peak Period Benchmarks

Logs since 3/1/2024: 7,993

Average Logs per Month: 1,142  
Peak Month - April 2024 (1,396)

Average Logs per Week: 266  
Peak Week - 4/21/24-4/27 (450)

Average Logs per Day: 40  
Peak Day - Sunday 6/9/24 (175)

### Usage Statistics

Last 30 days through September 18

Logs: 911  
Log Photos: 1,855  
Surveys: 0  
Syncs: 122



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	v									
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		u									
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 Surplus/Deficit	Notes
Guthrie Cook	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Han Tran	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Jake Nunes	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Jenna Hanson	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Jim Sakrison	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Joseph Balestrieri	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Nate Beneddetto	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Landa Willmar	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Lialie Ibrahim	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Matt Nault	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Patrick Garbani	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Stefan Katsampes	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
Steve Billings	\$ -	\$ -											\$ -	\$ 1,500	\$ (1,500)	
William Lopez	\$ -	\$ -	\$ 2,800	\$ 3,500									\$ 6,300	\$ 1,500	\$ 4,800	PuttOberfest PR, Taste PR
	\$ -	\$ -	\$ 2,800	\$ 3,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,300	\$ 21,000		

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

