BOARD OF DIRECTORS AGENDA

Thursday, October 8th, 2026 at 9 am
2948 University Ave, Floor 2, San Diego, CA 92104
Hosted In-Person & Online
Virtual
Join: Click Here to Join Online
Passcode: tvR8G2

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. Community & Government Liaison Reports (5-Minutes per report including questions) **INFO ITEM**

- San Diego Police Department — Jenny Hall
  - Incident report: officer-involved shooting on 30th and Polk
  - Suspect set fire, officer shot him, suspect died in hospital
  - Officers and canine sustained minor injuries, canine released same day
- San Diego City Mayor, Todd Gloria — Randy Reyes
  - Preparing businesses and residents for potential El Niño weather impacts; outreach includes preparedness materials and insurance/roof guidance.
- San Diego City Council Member Stephen Whitburn — Logan Braydis
- Economic Development Department — Sean Plastid
- P.A.T.H. — P.A.T.H. Representative
  - Homeless outreach contract renewed with no expected interruption in services.
- North Park Planning Committee (NPPC) — Erin Minelli
  - No updates
- Senator Akilah Weber Pierson, M.D. Office — Jason Weisz
- North Park Maintenance Assessment District (MAD) — Freddie Carruthers
  - Ongoing graffiti/poster removal, business-owner education regarding letters of agency and encampment reporting, and new mural delayed approximately one month due to artist injury.
- Written updates from elected officials — Chad Matkowski

IV. Consent Items – 5 minutes

- Treasurer's Report **INFO ITEM**
  - July-August financials approved, unrestricted cash $219,000
  - Expenses high due to emergency trailer purchases (~$6,000)
  - Event revenue earlier than expected, $16,000 extra in July-August
  - Lost $37,000 state special events grant, impacting Music Fest plans
  - US Bank sponsorship secured for $12,000
    - Supports events and operations
- Approval of July and August 2026 Financial Reports **ACTION ITEM**
  - **Matt motions; Alan second**
  - **Matt abstains**
  - **All in favor**
- Approve September 10, 2026 Board Meeting Minutes **ACTION ITEM**
  - **Jim motions; David seconds**
  - **Matt abstains**
  - **All in favor**

V. Committee Reports

- **Promotions Committee — Anna Hopkins**
  - Taste of North Park: preliminary results, participant feedback, financial reconciliation, and early check-in evaluation
    - Taste of North Park sold short by 150 tickets; did not sell out
      - Attributed to heat warnings on news
    - Early check-in added for future events
    - No heat-related injuries, one unrelated seizure
  - Small Business Saturday and Sip & Shop Small
    - Brunch Walk proposal for Shop Small (November 28)
      - Added brunch walk event, ~500 tickets at $20 each
      - Expected $4,000 net positive, board approval granted **DISCUSSION/ACTION ITEM**
    - **Joe motions; Matt seconds**
    - **All in Favor**
  - District business map: quarterly updates, business sign-up, and directory-location exploration
    - PDFs for businesses, quarterly updates planned
    - Businesses will need to sign-up quarterly

Meetings
Board of Directors — 2nd Thursday at 9 am
Executive Committee — Friday before Board meetings at 9 am
Security Subcommittee — 1st Thursday of each month
Promotions Committee / Economic Development — 4th Tuesday at 11 am

- No printing costs; Board will get final approval pending

- **Security Subcommittee — Han Tran**
  - Security pilot: January 4 launch; two officers on e-bikes; 38 days of coverage within the $24,000 budget
    - Security-pilot business outreach, performance metrics, and reporting framework
      - 1st plan: Two office on e-bikes with shorter span of time for the district
      - 2nd plan: One officer on e-bike longer stretch of time
    - The group voted on 1st plan
      - Patrolling the whole district and 2 e-bikes for 5 days and then 1 patrolling for 7 full days
      - Starting on January 4th; includes business introductions direct contact
      - Success criteria being developed, committee to monitor results

VI. President's Report — William Lopez

- **No Report**

VII. Executive Director Report — Chad Matkowski

- **2-, 5-, and 7-Year Strategic Plan: Session 3 Implementation Plans and NPMS Board Direction** **ACTION ITEM**
  - Review implementation objectives, accountable owners, milestones, and performance measures
    - **Financial Sustainability Foundation:**
      - Revised unrestricted cash reserve target from $1M to $800K by Year 5 (accounts for combined NPMS + NPBANF operations)
      - $800K target allows 12-month operational runway if grant funding is lost and supports loan capacity for major projects (e.g., Woolworth Building)
    - **Business Vitality Metrics:**
      - Established KPIs for 6 distinct business industries using proxy indicators: street traffic, district cleanliness, business license count, and healthy business mix
      - Focus on data-driven monitoring rather than direct revenue inquiries from business owners
    - **NPBANF Growth & Staffing Strategy:**
      - Linked staff hiring to fundraising success: hire 1 FTE per $100K in net revenue generated
      - FY2026 fundraising goal: $50K for NPBANF
      - 7-year target: $250K annually in NPBANF charitable donations
    - **Woolworth Building Development:**
      - Formally integrated into strategic plan with implementation gates and risk mitigation exits
      - Contingency strategy: if building is purchased during campaign, pivot to alternative vacant properties (e.g., 711 location)
      - Exploring nonprofit hotel model as alternative to traditional residential/commercial development
  - Authorize refinement of the implementation plan for the next strategic-planning session
    - Move to Session 4 (Projects & Plans) with approval to develop concrete implementation gates, approval mechanisms, and project gateways
- MAD/SED operations: maintenance, sanitation, service requests, PROW permits
  - Monthly volunteer district-audit program: service-request documentation and fresh-eyes review
  - FY27 funding update: $37,000 state special-events grant loss; Music Festival restructuring discussion
    - **$37,000 State Special Events Grant Loss:** Grant that had been received for 15 years was cut
    - **Music Festival Restructuring:** Board discussion needed on how to revamp Music Fest (event was heavily dependent on grant funding)
    - **Revenue Mitigation Strategy:** Small Business Saturday Brunch Walk approved as unbudgeted event with projected $4K positive net to offset grant loss; additional sponsorship pipeline being developed
  - No new PROW permits issued this month
  - Continued encouragement for community app submissions for service requests
  - **Monthly Volunteer District-Audit Program:** Fresh pair of eyes approach to supplement staff oversight
    - Volunteers will conduct monthly walkarounds in major corridors using app-based checklists
    - Focus on documentation rather than active cleanup (volunteers submit findings vs. picking up trash)
    - Purpose: Identify work that needs attention and categorize by responsible party (city vs. NPMS)
    - Benefit: Rewards regular volunteers, leverages their familiarity with neighborhood, and catches issues staff may overlook
- Sponsorship and grant pipeline update
  - SDCCU banner sponsorship
    - Repair of all existing banner posts
    - SDCCU covers all production costs + additional poll sponsorship
    - Installation target: January 1, 2027
    - 2-year sponsorship duration
    - Design meeting: October 20 with SDCCU
    - Final board approval required before production
    - Focus: North Park community pride/identity at corners
    - Strategic parking garage directional signage included
    - Current status: Only 78 of 91 locations active (12 poles damaged/missing)

- Full restoration will restore complete visual district presence

VIII. Motion to Adjourn **ACTION ITEM**

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

IX. Next Meeting: November 12, 2026

Meetings
Board of Directors — 2nd Thursday at 9 am
Executive Committee — Friday before Board meetings at 9 am
Security Subcommittee — 1st Thursday of each month
Promotions Committee / Economic Development — 4th Tuesday at 11 am