BOARD OF DIRECTORS AGENDA

Thursday, October 8, 2026
Immediately following NPMS (approximately 10 am; start time may vary)
2948 University Ave, Floor 2, San Diego, CA 92104
Hosted In-Person & Online
Join: Click Here to Join Online
Meeting ID: 293 288 475 372 76
Passcode: 4wd3GD6C

I. Additions to Agenda (will be added to next agenda) **ACTION ITEM**

II. Public Comment on Items NOT on Agenda (3-minute limit per person)

III. Consent Items – 5 minutes

- Treasurer's Report **INFO ITEM**
  - Negative numbers
- Approval of July and August 2026 Financial Reports **ACTION ITEM**
  - **Han motions; Alan seconds**
  - **All in favor**
- Approval of September 10, 2026 Board Meeting Minutes **ACTION ITEM**
  - **Joe motions; William seconds**
  - **All in favor**
  - **Matt, Lialie and Jasmine abstain**
- Credit Card Approvals — transactions and supporting receipts $2,000 limit for Dave and Chad **ACTION ITEM**
  - **Joe motions; Lialie seconds**
  - **All in favor**

IV. Committee Reports

- **Beautification Committee — Matt Nault – 10 minutes**
  - October 10 community cleanup: logistics, volunteers, and partner coordination
    - Held second Saturday of every month
    - 20-30 attendees per cleanup
    - Strategic cleaning sections implemented
    - Lunch afterward at OG40
    - Community feedback: interest in transportation passes to reach distant areas like Louisiana Purchase
    - Users love special projects (planting, beautification)
    - Visibility issue: cleanups not easily found online; website overhaul needed
  - FY27 project proposals due October 20; November selection and December funding approval schedule
    - Approximately five proposals received so far: murals, art installations, green space projects
    - Budget: $10,000 earmarked from Walkabout donation
    - Committee will make recommendations; board approves final spending

– Holiday utility boxes
  - 20 volunteer artists already recruited through Leila
  - Goal: every utility box in North Park gets fresh coat of paint
  - May need to reject artists due to high interest
  - Event before Small Business Saturday
  - Community partners interested (Boy Scouts, Friends of Jefferson, UCSD, SDSU students)
    - Safety precautions for children involved
    - Parent/guardian must accompany children; minimum age 18 if solo

– Vibrant Vacancies Project
    - Recruiting 10-12 artists to paint storefront installations
    - Artists requested to commit to project
    - Boards ordered; paperwork and insurance completed
    - Launch planned for Small Business Saturday
    - Aiming for media blitz and increased foot traffic
    - Small Business Saturday will be busy day with paintings, Vibrant Vacancies, brunch walk
    - Volunteers needed

- **Woolworth Committee — Chad Matkowski / Jim Sakrison – 15 minutes**
  - **New Architect Addition**
    - Heather Medina joined committee as architect
    - She has experience with historical properties
    - Set up Dropbox folder for document organization
    - Next meeting October 22, 12-1 PM
  - **Due Diligence and Feasibility**

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- Focusing on cost-saving opportunities by accessing existing surveys
- Seeking soft costs in due diligence report that board will need to approve
- Professional volunteers offering structural engineer, civil engineer support
- Most professionals willing to volunteer until fees must be paid to others
- Heather's recommendation: don't sell second floor to developer yet
- Building may qualify for seven state programs due to C3 status, location, housing needs

– City/seller process, consultant sequencing, and volunteer-versus-paid professional scopes

V. Executive Director Report — Chad Matkowski – 20 minutes

- **2-, 5-, and 7-Year Strategic Plan: Session 3 Implementation Plans and BANF Board Direction** **ACTION ITEM**
  – Review implementation objectives, accountable owners, milestones, and performance measures
  – Authorize refinement of the implementation plan for the next strategic-planning session
    - **Jim motions; William seconds**
    - **All in favor**
- BANF Website Subcommittee formation to discuss website
  - Current website outdated and needs overhaul
  - External quotes range $6,000-$11,000
  - Plan: build in-house with volunteer talent to reduce costs
  - Seeking volunteers with 10-20 hours over next couple months
  - Target completion before Small Business Saturday
  - Considering Wix or Squarespace platforms
  - Explorer North Park and North Park Main Street websites also being revitalized
  - Goal: online store on Explore North Park up by December for North Park merchandise
- Ray at Night revival planning and initial event budget – approval to potential go negative $4,000 on event **ACTION ITEM**
  - **Event Planning**
    - Date: February 18, with February 25 as a backup date
    - Budget: up to $4,000 potential loss authorized
    - Board authorizing the event with the understanding of potential loss if fundraising is unsuccessful
    - Permit ready to submit once the board authorizes the event
    - Event confirmed to move forward with board approval
  - **Revenue Model**
    - 15 artist booths at $150 each; artists already recruited
    - Businesses may participate through a $500 flat fee or a percentage of sales
    - Participating businesses will serve as “galleries” for the evening, with easels and display boards
    - Rumi Wine Bar is exploring a special license and percentage-of-sales arrangement
    - Wine will be available at a lower cost
  - **Sponsorships**
    - AARP and myPoint Credit Union have expressed interest
    - AARP is awaiting board approval before committing
    - myPoint Credit Union is considering a $5,000 sponsorship
    - Neither sponsorship has been finalized
    - Additional potential sponsors include WAYU and the Downtown Asia Pacific Historic District
  - **Event Integration**
    - Event planned in conjunction with the Farmers Market
    - Possible scavenger hunt using a painted utility box map
    - Installation will be temporary, with pack-in/pack-out requirements and 72-hour notice to vacate
    - If successful, goal is to relaunch as a monthly event
    - Board approval would be required for each future event
    - Quarterly would be the maximum frequency, based on success benchmark
  - **William motions; Joe seconds**
  - **All in Favor**
- Music Fest 2027 format discussion; final proposal scheduled for the January Board meeting
  - First discussion scheduled for October 22
  - Review budgets and actuals from previous years to better understand the deficit
  - Goal: reformulate the event to eliminate or offset the deficit without grant support
  - Meeting at 1:00 PM on October 22, immediately following the Woolworth Committee meeting
  - William invited to attend both meetings back-to-back
  - Final proposal scheduled for the January Board meeting
- February 2027 beautification fundraising campaign planning scheduled discussion starting November meeting
  - **Campaign Goals & Structure**
    - Fundraising target: $50,000
    - $5,000 already pledged by board members and presenter
    - Remaining fundraising goal: $45,000
    - Long-term goal to grow the campaign to $250,000 within seven years
    - Annual fundraising campaign for BANF
  - **Campaign Launch & Timeline**

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        - Official kickoff planned for February 18 during Ray at Night
        - Website and CRM donation portal must be ready by February
        - Website must be fully functional by the February launch date
        - If the website is not complete by November 22, funds may need to be allocated for a professional build
        - CRM needed to track donations and replace Excel-based tracking
        - Volunteer recruitment planned to support fundraising efforts
    - **Board Responsibility**
        - Board members encouraged to actively participate in fundraising
        - Fundraising will require a mindset shift and willingness to ask for donations
        - Active participation from all board members will be needed to meet campaign goals

VI. President's Report — David Goldsmith

- Going into Q4 and next year, board members must push themselves on fundraising
- Board members need to participate in active fundraising component, not just subcommittees and decision-making
- Fundraising will require real work and mentality shift to be uncomfortable asking for donations

VII. Motion to Adjourn **ACTION ITEM**

- **Joe motions; Jim seconds**
- **All in favor**

VIII. Next Meeting: November 12, 2026

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