



## BOARD OF DIRECTORS AGENDA

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

Hosted In-Person & Online

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- |      |  |                       |
|------|--|-----------------------|
| I.   | Additions to Agenda (will be added to next 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 Dr. Akilah Weber 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                                     | Sean Plastid          |
|      | 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)                    | Freddie Carruthers    |
|      | M. Mid-City Parking District (MCPD)                                    | <b>Chad Matkowski</b> |
|      | N. Walkabout Partnership   | Alan Simpson          |
| IV.  | Consent Items  |                       |
|      | A. Treasurer's Report  | <b>INFO ITEM</b>      |
|      | B. Approval of Financial Reports, April 2025                           | <b>ACTION ITEM</b>    |
|      | C. Approval of Previous Board Meeting Minutes                          | <b>ACTION ITEM</b>    |
|      | D. Resignation of Guthrie Cook from Board and Treasurer                | <b>ACTION ITEM</b>    |
|      | E. Election of New Treasurer   | <b>ACTION ITEM</b>    |
|      | F. Resignation of Landa Willmar  | <b>ACTION ITEM</b>    |
| V.   | Committee Reports  |                       |
|      | A. Beautification Committee  | Matt Nault            |
|      | i. Monthly SED Report  |                       |
|      | ii. Committee Report   |                       |
|      | • Held Discussion about moving committee to 501c3 (no action item yet) |                       |
|      | • Community Clean up – July 12 <sup>th</sup> – 20 participants         |                       |
|      | a. Shortening the community clean up to two hours instead of 3         |                       |
|      | i. 10AM to 12 and then 12 to 12:30 appreciation/social                 |                       |
|      | B. Economic Development Committee                                      | Jim S.                |
|      | i. Explore North Park Activity Report                                  |                       |
|      | ii. Committee Report   |                       |
|      | iii. Events  |                       |
|      | • Taste of North Park  |                       |
|      | a. 450 Tickets Sold (150 / 300 Walkabout)                              |                       |
|      | b. Over 40 registrations Total   |                       |
|      | c. Art Activation  |                       |
|      | C. Mobility Committee  | Jake N.               |
|      | i. No Updates This Month. Next Meeting September                       |                       |

### **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

# NORTH PARK MAIN STREET

## Balance Sheet

As of June 30, 2025

	Jun 30, 25	Notes
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
PETTY CASH	90.00	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993/USB 9937	129,557.67	
10131 · Savings Acct - 3944/USB 9440	52,299.07	
10120 · Farmer's Market - 7186/USB 1868	36,420.28	
10100 · General Checking - 3557/USB5574	70,450.98	
Total UNION BANK ACCOUNTS	288,728.00	
Total Checking/Savings	288,818.00	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	(18,675.63)	Pressure Washing Observatory. Overpayment Rec'd from the City for SED
Total Accounts Receivable	(18,675.63)	
Total Current Assets	270,142.37	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(17,084.98)	
Total FIXED ASSETS	5,475.58	
Total Fixed Assets	5,475.58	
Other Assets		
Refundable Security Deposits	3,629.00	storage garage deposit and mobile storage unit for FM. Office Rent deposit.
Total Other Assets	3,629.00	
<b>TOTAL ASSETS</b>	<b>279,246.95</b>	
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	27,529.83	
Total Accounts Payable	27,529.83	
Credit Cards		
Credit Cards		
Home Depot	248.91	
Total Credit Cards	248.91	
Total Credit Cards	248.91	
Other Current Liabilities		
1510 · Clearing Account	468.88	
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	12,877.88	

NORTH PARK MAIN STREET  
Balance Sheet  
As of June 30, 2025

	Jun 30, 25	Notes
Total Current Liabilities	40,656.62	
Total Liabilities	40,656.62	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	184,119.00	
30015 · NET ASSETS	29,405.48	
Net Income	9,236.85	
Total Equity	238,590.33	
TOTAL LIABILITIES & EQUITY	279,246.95	

# NORTH PARK MAIN STREET

## Profit & Loss

### June 2025

#### Ordinary Income/Expense

##### Income

	Jun 25	Jul '24 - Jun 25	Notes - June
<b>40070 · SPONSORSHIPS</b>	1,750.00	29,508.68	Strategic Aviation Sponsorship
<b>40025 · SED - Special Enhancement Dist</b>	46,460.25	549,161.50	May SED
<b>40067 · Explore North Park (EDTS grant</b>			
<b>40067b · Explore NP - misc income</b>	0.00	13,450.00	
<b>Total 40067 · Explore North Park (EDTS grant</b>	0.00	13,450.00	
<b>40021 · BID Assessments Advance</b>	0.00	79,347.00	May BID
<b>41140 · Grants</b>	0.00	56,525.10	CA Special Events Grants
<b>40160 · GRANTS - TEMP RESTRICTED</b>			
<b>CPPS Grants</b>	0.00	2,000.00	
<b>40160 · GRANTS - TEMP RESTRICTED - Other</b>	0.00	32,874.00	
<b>Total 40160 · GRANTS - TEMP RESTRICTED</b>	0.00	34,874.00	
<b>70010 · INTEREST INCOME</b>	10.74	188.33	
<b>40015 · BANNER PROGRAM INCOME</b>	0.00	10,064.03	
<b>40040 · SPECIAL EVENTS INCOME</b>			
<b>Community Crawls</b>	0.00	8,347.60	
<b>Book Fair</b>	0.00	321.54	
<b>Pressure Washing Program</b>	250.00	4,775.00	
<b>40066 · Taste of North Park</b>			
<b>Boutique Participation</b>	0.00	4,250.00	
<b>Ticket Sales</b>	0.00	66,236.02	
<b>Total 40066 · Taste of North Park</b>	0.00	70,486.02	
<b>40050 · FESTIVAL</b>			
<b>NPMF Merchchandise</b>	412.14	412.14	
<b>NPMF - Ticket Sales</b>	19,116.40	22,491.23	
<b>Total 40050 · FESTIVAL</b>	19,528.54	22,903.37	
<b>40045 · FARMER'S MARKET</b>			
<b>40045-A · Vendor Fees</b>	13,656.20	160,882.72	
<b>Total 40045 · FARMER'S MARKET</b>	13,656.20	160,882.72	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	33,434.74	267,716.25	
<b>40150 · MISCELLANEOUS INCOME</b>			
<b>CMO - MidCity Go</b>	0.00	2,466.72	
<b>40164 · Marketing</b>	0.00	500.00	
<b>40154 · Community Profile</b>	0.00	1,525.00	
<b>40150 · MISCELLANEOUS INCOME - Other</b>	0.00	3,815.13	
<b>Total 40150 · MISCELLANEOUS INCOME</b>	0.00	8,306.85	
<b>Total Income</b>	<b>81,655.73</b>	<b>1,049,141.74</b>	
<b>Gross Profit</b>	<b>81,655.73</b>	<b>1,049,141.74</b>	
<b>Expense</b>			
<b>Consulting Services</b>	337.50	1,506.25	
<b>52150 · Grant Expenses</b>	0.00	2,500.00	

# NORTH PARK MAIN STREET

## Profit & Loss

### June 2025

	Jun 25	Jul '24 - Jun 25	Notes - June
<b>51510 · PROMOTION</b>			
<b>51514 · Marketing</b>			
51514a · Small Business Saturday	0.00	7,293.00	
51514 · Marketing - Other	375.00	19,773.58	
<b>Total 51514 · Marketing</b>	375.00	27,066.58	
<b>51515 · WEB SITE</b>	0.00	5,605.00	
<b>Total 51510 · PROMOTION</b>	375.00	32,671.58	
<b>51537 · SED - Special Enhancement Dist</b>			
<b>Landscaping Imp &amp; Activities</b>			
SED - Maintenance Personnel	22,579.10	317,678.77	
SED - Supplies & Storage	2,597.30	43,975.27	
SED - Waste / Dumpster Service	0.00	9,643.71	
SED - Water Services	0.00	2,842.13	
SED - Landscaping Services	2,578.89	12,180.90	
SED - Program Management	0.00	24,541.67	
<b>Total Landscaping Imp &amp; Activities</b>	27,755.29	410,862.45	
<b>General Operating</b>			
SED - Events & Mixers	13,250.00	15,287.50	
SED - Retail Rent & Recruitment	0.00	18,000.00	
SED - Decoration	0.00	2,500.00	
SED - Insurance			
Insurance - Workers Comp	0.00	11,232.00	
Insurance - Liability	0.00	3,265.25	
<b>Total SED - Insurance</b>	0.00	14,497.25	
SED - Program Management	0.00	16,535.09	
SED - Accounting & Audit	0.00	12,600.00	
<b>Total General Operating</b>	13,250.00	79,419.84	
<b>Non-Profit Admin</b>			
SED - Admin Personnel	4,289.70	33,462.25	
SED - Rent	0.00	12,300.00	
SED - Telephone & Internet	222.99	4,841.10	
SED - Office Supplies	23.50	1,712.31	
<b>Total Non-Profit Admin</b>	4,536.19	52,315.66	
<b>Total 51537 · SED - Special Enhancement Dist</b>	45,541.48	542,597.95	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
Community Crawls Expense	0.00	971.65	
51536 · North Park Book Fair	0.00	2,112.03	
51530 · Holiday Events	0.00	2,178.01	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	12,950.00	
Taste - Advertising	0.00	4,100.64	
Taste - Supplies/Materials	0.00	2,716.16	

# NORTH PARK MAIN STREET

## Profit & Loss

### June 2025

	Jun 25	Jul '24 - Jun 25	Notes - June
Taste - Printing	0.00	10,310.03	
Total 51520 · Taste of North Park	0.00	30,076.83	
51522 · Community Profile	0.00	256.24	
51300 · HOLIDAY DECORATION	0.00	2,056.00	
51500 · LICENSE & FEES	0.00	5.00	
51570 · MISC. PROGRAMS			
51573 · CMO - MidCity Go Expenses	0.00	116.76	
Total 51570 · MISC. PROGRAMS	0.00	116.76	
52000 · PRINTING & MARKETING	208.70	927.55	
52004 · FESTIVAL			
52004J · Printing - general items	369.38	737.19	
52004L · Beer Gardens&Craft Block	0.00	1,118.00	
52004A · Contractors (Admin/Profession)	8,452.00	13,552.00	
52004B · Music&Dancers (Artist/ Entert)	15,325.00	22,000.00	
52004D · Marketing/Advertising	51.56	5,051.68	
52004E · Materials & Supplies (support)	2,514.88	2,658.43	
52004F · Permits (Other)	810.22	810.22	
52004G · Equipment (Rent & Facility Exp)	675.65	2,034.53	
52004H · Staging (Techl Prod)	1,600.00	1,600.00	
Total 52004 · FESTIVAL	29,798.69	49,562.05	
52010 · DESIGN			
52015 · BANNER PROGRAM EXPENSES	0.00	15,778.87	
Total 52010 · DESIGN	0.00	15,778.87	
52200 · FARMER'S MARKET			
52200L · Staffing	3,433.69	55,082.50	
52200I · FM - Bank Charges	649.06	5,218.57	
52200A · Facility Expense	3,569.40	34,855.78	
52200B · Marketing & Promotions	5,020.00	32,590.21	
52200C · Materials & Supplies	365.73	3,817.41	
52200E · Taxes & Licenses	1,712.00	7,651.20	
Total 52200 · FARMER'S MARKET	14,749.88	139,215.67	
Total SPECIAL EVENTS & PROJECTS	44,757.27	243,256.66	
ORGANIZATION			
50040 · Hospitality	460.45	5,426.66	
50070 · INSURANCE			
General Liability Insurance	0.00	1,523.34	
Directors & Officers Insurance	0.00	3,806.00	
Workers Compensation Insurance	0.00	3,666.00	
Total 50070 · INSURANCE	0.00	8,995.34	
50080 · TRAVEL & Parking	117.36	561.91	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	0.00	6,600.00	

# NORTH PARK MAIN STREET

## Profit & Loss

### June 2025

	Jun 25	Jul '24 - Jun 25	Notes - June
61100a · Bookkeeping	3,200.00	25,800.00	
<b>Total 61100 · ACCOUNTING</b>	<b>3,200.00</b>	<b>32,400.00</b>	
<b>61200 · BANK SERVICE FEES</b>			
Interest Expense	168.95	356.22	
Merchant Fees	214.99	2,208.49	
<b>61200 · BANK SERVICE FEES - Other</b>	<b>0.00</b>	<b>196.02</b>	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>383.94</b>	<b>2,760.73</b>	
<b>61300 · BOARD &amp; STAFF WORKSHOP &amp; Develop</b>	<b>0.00</b>	<b>33.29</b>	
<b>50135 · COMPUTER SUPPLIES</b>			
Comp Maint/Support/Software	342.98	6,388.16	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>342.98</b>	<b>6,388.16</b>	
<b>50155 · COPIER LEASE</b>	<b>0.00</b>	<b>2,726.14</b>	
<b>50060 · DUES &amp; SUBSCRIPTIONS</b>	<b>79.00</b>	<b>1,155.00</b>	
<b>50035 · HEALTH INSURANCE</b>	<b>0.00</b>	<b>331.02</b>	
<b>50150 · OFFICE SUPPLIES &amp; EXPENSES</b>	<b>1,024.97</b>	<b>3,759.66</b>	
<b>65600 · PAYROLL PREP FEES</b>	<b>307.50</b>	<b>4,106.50</b>	
<b>50020 · RENT-OFFICE</b>	<b>2,300.00</b>	<b>12,800.00</b>	
<b>50025 · STAFFING PAYROLL</b>			
50038 · Employee Retirement	1,535.73	13,585.78	
50027 · ASST. DIRECTOR	0.00	24,272.54	
50026 · EXECUTIVE DIRECTOR	3,572.17	82,495.25	
50030 · PAYROLL TAX EXPENSE	259.61	14,113.07	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>5,367.51</b>	<b>134,466.64</b>	
<b>50140 · TAXES &amp; FEES</b>	<b>0.00</b>	<b>200.00</b>	
<b>50050 · TELEPHONE</b>	<b>0.00</b>	<b>1,261.40</b>	
<b>50145 · UTILITIES</b>	<b>0.00</b>	<b>0.00</b>	
<b>Total ORGANIZATION</b>	<b>13,583.71</b>	<b>217,372.45</b>	
<b>Total Expense</b>	<b>104,594.96</b>	<b>1,039,904.89</b>	
<b>Net Ordinary Income</b>	<b>(22,939.23)</b>	<b>9,236.85</b>	
<b>Net Income</b>	<b>(22,939.23)</b>	<b>9,236.85</b>	

- VI. Executive Director Report
  - A. Approval of Exploratory Committee
  - B. Puttober – Weekly Meeting on Wednesday at 1PM
    - i. Event Scheduled – October 25th
- VII. President’s Report
- VIII. Motion to Adjourn
- IX. Next Meeting: September 11,2025

Chad Matkowski  
**ACTION ITEM**

William Lopez  
**ACTION ITEM**

**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