

North Park Organization of Businesses, Inc. DBA
NORTH PARK MAIN STREET
Board of Directors Meeting
Wednesday, February 13, 2008
7:30 A.M.
Second Wednesday of each month
3076 University Avenue, San Diego, CA 92104 Phone (619) 294-2501

North Park Main Street welcomes participation in its monthly Meetings of the Board of Directors. The procedure for public comment on Board items is the following:

(1) Item opened for public comment, not to exceed three minutes per person, with a maximum time per item not to exceed fifteen minutes. If testimony should exceed fifteen minutes, the President may close the item and reschedule it as a public hearing/separate meeting in the future at a future date. (2) Public discussion session closed. (3) Board discussion. (4) Call for a vote and vote.

Public comment on items not on the agenda is limited to three minutes per person and not to exceed 15 minutes per Board meeting. Persons wishing to address the Board are requested to so indicate prior to the beginning of the meeting. Written comments are welcomed.

NOTE: BOARD MEMBERS SHOULD NOTIFY THE PRESIDENT OR THE EXECUTIVE DIRECTOR IF THEY CANNOT ATTEND A MEETING TO RECEIVE AN EXCUSED ABSENCE. THREE CONSECUTIVE UNEXCUSED ABSENCES REQUIRE THAT A MEMBER BE DROPPED FROM THE BOARD.

**Denotes Action Item

- A. **CALL TO ORDER**
Quorum established

- B. **INTRODUCTIONS**

- C. **PUBLIC COMMENT FOR ITEMS NOT AGENDIZED** (3 Min. Time Limit per Person)

- D. **POLICE REPORT**

- E. **PRESIDENT'S REPORT**

Board Vacancy/Lou Palestini

After serving eight years on the North Park Main Street Board of Directors, Lou Palestini has resigned from his seat. Throughout his time with the organization, Lou has seen to it that San Diego National Bank sponsored the Festival of the Arts (formerly the North Park Spring Festival), helping it to become one of San Diego's most successful community events. He also played an integral part in helping to stabilize Main Street during the period of transition following Jay Turner's retirement. In 2006, Lou was awarded *Board Member of the Year* in recognition of his support. Thank you Lou, for all of the hard work and commitment you have brought to our organization.

Increasing BID Assessment Fees – Steve Russell

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A two-thirds majority is needed in order to pass any action on this item.

****PROPOSED MOTION: ACCEPT THE ATTACHED RESOLUTION.**

Business Improvement District (BID) Expansion – Steve Russell

Parking Management Working Group Presentation

Elizabeth Studebaker will present the group's recommendations to deal with parking congestion.

National Main Street Conference

Financial Reports – Cylanthia Hudson

Statement of Activities, December 2007

Statement of Financial Position as of December 31, 2007

Current Balance/Cash On-hand

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****PROPOSED MOTION: APPROVE THE TREASURER'S REPORT.**

F. **CONSENT ITEMS** (3 Min. Time Limit)

****PROPOSED MOTION: APPROVE THE FOLLOWING MOTIONS LISTED UNDER THIS SECTION EXCEPT THOSE PULLED FOR DISCUSSION BY A BOARD MEMBER AT THIS MEETING.**

Approval of Minutes

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****PROPOSED MOTION: APPROVE THE MINUTES FROM THE JANUARY 9, 2008 MEETING OF THE BOARD OF DIRECTORS OF NORTH PARK MAIN STREET.**

Sponsoring Bird Park Concerts

****PROPOSED MOTION: SPONSOR THE BIRD PARK SUMMER CONCERTS BY PROVIDING INSURANCE COVERAGE FOR THE EVENT.**

County of San Diego Community Enhancement Program Funding

****PROPOSED MOTION: SIGN A RESOLUTION APPROVING THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO FOR COMMUNITY ENHANCEMENT PROGRAM FUNDING DURING THE COUNTY'S 2008-2009 FISCAL YEAR.**

Historic Walking Tour Photos

****PROPOSED MOTION: APPROVE A \$225 EXPENSE TO THE SAN DIEGO HISTORICAL SOCIETY TO PURCHASE THE RIGHTS TO USE NINE NORTH PARK HISTORICAL PHOTOGRAPHS IN THE COMMERCIAL DISTRICT HISTORIC WALKING TOUR BROCHURE.**

Design Committee Motion – Drowsy Maggie's Building

****PROPOSED MOTION: ACCEPT THE RECOMMENDATIONS OF THE NORTH PARK MAIN STREET DESIGN COMMITTEE TO ALLOW THE REMODEL OF THE FORMER DROWSY MAGGIE'S BUILDING WITHOUT THE PROVISION OF ON-SITE PARKING.**

"Design Committee finds that the existing structure (formerly Drowsy Maggie's located at 31st Street and University Avenue) covers the entire lot, making the provision of on-site parking infeasible. The committee recommends that the remodel be allowed to proceed without the provision of additional off-street parking spaces." (Franck/Dye), Motion Passed Unanimously 7-0-0

Excerpt taken from the February 5, 2008 NPMS Design Committee Meeting Minutes

G. **REPORTS** (5 Min. Time Limit for Each Report)

Senate District 39 (Sean Wherley)

Council District 3 (Monica Pelaez)

Development Services (Ron Halbritter)

BID Council (Hal Thomas)

North Park Maintenance Assessment District (Patrick Edwards)

North Park Redevelopment Project Area Committee (Jordana Beebe)

Design Committee (John Stewart McGaughy)

Promotion Committee (Jordana Beebe)

Ray at Night (Lea Caughlan/Carly Delso-Saavedra)

Festival of the Arts (Elizabeth Studebaker)

H. **EXECUTIVE DIRECTOR'S REPORT**

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I. **OLD BUSINESS**

J. **NEW BUSINESS/OPEN DISCUSSION**

K. **ADJOURNMENT**

Next Meeting:

Wednesday, March 12, 2008, 7:30 a.m.
3076 University Avenue, San Diego, CA 92104

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PROPOSED RESOLUTION TO ADJUST BID ASSESSMENT:

Whereas North Park Main Street (NPMS) is a 501(c)(6) non-profit which serves to administer the North Park Business Improvement District (BID) in the City of San Diego; and, whereas the City's Redevelopment Agency has determined that it can no longer provide core funding for NPMS's economic revitalization activities;

Therefore, the Board of NPMS finds it necessary to adjust the BID assessment rate structure in order to secure the future of the organization;

To this end, the Board hereby resolves to ask the City to place before the North Park BID membership, in the form of a mailed ballot, the question of whether to raise their fees, in accordance with Council Policy 900-07, per the following rate structure:

Businesses with:

- 0 to 3 employees to pay \$125/year;
- 3 to 12 employees, \$150/year;
- 13 to 25 employees, \$250/year;
- 26 or more employees, \$500/year.

Home-based businesses and salon booth rentals within the district boundaries to be exempted.

No automatic or indexed rate increases are to be established.