

BEAUTIFICATION COMMITTEE MINUTES

Friday, October 25th, 2024 at 11 am
2948 University Ave, Floor 2, San Diego, CA 92104

IN ATTENDANCE: Matt Nault, Joseph Balestrieri, Freddie Carruthers, Will Slate (Virtual), Ben (SD Street Tours)

- I. Call to Order / Introductions : 11:09
- II. Additions to Agenda
- III. NPMS Monthly Maintenance & Sanitation Update
 - a. 3rd District Cleaning is almost complete
 - b. 4th District Cleaning by December
- IV. Funding Opportunities for Committee activities
 - a. Additional Ideas and Discussion
 - i. Home Depot – Handling between Matt & NPMS
 1. NPMS to identify manager at Home Depot and figure out donation application process
 - ii. Trash Company Outreach – Handling between Joe & NPMS
 1. Mark from NPMS to provide Joe with contacts to make sponsorship asks.
 - b. Mural Funding
 - i. Roughly \$400 secured, NPMS to follow up with Board on covering remaining mural cost
- V. Projects
 - a. Map of Beautification Assets
 - i. Test Map:
<https://www.google.com/maps/d/u/0/edit?mid=1QjpFQfGIEs1sdoyltx6qG5xF3ipd5rw&usp=sharing>
 - ii. Questions on Mapping Tools
 1. Is mapping limited on the phone - no
 2. Can we add pictures - yes
 3. How can we set a repeatable format?
 - a. Proposed Formats
 - i. Mural Walls
 1. Current Art:
 2. Condition:
 - ii. Utility Boxes
 1. Current Art:
 2. Condition:
 3. Work Required:
 4. Company:
 - iii. Goals: Map one block in each direction of the 30th x University intersection. Select 3 boxes to be painted by Valentines Day
 - b. Art Budget & Spending Criteria – See Appendix I

- i. The committee discussed ideas about how are we going market the program businesses & artists. A “sponsor-a-box” program was discussed, where businesses could pay for artwork on a box. In return they would receive promotional coverage through NPMS’s channels and a uniform tag “Sponsored by XX” on the box itself. The sponsor tag would not include any logos, just text.

VI. Events

- a. Recap: Community Clean Up – October 6th
 - i. Well attended, but we need to be better at planning & promoting.
- b. San Diego Brewers Guild Led Community Clean Up – November 10th (start at 12pm at Black Plague)
- c. Additional ideas
 - i. Community Clean-Ups with different start times. The morning clean-ups are good, but limit the audience that we can attract.

VII. Schedule of Meetings in November and December.

- a. November meeting will be held as normal, but there will be no meeting in December.

VIII. Motion to Adjourn Meeting

- IX. Next Meeting: **November 22nd**

ACTION ITEMS

1.SETUP UP SED MAP

- a. FREDDIE TO IDENTIFY WHAT A BOX WITH LOW, MEDIUM, HIGH WORK REQUIRED.
- b. COMPLETE ONE BLOCK IN EACH DIRECTION OF 30th & UNIVERSITY

2.BUILD OUT SPONSOR A BOX PROGRAM – WEBPAGE, FLYER, SOCIAL MEDIA

- a. Pay for box + giftcard
- b. Get “Sponsored by sign”

Appendix I

- FY 25 NPMS Art Budget: \$8,000
- Putt-Oberfest Derived Additional Budget: \$2,600

Decision Making/Scoring for Spending

- Visibility
- High Blight Area
- Supplemental Funding for Project
- Secured Artist(s)

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 (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.