

BEAUTIFICATION COMMITTEE MINUTES

Friday, November 22nd, 2024 at 11 am
2948 University Ave, Floor 2, San Diego, CA 92104

- I. Call to Order / Introductions
- II. Additions to Agenda
- III. NPMS Monthly Maintenance & Sanitation Update
 - a. North Park Main Street’s maintenance team provided an update on sanitation activities throughout the district. There has been an increase in the amount of trash throughout the district. NPMS is experiencing higher touch points with unhoused individuals. This is likely due to the demolition of BBQ Pit and the Uptown Services moving from St. Lukes to City Heights.
 - b. NPMS underlines there is a line for scope of services in regards to unhoused is a fine point. NPMS is able to ask unhoused individuals to move from business doorways, but beyond that NPMS relies on other professional organizations like PATH and SD PD.
- IV. Funding Opportunities for Committee activities
 - a. Additional Ideas and Discussion
 - i. Home Depot
 1. No update on Home Depot process update at this point.
- V. Projects
 - a. Map of Beautification Assets
 - i. Priority for mapping
 1. Block-to-block mapping may be better than individual asset documentation
 2. NPMS to provide access to map, instructions for use, conditions map.
 - b. Utility Box Art-Work for Shop Local
 - i. Committee provided background on utility box programs that they are currently building. Will provide framework for utilize committee funds and fundraising efforts to at art to the community.
 - ii. Shop Local had a budget to accommodate live art, this process won’t fit the committee process, but will be a good run through.
 - c. Additional ideas
- VI. Events
 - a. Shop Local Live Art – 11/30 starting around 11 am
 - b. Additional ideas
 - i. Monthly Community Cleanups
 1. Councilmember Whitburn’s office has offered support for clean ups.
- VII. Programs
 - a. District Banner Program – Process Building
 - i. Beauty committee to lead the charge on organizing banner programs

- b. Adopt-A-Utility Box Update
 - i. Committee agrees that any sponsored business names should be 1 in. By 10 in.
 - c. Committee Art Funding
 - i. Art Budget & Spending Criteria – See Appendix I (Add to Backlog)
- VIII. Motion to Adjourn Meeting
- IX. Next Meeting: **NO MEETING IN DECEMBER**

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.