



BOARD OF DIRECTORS AGENDA

Thursday, November 14th, 2024 at 9 am
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online

[Click Here to Join Online](#)

Passcode: tvR8G2

- | | | |
|-------|---|-----------------------|
| I. | Additions to Agenda | ACTION ITEM |
| II. | Public Comment on Items NOT on Agenda (3-minute limit per person) | |
| III. | Community & Government Liaison Reports | INFO ITEM |
| | 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 | INFO ITEM |
| | B. Approval of Financial Reports, September 2024 | ACTION ITEM |
| | C. Approval of Previous Board Meeting Minutes | ACTION ITEM |
| V. | Committee Reports | |
| | A. Beautification Committee | Matt N. & Joe B. |
| | i. Committee Update | |
| | ii. Monthly SED Report | |
| | B. Economic Development Committee | Gutherie C. & Jim S. |
| | i. Committee Update | |
| | ii. Monthly Explore Report | |
| | iii. Taste of North Park Recap | |
| | iv. Events | |
| | • Rising Sun Collective Ribbon Cutting – 11/15 at 4 pm | |
| | • Shop Local, Shop North Park – 11/30 | |
| | C. Mobility Committee | Jenna H. & Jake N. |
| | i. Committee Update | |
| | ii. Mid-City Shuttle Update | |
| VI. | Executive Director Report | Mark West |
| | A. Parking Garage Update | |
| | B. Press Engagement Activities | |
| | C. December Holiday Party | |
| VII. | President’s Report | William Lopez |
| VIII. | Motion to Adjourn | ACTION ITEM |
| | A. <u>NO MEETING IN DECEMBER</u> / Next Meeting: January 9 th at 9 am | |

Meetings

Board of Directors – 2nd Thursdays at 9 am

Executive Committee – Friday before Board meetings at 9am

Beautification Committee – 4th Fridays at 11 am

Economic Development Committee – 4th Tuesdays at 11 am – 3rd THURSDAY IN NOVEMBER ONLY

Mobility Committee – 4th Tuesdays at 1 pm – 3rd THURSDAY IN NOVEMBER ONLY

NORTH PARK MAIN STREET
Balance Sheet
 As of September 30, 2024

	<u>Sep 30, 24</u>	<u>Notes</u>
ASSETS		
Current Assets		
Checking/Savings		
PETTY CASH	121.41	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993/USB 9937	26,657.44	
10131 · Savings Acct - 3944/USB 9440	51,947.37	
10120 · Farmer's Market - 7186/USB 1868	32,468.93	
10100 · General Checking - 3557/USB5574	<u>37,737.40</u>	
Total UNION BANK ACCOUNTS	<u>148,811.14</u>	
Total Checking/Savings	148,932.55	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	151,360.39	<i>SED August & September, CA Special Event Grant, Festival Sponsorship</i>
Total Accounts Receivable	<u>151,360.39</u>	
Total Current Assets	300,292.94	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	<u>(12,590.34)</u>	
Total FIXED ASSETS	<u>9,970.22</u>	
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	<u>3,629.00</u>	
TOTAL ASSETS	<u><u>313,892.16</u></u>	
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	<u>25,958.01</u>	
Total Accounts Payable	25,958.01	
Credit Cards		
Credit Cards		
US Bank - WB 0142	8.43	
Home Depot	<u>402.98</u>	
Total Credit Cards	<u>411.41</u>	
Total Credit Cards	411.41	
Other Current Liabilities		

NORTH PARK MAIN STREET
Balance Sheet
As of September 30, 2024

	Sep 30, 24	Notes
Payroll Clearing	(9.00)	
ACCRUED PAYABLES	<u>12,409.00</u>	
Total Other Current Liabilities	<u>12,400.00</u>	
Total Current Liabilities	<u>38,769.42</u>	
Total Liabilities	38,769.42	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	188,416.48	
30015 · NET ASSETS	29,405.48	
Net Income	41,471.78	
Total Equity	<u>275,122.74</u>	
TOTAL LIABILITIES & EQUITY	<u><u>313,892.16</u></u>	

NORTH PARK MAIN STREET
Profit & Loss
September 2024

	Sep 24	Jul - Sep 24	Notes - September
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	0.00	1,037.17	
40025 · SED - Special Enhancement Dist	49,542.12	161,119.77	September SED
40021 · BID Assessments Advance	7,736.96	25,669.95	September BID
41140 · Grants	35,023.50	35,023.50	CA Special Events Grants
70010 · INTEREST INCOME	9.53	41.13	
40040 · SPECIAL EVENTS INCOME			
Community Crawls	5,597.60	5,597.60	Putt-Oberfest
Book Fair	0.00	150.00	
Pressure Washing Program	300.00	2,275.00	
40066 · Taste of North Park			
Boutique Participation	3,250.00	3,750.00	
Ticket Sales	8,655.00	8,655.00	
Total 40066 · Taste of North Park	11,905.00	12,405.00	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	12,971.00	41,636.00	
Total 40045 · FARMER'S MARKET	12,971.00	41,636.00	
Total 40040 · SPECIAL EVENTS INCOME	30,773.60	62,063.60	
40150 · MISCELLANEOUS INCOME			
40154 · Community Profile	500.00	500.00	
40150 · MISCELLANEOUS INCOME - Other	0.00	0.00	
Total 40150 · MISCELLANEOUS INCOME	500.00	500.00	
Total Income	123,585.71	285,455.12	
Gross Profit	123,585.71	285,455.12	
Expense			
51510 · PROMOTION			
51514 · Marketing	0.00	150.00	
51515 · WEB SITE	150.00	810.00	
Total 51510 · PROMOTION	150.00	960.00	
51537 · SED - Special Enhancement Dist			
Landscaping Imp & Activities			
SED - Maintenance Personnel	30,491.38	87,327.36	
SED - Supplies & Storage	3,384.96	11,980.93	
SED - Waste / Dumpster Service	785.61	2,240.83	
SED - Water Services	1,297.33	1,654.12	
SED - Program Management	2,811.10	8,163.88	
Total Landscaping Imp & Activities	38,770.38	111,367.12	
General Operating			
SED - Events & Mixers	0.00	2,137.50	
SED - Retail Rent & Recruitment	4,000.00	10,000.00	
SED - Insurance			

NORTH PARK MAIN STREET
Profit & Loss
September 2024

	Sep 24	Jul - Sep 24	Notes - September
Insurance - Workers Comp	0.00	234.00	
Total SED - Insurance	0.00	234.00	
SED - Program Management	5,233.21	5,233.21	
SED - Accounting & Audit	0.00	3,000.00	
Total General Operating	9,233.21	20,604.71	
Non-Profit Admin			
SED - Admin Personnel	0.00	10,024.88	
SED - Rent	0.00	2,050.00	
SED - Telephone & Internet	447.78	1,343.10	
SED - Office Supplies	799.55	872.55	
Total Non-Profit Admin	1,247.33	14,290.53	
SED - Sanitation	0.00	96.75	
SED - Administration	18.18	63.73	
Total 51537 · SED - Special Enhancement Dist	49,269.10	146,422.84	
SPECIAL EVENTS & PROJECTS			
Community Crawls Expense	231.07	831.07	
51536 · North Park Book Fair	1,096.67	1,096.67	
51520 · Taste of North Park			
Taste - Consultant/Contractors	1,000.00	4,000.00	
Taste - Supplies/Materials	685.39	746.70	
Taste - Printing	3,234.80	9,859.97	
Total 51520 · Taste of North Park	4,920.19	14,606.67	
51522 · Community Profile	250.00	250.00	
52000 · PRINTING & MARKETING	0.00	323.25	
52004 · FESTIVAL			
52004J · Printing - general items	0.00	96.98	
52004L · Beer Gardens&Craft Block	0.00	873.00	
52004D · Marketing/Advertising	0.00	8.43	
52004E · Materials & Supplies (support)	0.00	0.00	
Total 52004 · FESTIVAL	0.00	978.41	
52200 · FARMER'S MARKET			
52200L · Staffing	4,889.79	14,029.30	
52200I · FM - Bank Charges	346.52	967.47	
52200A · Facility Expense	2,914.40	7,581.06	
52200B · Marketing & Promotions	850.91	2,786.48	
52200C · Materials & Supplies	85.18	706.00	
52200E · Taxes & Licenses	1,456.00	1,679.20	
Total 52200 · FARMER'S MARKET	10,542.80	27,749.51	
Total SPECIAL EVENTS & PROJECTS	17,040.73	45,835.58	
ORGANIZATION			
50040 · Hospitality	167.07	953.63	
50070 · INSURANCE			

NORTH PARK MAIN STREET
Profit & Loss
September 2024

	Sep 24	Jul - Sep 24	Notes - September
General Liability Insurance	0.00	18.00	
Directors & Officers Insurance	3,806.00	3,806.00	
Total 50070 · INSURANCE	3,806.00	3,824.00	
50080 · TRAVEL & Parking	4.69	232.19	
61100 · ACCOUNTING			
61100a · Bookkeeping	3,200.00	6,600.00	
Total 61100 · ACCOUNTING	3,200.00	6,600.00	
61200 · BANK SERVICE FEES			
Interest Expense	0.00	35.00	
Merchant Fees	65.00	361.67	
61200 · BANK SERVICE FEES - Other	0.00	0.00	
Total 61200 · BANK SERVICE FEES	65.00	396.67	
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	33.29	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	304.99	1,098.97	
Total 50135 · COMPUTER SUPPLIES	304.99	1,098.97	
50155 · COPIER LEASE	272.85	755.48	
50060 · DUES & SUBSCRIPTIONS	0.00	1,137.00	
50035 · HEALTH INSURANCE	165.51	496.53	
50150 · OFFICE SUPPLIES & EXPENSES	86.08	590.27	
65600 · PAYROLL PREP FEES	362.75	1,004.50	
50020 · RENT-OFFICE	2,050.00	4,100.00	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	621.55	2,076.30	
50032 · EXECUTIVE ASSISTANT	2,541.67	7,700.00	
50026 · EXECUTIVE DIRECTOR	4,791.66	14,449.98	
50030 · PAYROLL TAX EXPENSE	935.58	5,513.27	
Total 50025 · STAFFING PAYROLL	8,890.46	29,739.55	
Total ORGANIZATION	19,375.40	50,962.08	
Total Expense	85,835.23	244,180.50	
Net Ordinary Income	37,750.48	41,274.62	
Net Income	37,750.48	41,274.62	

SOCIAL MEDIA REPORT

The Engagement Highlights Report offers a summary of Explore North Park's Instagram audience's demographics and attendance from **Sep 1 - Sep 30**.

It highlights key metrics such as followers gained, impressions, and overall page performance.

Instagram Engagement

74.8k

Total Followers

604

Followers Gained

354.2k

Instagram Impressions

75k

Accounts Reached

5.3k

Profile Activity

1k

Saves and Shares

6.2k

Content Interactions

383

Content You've Shared

Visitor Demographics

Gender



Age

18-24 Years : 2.6%	45-54 Years : 16.6%
25-34 Years : 31.6%	55-64 Years : 5.7%
35-44 Years : 40.4%	65+ Years : 2.7%

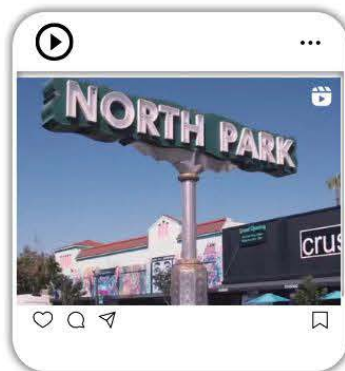
Top Performing Content:



392 Likes

49k Plays

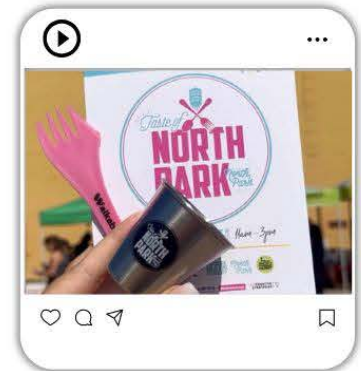
30k Accounts Reached



383k Likes

24k Plays

17.1k Accounts Reached



151 Likes

25k Plays

16k Accounts Reached



ACTIVITY DASHBOARD

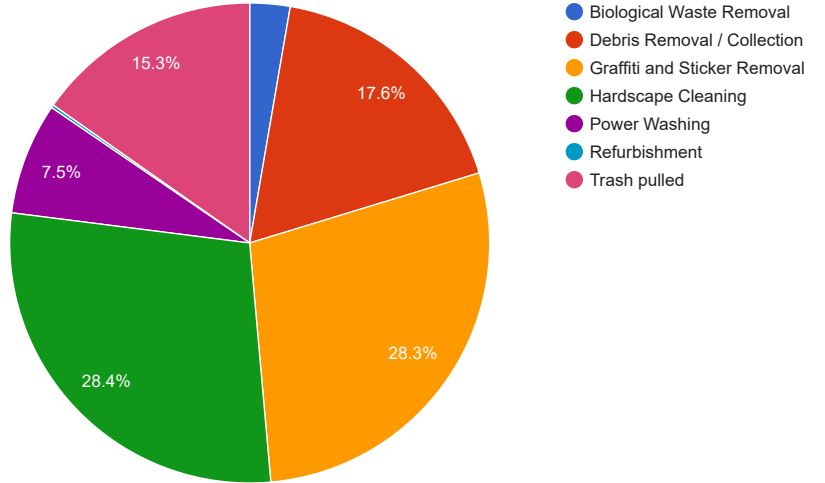
9/1/2024 9/30/2024

View

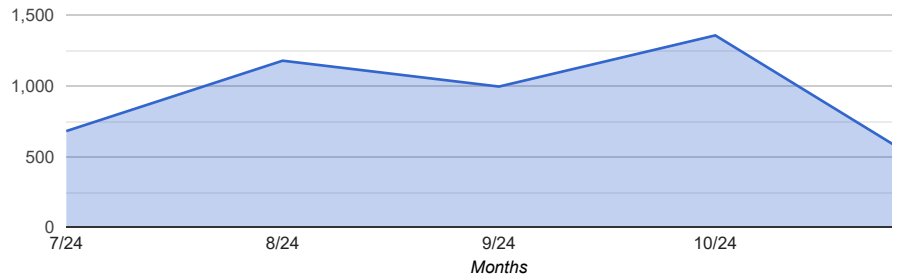
Overview Total Logs | Time Spent

TYPE	TOTAL
External Contact	25 <input type="checkbox"/>
Landscaping	54 <input type="checkbox"/>
Non-Compliance	0 <input type="checkbox"/>
Safety Program	72 <input type="checkbox"/>
Sanitation	996 <input type="checkbox"/>
TOTAL	1147

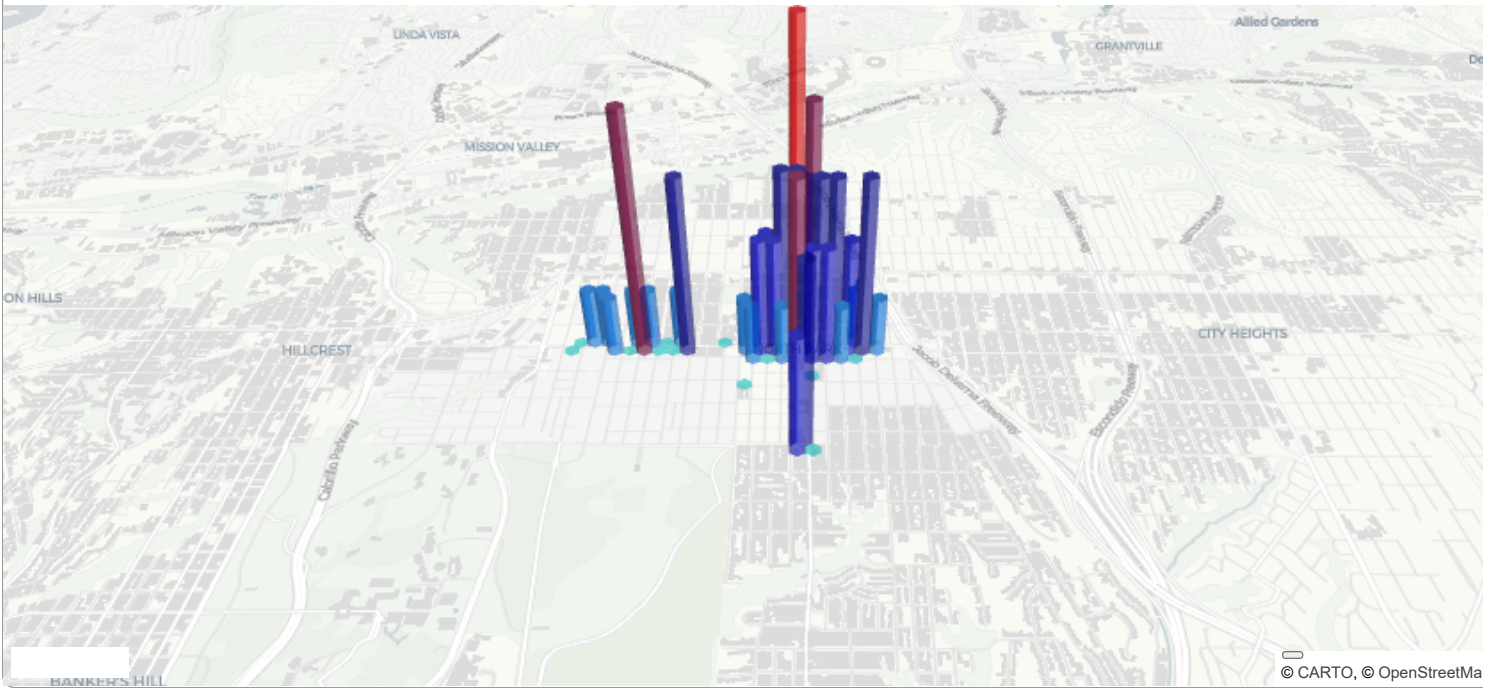
Sanitation : All Sub Types



Sanitation Annual Logs



Sanitation : All Sub Types - 9/1-9/30/2024



- No Active Alerts -

- No Active Notices -

TICKETS GENERATED

from 9/1 to 9/30/2024

21

Tickets created through the **CLEAN & SAFE APP**

21

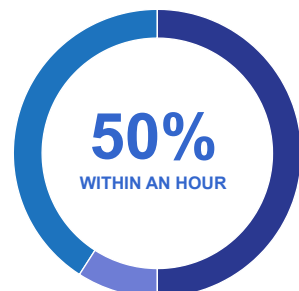
See more on the [Tickets Dashboard](#)

TICKET STATUS



- Outside District - Use "Get It Done" App (2)
- Outside the Service Area (2)
- Resolved (17)

RESOLUTION TIME



- Hour (11)
- Half Day (2)
- Day (9)

AVERAGE TIME ON SITE:

The average time from starting a job until completion

3 MIN

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

7 HRS **31** MIN

Team Performance

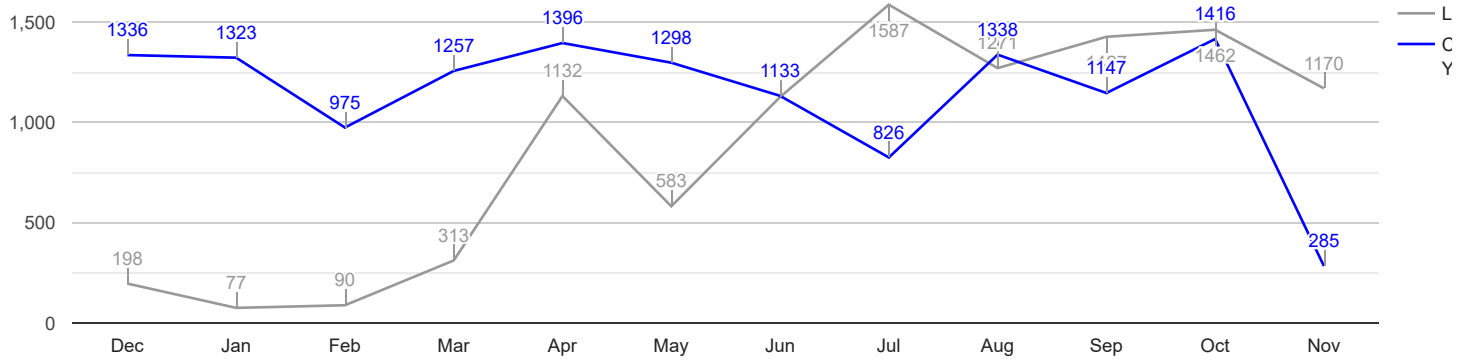
	14	17	20	23	26	29	1	4	7
NPMS Admin	0								
Freddie C	75								
Raymond C	368								
Ricky C	327								
Sergio C	191								
Joe F	167								
Kyle G	257								
John Gilman	0								
Mike K	5								

Business Activity

October 8 - Yesterday

CAFFE CALABRIA	1
FLAP YOUR JACKS	1
KFC SAN DIEGO	1
WESTERN DENTAL ...	1

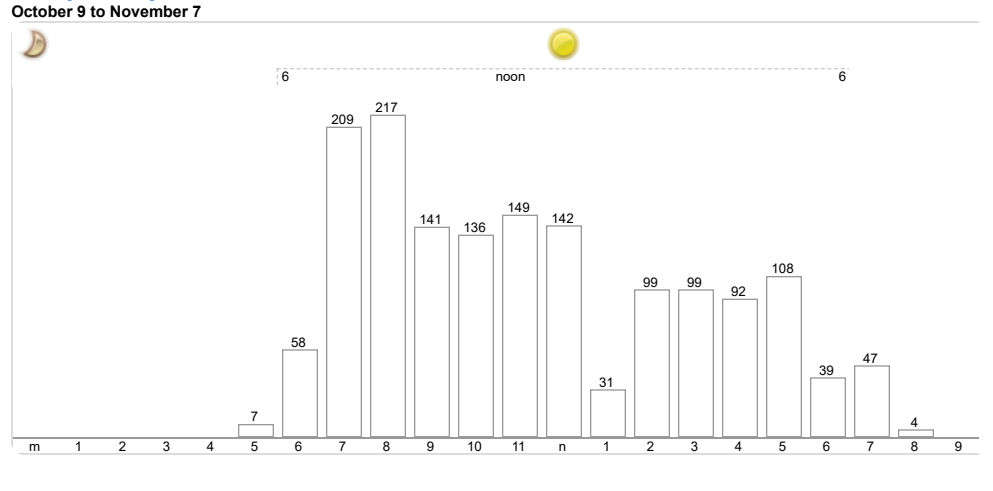
Log History



Month Activity Scale

Date	Logs	W
Oct. 9	32	W
10	18	T
11	58	F
12	103	S
13	30	S
14	4	M
15	5	T
16	46	W
17	50	T
18	96	F
19	91	S
20	127	S
21	17	M
22	33	T
23	33	W
24	44	T
25	129	F
26	17	S
27	125	S
28	13	M
29	15	T
30	40	W
31	56	T
Nov. 1	99	F
2	94	S
3	117	S
4	32	M
5	9	T
6	45	W
7	66	T

Hourly Activity Scale



Peak Period Benchmarks

Logs since 5/1/2024: 7,626

Average Logs per Month: 1,089
Peak Month - October 2024 (1,416)

Average Logs per Week: 272
Peak Week - 10/27/24-11/2 (442)

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

Usage Statistics

Last 30 days through November 7

Logs: 1,487
Log Photos: 2,478
Surveys: 0
Syncs: 121





TONP 2024 REPORT

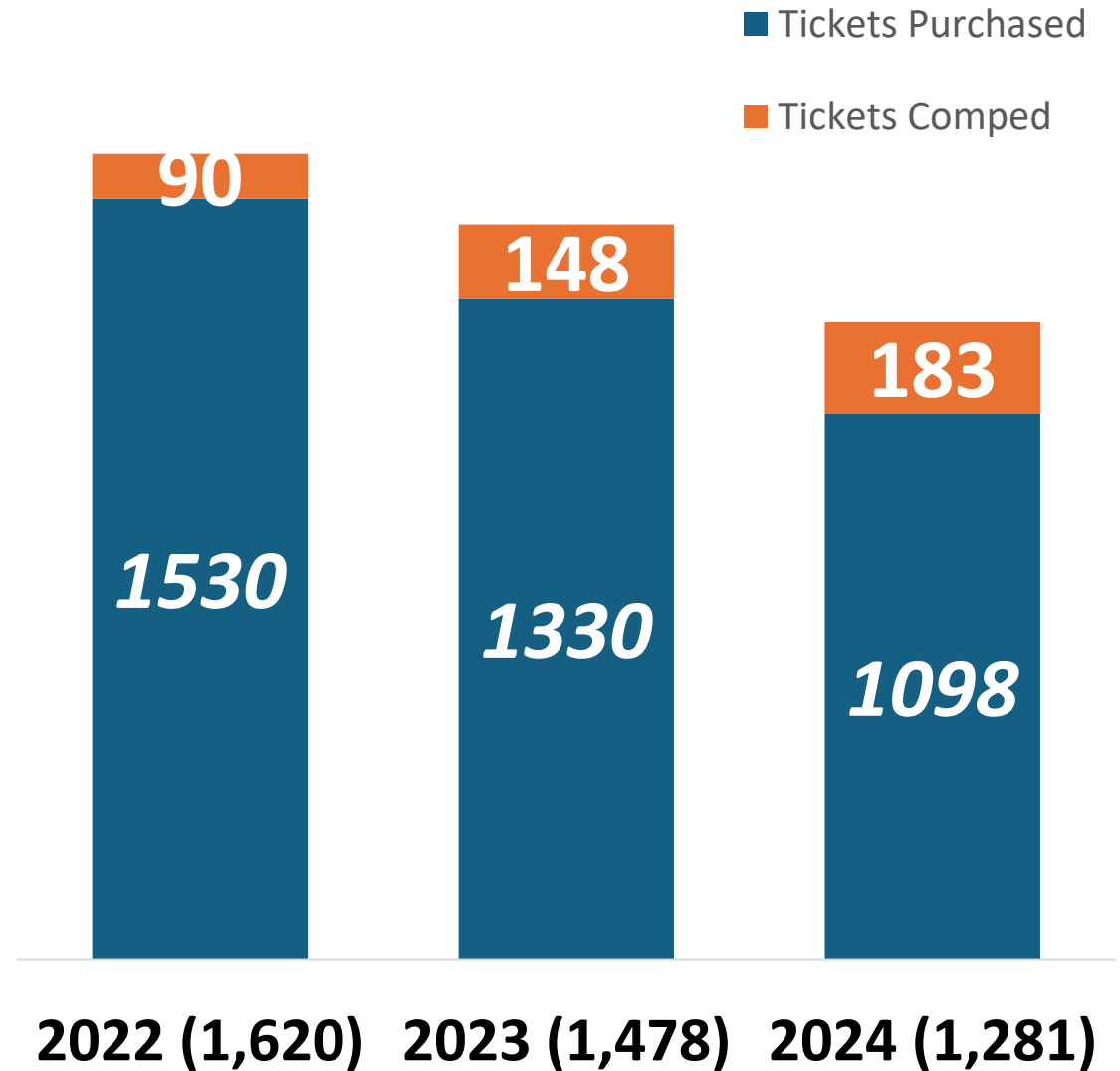




Event Details

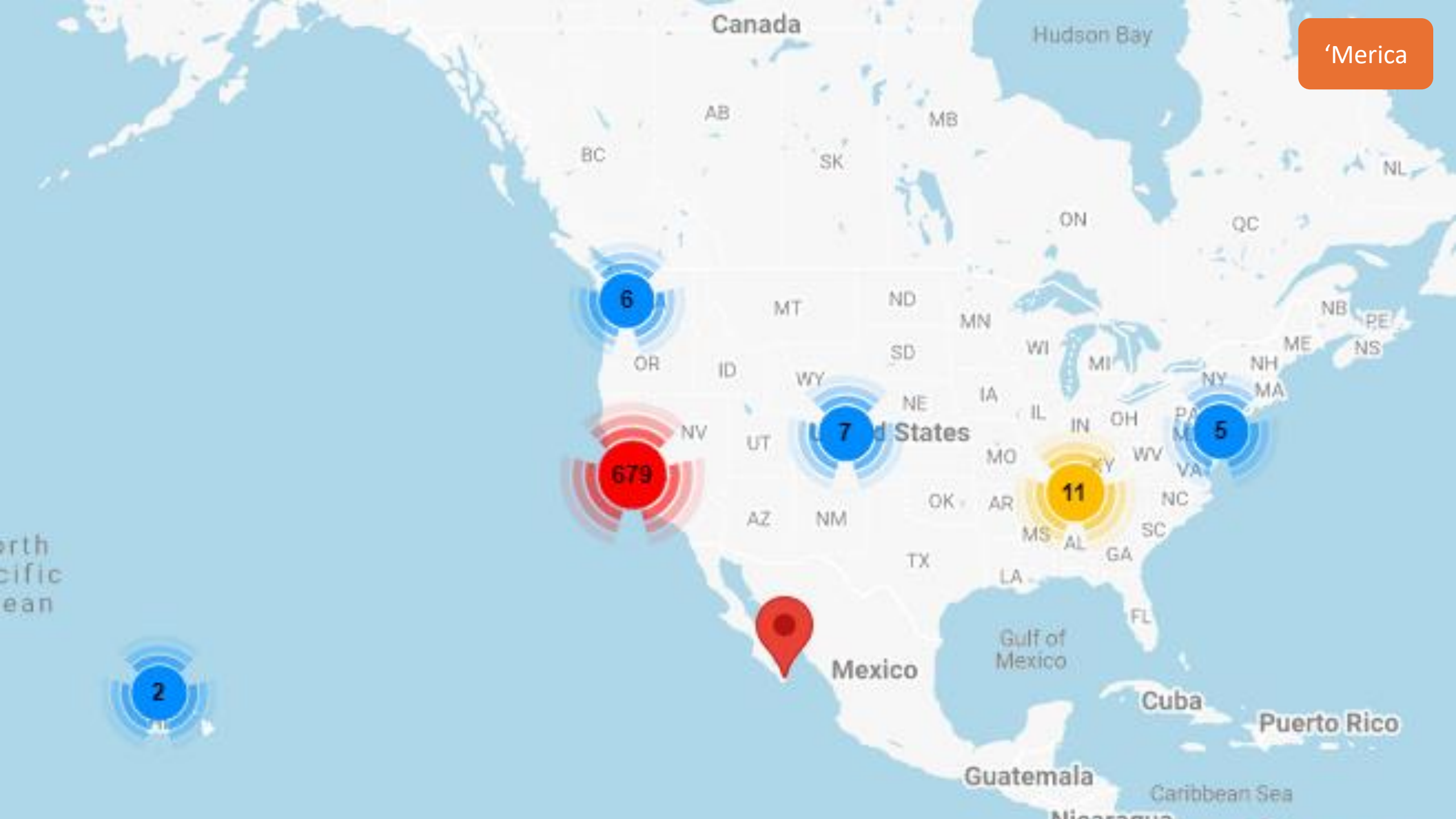
- Saturday October 5th
 - 11 am to 330 pm (Check-in open at 1030am)
 - 4 Check-in Locations
 - OG40 Brewing
 - Thai Time
 - Louisiana Purchase
 - Bluefoot
 - Ticket cost
 - Food & Beverage: \$75 + \$9.04 fee (early bird \$65)
 - Food Only: \$55 + \$6.54 fee (early bird \$50)
 - Ticket Caps
 - Food & Beverage: 1,000
 - Food: 400
-

Attendee Report



*2022 Data is not fully understood due to different ticketing system & unclear comp/discount system

'Merica



CA

CALIFORNIA
California Coastal National Monument

Death Valley National Park

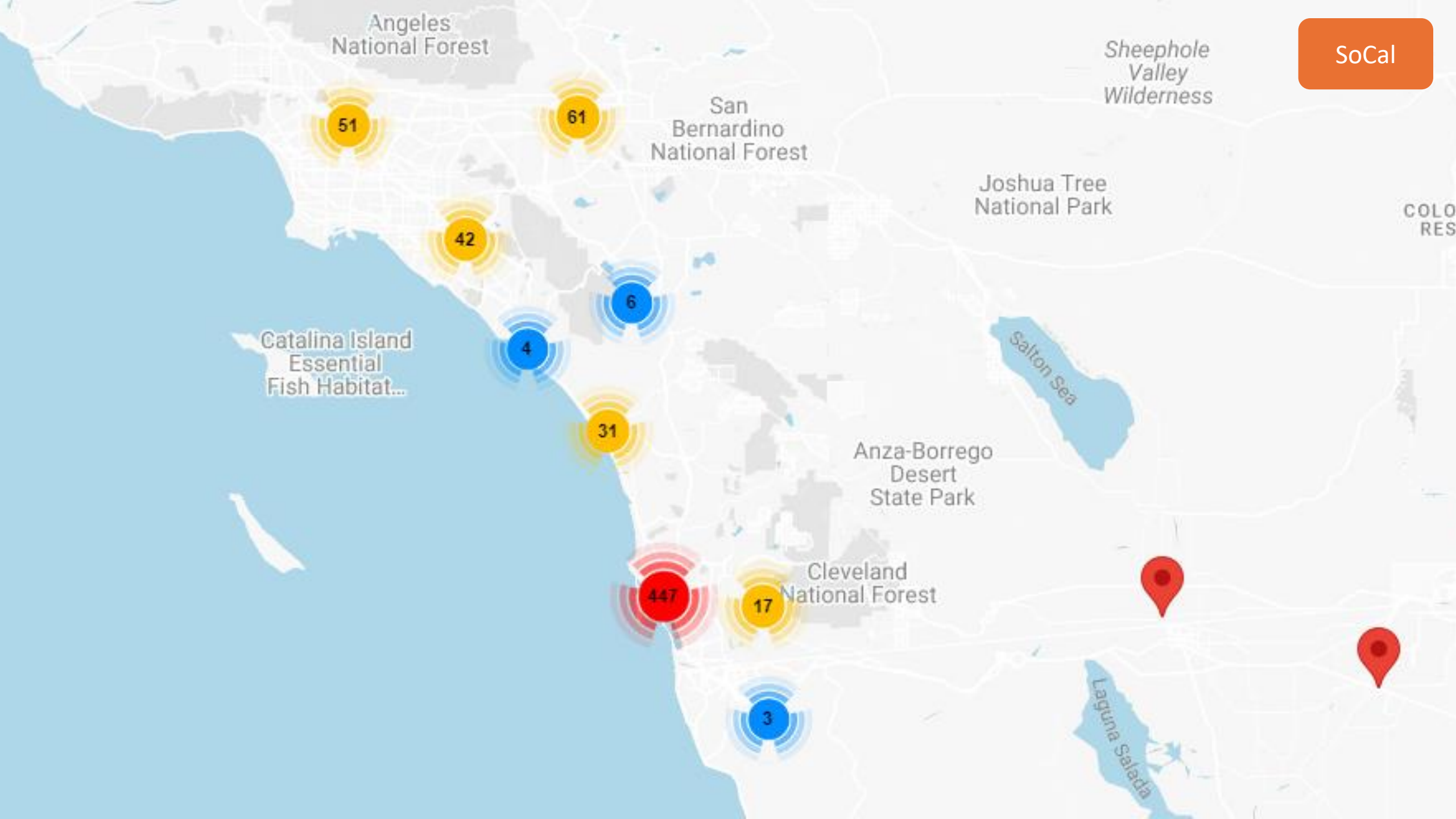
HUALAPAI INDIAN RESERVATION

ARIZONA

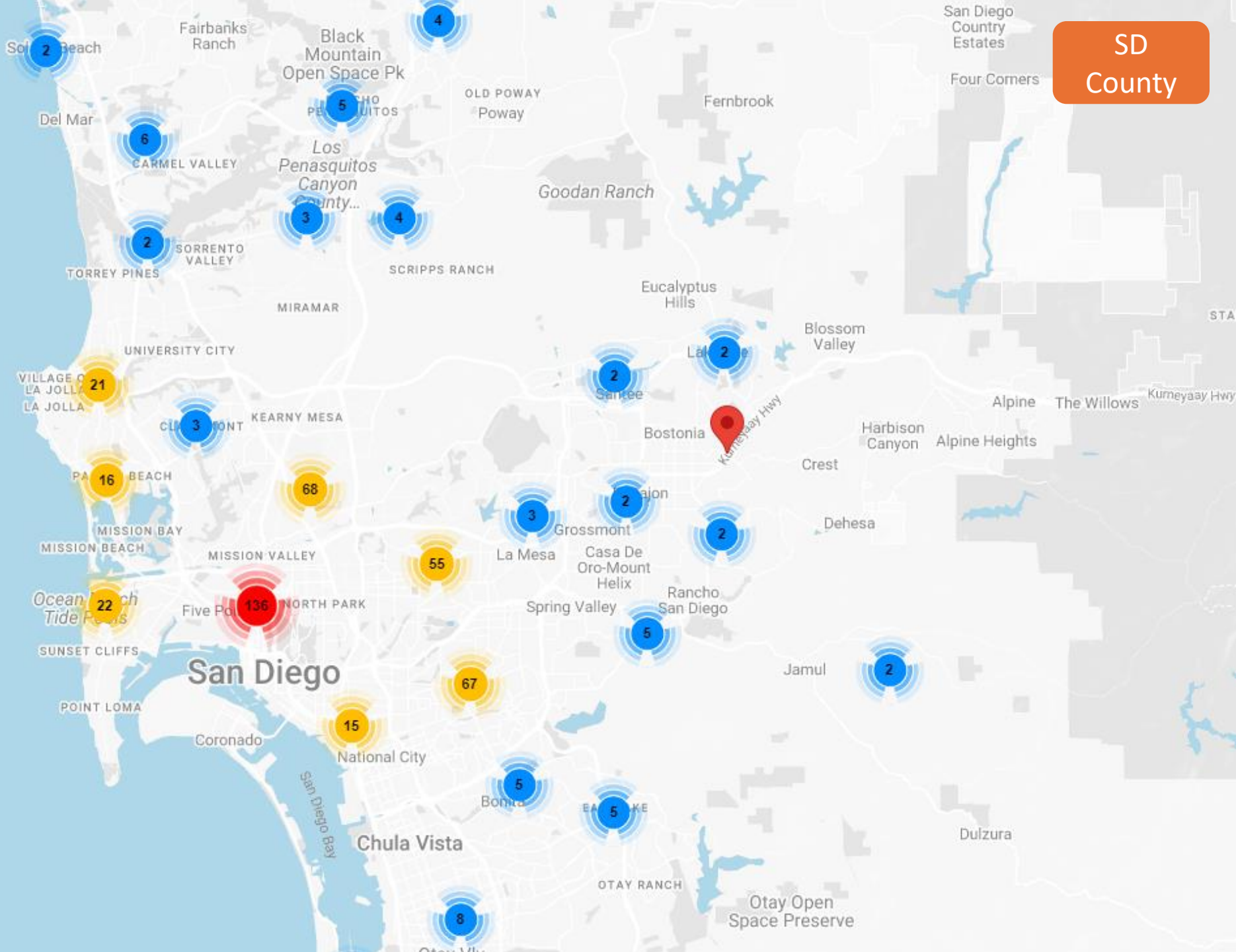
Apache Nation

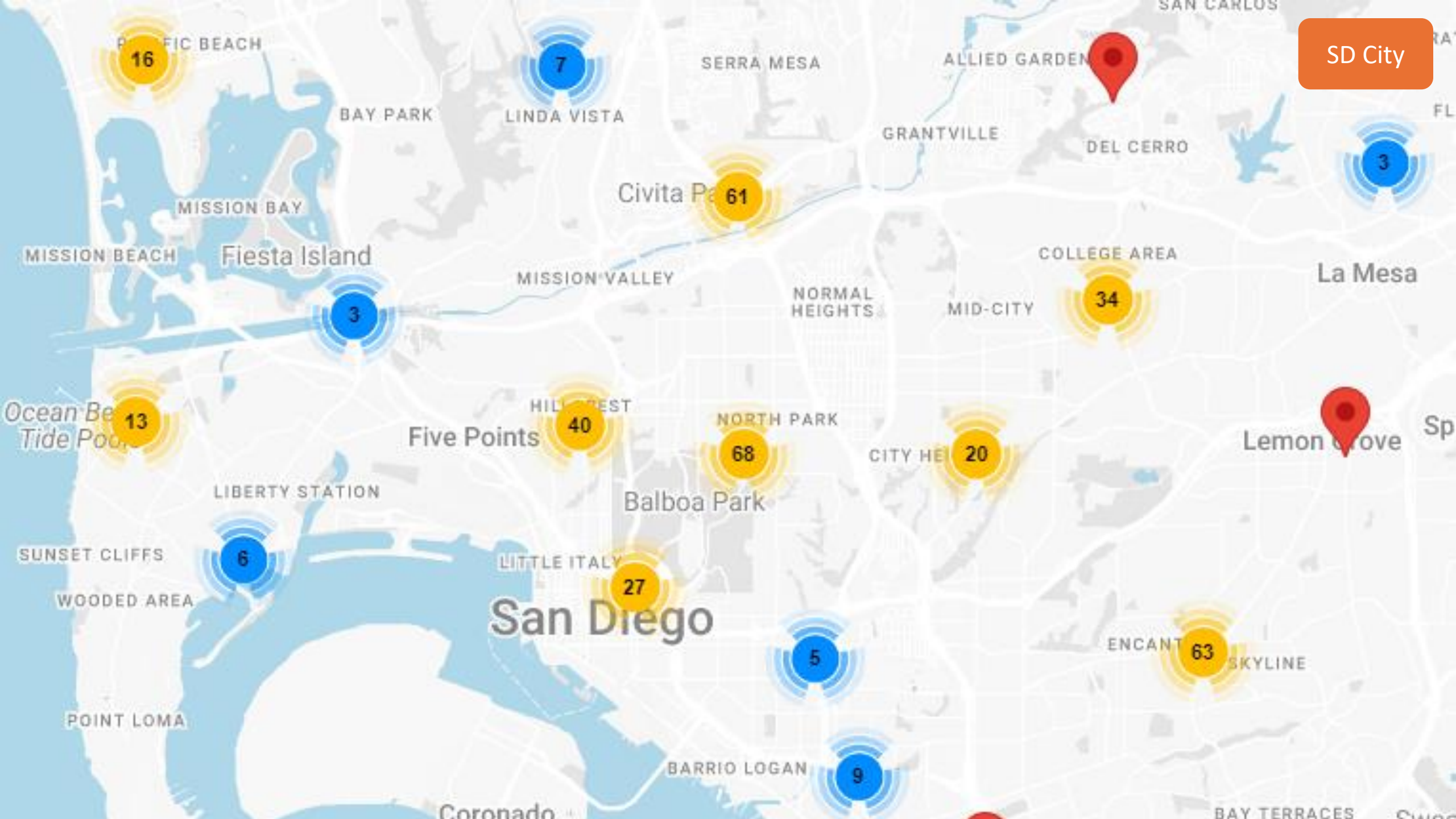
TOHONO O'ODHAM





SD
County





Marketing Report

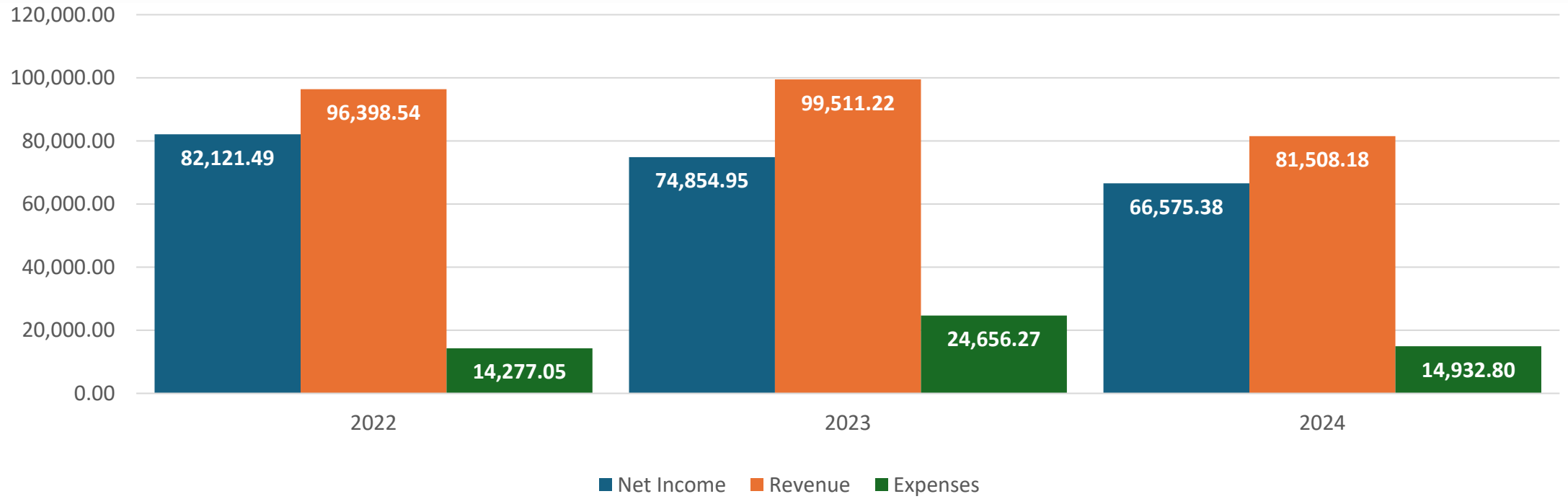
REFERRING SOURCE	TICKETS SOLD	REVENUE GENERATED	NOTE
explorenorthpark.com	447	\$27,458.18	
northparkmainstreet.com	107	\$6,325.00	
www.sandiego.org	26	\$1,480.00	SDTA Website
linktr.ee	23	\$1,410.00	
northparksandiego.org	7	\$455.00	
us10.campaign-archive.com	5	\$335.00	
duckduckgo.com	2	\$100.00	
sandiegomagazine.com	2	\$150.00	
TASTE10	50	\$2,885.00	Promo Code Used For Live News

Financial Report

TOTAL REVENUE	\$81,508.18	TOTAL EXPENSES	\$14,932.80
Ticket Revenue	\$66,658.18	Design	\$6,100.00
Food & Bev 800@ \$65	\$49,008.18	Advertising	\$1,500.00
Food Only 400@ \$50	\$17,650.00	Equipment	\$4,632.80
Sponsorship	\$11,100.00	Labor	\$1,950.00
US Bank	\$5,000.00	Licensing	\$750.00
Diamond Parking	\$6,100.00		
Boutique Fees	\$3,750.00		

NET INCOME: \$66,575.38

Financial Report



Financial Report Considerations

2024 financials to be confirmed after October Financials close

Does not include NPMS labor cost in planning and execution of the event (estimated at \$12,000)

Does not include in-kind donation of services from professionals to support Taste of North Park (AltStrat: \$3500 / A7D \$1500)


Participant Feedback (collected verbally)

Positive

- Less hectic than previous years
- A lot of offerings and a great way to explore North Park
- Bus passes, cups, lanyards were nice touches
- Felt very organized

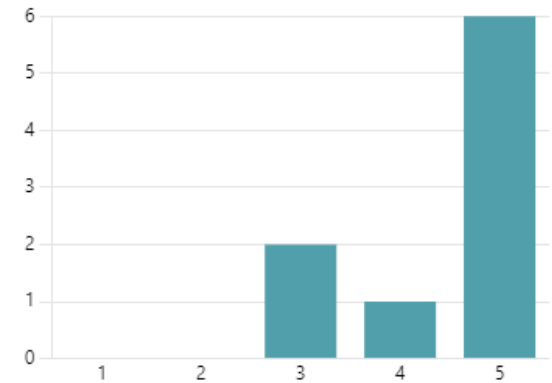
Negatives

- Some restaurants stopped serving very early
- The check-in locations were a bit confusing to understand
- It felt like there wasn't enough time to try every place



Business Feedback - How would you rate your overall experience? 5 being the highest, 1 being the lowest

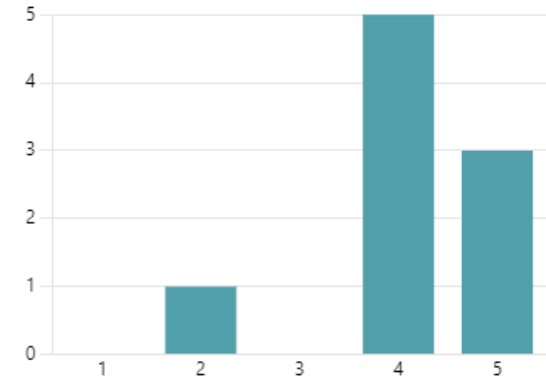
4.44
Average Rating





Business Feedback - Do you feel Taste provides adequate value to you as a business?

4.11
Average Rating



Business Feedback – Elaborate on Value

- As a new business, the exposure was great!
- It was great to get the additional attention to our business. Sales were not any more than normal, but we made the most of it.
- Getting new people into the store is always a good thing for us
- always such great exposure for our business, we plan to participate every year and thoroughly enjoy the experience
- Lots of people who don't live in the area. Some people mention they haven't been back since last year.
- yes it helps, we have ad some visitors and people who didn't know we were there also found us and loved the food.
- It gets to showcase the business when most people would never come inside
- We frequently ask customers where they have heard of us. It's not frequent but In the past, customers have said they tried us at taste. We hope that continues
- Basically it cannibalized our regular business

Business Feedback – What problems did you encounter?

- No problems!
- None
- We had to contact our restaurant partner to replenish bottles of bubbly, eventually ran out about 45 mins prior to event being over, so we supplemented ourselves in order to keep people coming in the door
- None
- Sold out
- Participant bringing their kids in a place that has 21 and older
- We didn't receive the marketing kit. More signage would have been helpful. It wasn't very busy and the event ate into our business.

Business Feedback – Did you feel you had enough info going into Taste?

- Yes!
- Sure
- Yes
- Yes, communication about the event was great and I appreciated the informative meeting beforehand; can see how this would be very valuable for 1st time participants or someone that has skipped a year or two and needs a refresher
- Yes
- Yes but estimated total guest would be nice
- Yes
- Yes. Emails were informative. I would have liked the map ahead of time. I did ask for it and it was sent quickly
- More accurate assessment of the number tastes would have been helpful. First we were told about 1,200 then 800 but on the actual day there weren't many people so we only gave out 400, leaving us with lots of food waste.

Business Feedback – How can we improve Taste?

- It would be nice to have additional signage for the day of the event - a map of the event to replace the promotional poster would be great for reference with customers during the event. Some people had a hard time figuring out their next destination by looking at the small map on their passport.
- More restrooms for participants
- Ensuring restaurant partners listen to how many samples they must provide and not be shorthanded, which essentially turns away potential customers during the event
- Heard about other places giving out too much food. Get everyone on the same page with sample sizes.
- Make sure the numbers on the sheet are correct lol, we were missing in the sheet.
- Promote and highlight our business as much as possible please
- Smaller geographic area. More like a night market with vendors all together similar to sono

What we did well?

- **Evenly Spaced** – the check-in locations spaced out the crowds so that there wasn't overcrowding at any one spot. Several customers mentioned that it felt less chaotic this year and were appreciative of the slower pace.
- **Freebies** – Lanyards, Bus Passes, and Cups were appreciated by customers
- **Well Organized** – NPMS maintenance personnel were extremely pleased with the organization and execution of the event. “This was the smoothest Taste I’ve been apart of”
– Freddie & Sergio

What we can improve?

- **Check-In Coordination** – customers were confused on check-in logistics and the early closure of some locations cause disruptions. Additionally, more people checked in after 230 pm than anticipated.
- **Check-In Equipment** – not a major issue, but it was tough to move supplies around between check-ins to match the demand of the location (ie moving cups, lanyards, bus passes, and tickets).
- **Marketing & Planning Period** – contractors highlighted the impact of the short planning and marketing period as a major challenge this year. This impacted our ability to deliver marketing packets, provide digital coverage to participating businesses, and adjust Explore North Park website.

Recommendations for 2025



Start event planning & set marketing calendar 3 month out



Evaluate alternative dates & times to host event



Complete the Explore North Park website (admin & editor capability for non-technical staff)



Do not close any check-ins earlier than 30 minutes prior to event end



Provide businesses with marketing packets upon sign up



Continue to educate businesses on big picture impact of taste