



## BOARD OF DIRECTORS AGENDA

Thursday, November, 13th at 9 am  
2948 University Ave, Floor 2, San Diego, CA 92104

Hosted In-Person & Online

### 1. [Join the meeting now](#)

Meeting ID: 226 131 703 906 5

Passcode: Li77AL7c

- |      |  |                       |
|------|--|-----------------------|
| 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)  |                       |
|      | A. Amy K. (Events Coordinator / Verbatim Books)  |                       |
|      | i. Apologized for escalation at the book fair issues; explanation given by Jenny.  |                       |
| III. | Community & Government Liaison Reports   | <b>INFO ITEM</b>      |
|      | A. San Diego Police Department   | Jenny Hall            |
|      | i. 8/22 – Attack on elderly woman, suspect arrested.   |                       |
|      | ii. Vandalism at Ray Street bus stop; suspect then went to Encontro and threw glassware at staff; arrested and charged.                            |                       |
|      | iii. Burglary at Jewelry Stone; suspect identified and may be connected to other cases — more info coming.   |                       |
|      | B. Congressman Scott Peters, District 50   | Cesar Solis           |
|      | C. State Senator Dr. Akilah Weber District 39  | Gonzalo Rocha-Vazquez |
|      | i. Town hall Thursday, Crawford HS 6–7:30 PM.  |                       |
|      | ii. Greenlighting construction for housing; info forthcoming.  |                       |
|      | D. County of San Diego Supervisor Monica Montgomery-Steppe, D4   | Joshua Dunn           |
|      | E. San Diego City Mayor, Todd Gloria   | Randy Reyes           |
|      | i. Midway Rising Project passed unanimously — 2,000+ apartment homes, retail, entertainment arena, arts + culture center.                          |                       |
|      | F. Assembly Member Chris Ward, District 78   | Chris Gris            |
|      | G. San Diego City Council Member Stephen Whitburn  | Logan Braydis         |
|      | i. Logan/Whitburn: University Avenue Mobility Project in final steps; delay coming soon.   |                       |
|      | ii. Shade structure progress — no timeline yet; October = shade + electrical improvements coming.  |                       |
|      | iii. Safety improvements at Park / Normal / El Cajon Blvd — \$600k secured toward improvements; official notice due November; report by June 2026. |                       |
|      | H. Economic Development Department   | Sean Plastid          |
|      | i. C for pressure washing + steam cleaning business corridors, safety-regulated; reports, videos, and resources available online.                  |                       |
|      | ii. Business enhancement program available soon — fewer numbers but coming.  |                       |
|      | iii. “Know Your Rights” workplace inspection info available via EDD  |                       |
|      | I. P.A.T.H   | Julie Germain         |

#### **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 of January, March, June

- i. 74 clients; Caltrans acted on 8/05 sweep — helped residents find safe sleeping; people getting into housing. Always in need of household supplies for move-ins.
  - J. North Park Planning Committee (NPPC) Chad Matkowski
    - i. Prototype for “daylighting zones” demonstration; potential for “pocket park” on unused land.
    - ii. Goal: slow traffic on speeding streets.
    - iii. 3<sup>rd</sup> Tuesday Monthly meetings at 6:30 PM (online)
  - K. North Park Business & Neighborhood Foundation (BANF) Dave Goldsmith
    - i. Optimistic about merger with NPMS.
    - ii. Working to get public piano out on community streets.
    - iii. Mini block party in planning.
  - L. North Park Maintenance Assessment District (MAD) Patrick Garbani
  - M. Mid-City Parking District (MCPD) Chad Matkowski
    - i. Meeting cancelled.
    - ii. Proposal to redirect closing district funds directly to City — committee opposing, statement made.
- IV. Consent Items
  - A. Treasurer’s Report INFO ITEM
    - i. Balance sheet shows expected growth post-“Taste” event.
    - ii. Anticipated slowdown due to no upcoming events.
    - iii. \$300k equity — financially healthy.
    - iv. Farmers Market doing well; expenses on track.
    - v. \$20k spend at end of month.
  - B. Approval of Financial Reports, September 2025 ACTION ITEM
 

Han motioned, Joseph second – all in favor
  - C. Approval of Previous Board Meeting Minutes ACTION ITEM
 

Joe motioned, Steve second, Jim, Jasmine and Matt abstains - Approved
  - D. Elections for Open Board Seats
    - i. Alan Walkabout — motion by Stan, second by Jim; motion carries (Matt abstained online).
    - ii. Christina Semmer — motion by Steve, second by Jake; motion carries (Matt abstained online).
    - iii. Alan and Christina officially joined Board of Directors.
- V. Committee Reports
  - A. Exploratory Committee Chad Matkowski
    - i. Explanation:
    - ii. Board mirroring planned; executive committees differ.
    - iii. Still legally separate entities, but merge will be more seamless.
    - iv. Two-year commitment renewed to begin unified process.
  - B. Discussion points:
    - i. Bylaws updates, legal compliance, advisory discussions ongoing.
    - ii. Concern over meeting length — Chad clarified meetings shouldn’t be overly long.
    - iii. Brown Act disclosure example discussed.
    - iv. Next step: Bylaws awaiting attorney review; filing and progress shared between BANF and NPMS; attorney fees split.
    - v. Responsibilities and board member caps will be mirrored.

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- vi. **Timeline:** Goal for January approval and filing; amendments expected Feb–April.
- C. Beautification Committee Matt Nault
  - i. Monthly SED Report
    - 94% sanitation in district.
    - 100% of issues resolved; 20% addressed within 1 hour.
    - All goals met.
  - ii. Compiling Projects and Voting – Approval of \$10,000 **ACTION ITEM**
    - Support Friends of Jefferson Mosaic Mural
      - a. \$3,500
    - Contribution and Support of New Mural at North Park Optometry
      - a. \$2,500 Financial Contribution
      - b. NPMS Staff Preparing Wall
      - c. NPMS Aiding with RFP process
    - Repair of North Park Torch (Gate Way)
      - a. Remaining Budget will go towards repairs
  - iii. “Putt-Oberfest” will raise funds for beautification projects.
    - Committee will vote on which projects to pursue.
  - iv. November Box Painting with SDCC
    - At students painting electrical boxes (pilot program).
    - December 2024: painting boxes to look like “gift boxes.”
    - Additional beautification collaborations planned.
- D. Economic Development Committee Jim Sakrison
  - i. Putt-Oberfest – Performance Review
    - 80k revenue, 1,600 attendees, 103% increase on Instagram engagement.
    - 70+ businesses featured on Explore North Park.
    - “Taste” declared most successful to date.
  - ii. Putt-Oberfest
    - 10/23, 18 businesses participating.
    - Committee name reverting to “Promotions,” aiming for more industry-specific meetings.
  - iii. Changing Economic Development Back to Promotions Committee
    - Calendar Created
    - Presentation from Community Power and Passport San Diego
      - a. Voting to approve will be during Board Meeting
  - iv. Sip and Shop Small – Updates
    - Partnering with retailers + coffee shops.
    - Coffee purchase incentive for shoppers.
    - \$5k budget to run “Coffee + Shop Small” program (approved via motion by Jim; all in favor).
- E. Mobility Committee Jake Nunes
  - i. VIA ridership at capacity; exploring partnerships with local churches and SDSU to fund student transportation.
  - ii. Churches interested in Sunday use.

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- iii. AARP project selected: Ray Street “bump-out” — temporary public area for traffic calming and beautification.
- iv. First of three total projects; trial to lead to permanent build.
- v. Next meeting scheduled for January.

VI. Executive Director Report

Chad Matkowski

A. Office Updates

- i. Computer upgrades + enhanced security continuing.
- ii. Losing current meeting rooms; drafting new rental contract.
- iii. Property purchase not feasible currently due to government insecurities.
- iv. Website taken down by virus; restored via backup.

B. Marketing RFP – Call for Volunteers to review

C. Music Fest Coordinate Selection

D. AARP Quick Build Update

E. Book Fair statement provided by Chad from NPMS.

VII. President’s Report

William Lopez

A. NPPC Representative

- i. APPC representative still needed.

VIII. Motion to Adjourn

**ACTION ITEM**

Motion by Steve, seconded by Alan; all in favor.

IX. Next Meeting: January (No December Meeting)

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# NORTH PARK MAIN STREET

## Balance Sheet

As of September 30, 2025

	Sep 30, 25	Notes
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
PETTY CASH	90.00	
UNION BANK ACCOUNTS		
10095 · SED Account - 3993/USB 9937	48,245.26	
10131 · Savings Acct - 3944/USB 9440	55,835.95	
10120 · Farmer's Market - 7186/USB 1868	22,099.25	
10100 · General Checking - 3557/USB5574	98,905.81	
Total UNION BANK ACCOUNTS	225,086.27	
Total Checking/Savings	225,176.27	
Accounts Receivable		
GENERAL ACCOUNTS RECEIVABLE	114,620.12	Pressure Washing Observatory. August & September SED, August & September BID , Vintage Market
Total Accounts Receivable	114,620.12	
Other Current Assets		
1499 · Undeposited Funds	500.00	
Total Other Current Assets	500.00	
Total Current Assets	340,296.39	
Fixed Assets		
FIXED ASSETS		
10240 · Automobile	11,300.00	
10230 · COMPUTER	5,264.58	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(17,084.98)	
Total FIXED ASSETS	8,129.10	
Total Fixed Assets	8,129.10	
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>352,054.49</b>	
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
20270 · ACCOUNTS PAYABLE	25,612.43	
Total Accounts Payable	25,612.43	
Credit Cards		
Credit Cards		
Home Depot	46.71	
Total Credit Cards	46.71	
Total Credit Cards	46.71	

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of September 30, 2025

	Sep 30, 25	Notes
<hr/>		
Other Current Liabilities		
Payroll Clearing	(159.86)	
1510 · Clearing Account	(1,237.25)	
ACCRUED PAYABLES	12,409.00	
Total Other Current Liabilities	11,011.89	
Total Current Liabilities	36,671.03	
Total Liabilities	36,671.03	
Equity		
Gain/Loss on Disposal of Assets	(2,220.00)	
30011 · Retained Earnings	18,049.00	
30010 · FUND BALANCE	182,824.12	
30015 · NET ASSETS	29,405.48	
Net Income	87,324.86	
Total Equity	315,383.46	
TOTAL LIABILITIES & EQUITY	352,054.49	

NORTH PARK MAIN STREET  
Profit & Loss  
September 2025

	Sep 25	Jul - Sep 25	Notes - September
Ordinary Income/Expense			
Income			
40070 · SPONSORSHIPS	5,000.00	6,500.00	Diamond Parking Sponsorship
40025 · SED - Special Enhancement Dist	51,238.64	142,096.65	September SED
40021 · BID Assessments Advance	7,143.56	21,372.55	September BID
			CA Special Events Grants
41140 · Grants	0.00	35,100.00	
40160 · GRANTS - TEMP RESTRICTED	0.00	14,665.78	SBEP FY'26
70010 · INTEREST INCOME	14.53	36.88	
40040 · SPECIAL EVENTS INCOME			
Pressure Washing Program	250.00	1,350.00	
40066 · Taste of North Park			
Ticket Sales	21,423.91	40,826.07	
Total 40066 · Taste of North Park	21,423.91	40,826.07	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	16,054.00	49,874.27	
Total 40045 · FARMER'S MARKET	16,054.00	49,874.27	
Total 40040 · SPECIAL EVENTS INCOME	37,727.91	92,050.34	
40150 · MISCELLANEOUS INCOME			
CMO - MidCity Go	425.18	4,767.95	
40154 · Community Profile	587.50	2,587.50	Vintage Market
40150 · MISCELLANEOUS INCOME - Other	15.00	15.00	
Total 40150 · MISCELLANEOUS INCOME	1,027.68	7,370.45	
Total Income	102,152.32	319,192.65	
Gross Profit	102,152.32	319,192.65	
Expense			
51510 · PROMOTION			
51514 · Marketing	3,500.00	3,500.00	
Total 51510 · PROMOTION	3,500.00	3,500.00	
51537 · SED - Special Enhancement Dist			
Landscaping Imp & Activities			
SED - Maintenance Personnel	29,757.62	76,926.00	
SED - Supplies & Storage	5,874.95	14,919.25	
SED - Waste / Dumpster Service	935.87	2,892.61	
SED - Water Services	188.15	518.02	
Total Landscaping Imp & Activities	36,756.59	95,255.88	
General Operating			
SED - Retail Rent & Recruitment	4,000.00	12,000.00	
SED - Program Management	2,776.24	11,000.00	
SED - Accounting & Audit	3,360.00	10,080.00	
Total General Operating	10,136.24	33,080.00	
Non-Profit Admin			

# NORTH PARK MAIN STREET

## Profit & Loss

### September 2025

	Sep 25	Jul - Sep 25	Notes - September
SED - Admin Personnel	1,335.64	1,335.64	
SED - Rent	2,300.00	2,300.00	
SED - Telephone & Internet	211.68	904.36	
SED - Office Supplies	19.50	322.00	
<b>Total Non-Profit Admin</b>	<b>3,866.82</b>	<b>4,862.00</b>	
<b>Total 51537 · SED - Special Enhancement Dist</b>	<b>50,759.65</b>	<b>133,197.88</b>	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
Community Crawls Expense	2,475.00	2,475.00	
<b>51520 · Taste of North Park</b>			
Taste - Consultant/Contractors	2,400.00	2,400.00	
Taste - Advertising	1,000.00	1,095.13	
Taste - Supplies/Materials	29.61	29.61	
Taste - Miscellaneous	653.00	653.00	
Taste - Printing	4,272.03	4,272.03	
<b>Total 51520 · Taste of North Park</b>	<b>8,354.64</b>	<b>8,449.77</b>	
<b>51522 · Community Profile</b>	<b>250.00</b>	<b>250.00</b>	
<b>51500 · LICENSE &amp; FEES</b>	<b>0.00</b>	<b>5.00</b>	
<b>52004 · FESTIVAL</b>			
52004J · Printing - general items	(209.00)	(209.00)	
52004E · Materials & Supplies (support)	0.00	660.01	
52004F · Permits (Other)	3,678.40	4,316.40	
52004G · Equipment (Rent & Facility Exp)	0.00	556.50	
<b>Total 52004 · FESTIVAL</b>	<b>3,469.40</b>	<b>5,323.91</b>	
<b>52200 · FARMER'S MARKET</b>			
52200L · Staffing	6,683.35	18,672.88	
52200I · FM - Bank Charges	710.78	2,198.78	
52200A · Facility Expense	3,615.28	10,322.68	
52200B · Marketing & Promotions	1,900.00	6,165.00	
52200C · Materials & Supplies	317.59	1,366.60	
52200E · Taxes & Licenses	1,498.00	1,498.00	
<b>Total 52200 · FARMER'S MARKET</b>	<b>14,725.00</b>	<b>40,223.94</b>	
<b>Total SPECIAL EVENTS &amp; PROJECTS</b>	<b>29,274.04</b>	<b>56,727.62</b>	
<b>ORGANIZATION</b>			
50040 · Hospitality	359.89	870.98	
<b>50070 · INSURANCE</b>			
General Liability Insurance	0.00	309.52	
Directors & Officers Insurance	2,854.50	3,812.00	
<b>Total 50070 · INSURANCE</b>	<b>2,854.50</b>	<b>4,121.52</b>	
<b>50080 · TRAVEL &amp; Parking</b>	<b>18.99</b>	<b>746.74</b>	
<b>61200 · BANK SERVICE FEES</b>			
Interest Expense	0.00	100.52	
Merchant Fees	85.00	255.00	



NORTH PARK MAIN STREET  
Profit & Loss  
September 2025

	Sep 25	Jul - Sep 25	Notes - September
61200 · BANK SERVICE FEES - Other	0.00	39.52	
Total 61200 · BANK SERVICE FEES	85.00	395.04	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	1,023.43	2,211.40	
Total 50135 · COMPUTER SUPPLIES	1,023.43	2,211.40	
50155 · COPIER LEASE	70.72	70.72	
50060 · DUES & SUBSCRIPTIONS	0.00	300.00	
50150 · OFFICE SUPPLIES & EXPENSES	700.99	2,308.61	
65600 · PAYROLL PREP FEES	298.00	834.00	
50075 · POSTAGE	0.00	172.75	
50020 · RENT-OFFICE	0.00	6,900.00	
50100 · REPAIR & MAINTENANCE	0.00	227.55	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	1,357.73	5,609.23	
50026 · EXECUTIVE DIRECTOR	3,750.00	11,250.00	
50030 · PAYROLL TAX EXPENSE	794.47	2,278.75	
Total 50025 · STAFFING PAYROLL	5,902.20	19,137.98	
50140 · TAXES & FEES	0.00	25.00	
50050 · TELEPHONE	0.00	120.00	
Total ORGANIZATION	11,313.72	38,442.29	
Total Expense	94,847.41	231,867.79	
Net Ordinary Income	7,304.91	87,324.86	
Net Income	7,304.91	87,324.86	