



P.O. Box 4488 San Diego, CA 92164

[www.northparksd.org](http://www.northparksd.org)

**NPCA Board Meeting  
4th Wednesdays, 6 pm**

March 26, 2008 - The meeting was held at the Lafayette Hotel.  
Call to order at 6:00 – Made introductions, updated the roster, and distributed correspondence.

Attendance:

Arthur Schwartz	Will Wurth
Lynn Elliott	Kirsten Clemons
Michele Brown	Jana Holsenback
Nikki Berdy	Omar Passons
Steve Hon	Steve Saars
Jody Surowiec	Mana Monzavi
Sharon Turner	Visitors: Beth Swersie, North Park History Committee

**Administrative Reports:**

The minutes for the February board meeting were approved by all in attendance.

Treasurer - Sharon Turner passed out the Treasury report that noted a total of \$25,335.73 in the checking account. Concert fund: \$13,704; History Committee: \$4,005.51; General Fund: \$7,556.20; Petty Cash: \$70. The report was approved by all members in attendance.

Membership – Submitted by Arthur Schwartz

Current membership - 287 Total	3 new Individual Members
	2 new Household Members
	1 new Patron
	3 new Businesses

Chip has not been available due to personal reasons. Arthur will be appointing another Membership Chairperson who will kickoff the newsletter outreach program.

Omar will be distributing a welcome pack to new members, until he needs assistance.

Ambassador Program - Peel Banner incentive (Afton at 17 members).

**Committee Reports:**

NPCA History Committee

A proposal was submitted by Steve Hon to take the NPCA History Committee to a new level and become the North Park Historical Society. After reviewing the proposal, Omar Passons moved to accept the agreement, Steve Saars, seconded the motion, and the entire board approved the motion. The History Committee will now be a separate entity from NPCA. They will continue to write the *Once Upon A Time* articles for the newsletter. Steve Hon will stay on as the representative until we can find a replacement for him.

Annual Membership Meeting

The meeting will be held on April 23<sup>rd</sup> at the Lion’s Club on Utah Street at 6:00. The board members were asked to bring a friend to the meeting. Steve Saars volunteered to find food provisions, and Michele will find some music. An amendment to the by-laws will be presented to the general membership for vote. NPCA will recommend raising the membership fees to \$15 for individuals; \$25 for households; \$10 for Seniors and Students; and \$50 for businesses. Jana made the motion to put the by-law change up to the

general membership, Nikki seconded the motion, and all approved. This will be the first raise in dues in eighteen years.

#### Working Group on Parking – Michele Brown

The power point developed by the PMWG has been presented to all the North Park boards. On March 25th at 6:00 p.m., the presentation will be given at the NP Theatre in an open forum style for the community at large. After the presentation, there will be a question and answer period. Once the WG has received input from the community, we will return for another working group meeting to ascertain if the recommendations need to be modified. We will then return to the various NP boards for their support and final presentation to the city.

#### MAD Advisory Committee – Submitted by Steve Hon.

The March 2008 meeting was held on the 10<sup>th</sup>. Andy Field, Assistant Deputy Director for Parks and Recreation gave a presentation on how the MAD could address additional maintenance efforts under the existing Assessment Engineers Report (AER) including maintaining additional trees until they become established. The MAD cannot pay for planting of any new trees above the AER limit of 447 but since over 200 of the original 447 no longer need to be maintained by the MAD, the MAD could pay for maintenance if some other organization paid for planting the trees. Also discussed was adding more attractive trash receptacles along University Avenue and 30<sup>th</sup> Street. Revisions to the Bylaws were also approved and in April 2008, the slate of officers for the next year will be voted on. More details are available in the draft meeting minutes on the website.

#### Renaissance Awards – Submitted by Jana Holsenback, Michele Brown

We would like to get started earlier this year. We have been chairing this committee and have previously discussed the possibility of doing year round awards and/or featuring some of our winners in the newsletter. I'd like to get board approval to start featuring our winners in the newsletter. Alex of *Alexander's* has thanked the board, and has asked for copies of our pictures to put in their restaurant. If there is anyone else interested in being on this committee, we'd welcome the assistance and would like to have a meeting in April to start working on the 2008 awards.

#### Concerts – Submitted by Lynn Elliott

We are making progress in completing various tasks related to facilities, bands, fundraising, and permits.  
*Facilities:* Will was able to get a \$25 reduction in price/concert for the generators. The Port o Potties have been reserved at the same price as in 2007. The mobile stage is still under negotiation.  
*Bands:* The band selection committee was able to choose a great selection of potential bands for the summer. Two of the contracts sent out have been returned. We are continuing to work to get contracts, etc returned.  
*Fundraising:* We have raised over one third of the concert fees (\$6,000 almost \$7,000). There are more promising sponsors in the near future. We always could use tips and assistance.  
*Permits:* The information for the permits is almost complete and should be submitted by the end of the month.

#### Marketing - Submitted by Nikki Berdy

I wrote an introduction letter for the new NPCA Member Card, and how it will be used with the Discount Member Program.  
Greeted members and their guests at the mixer at Ritual Tavern. Talked to guests about benefits of becoming members, and distributed NPCA Member Cards to be used with the Discount Member Program.  
Constructed and distributed information packets on the Member Discount Program, and how to navigate the NPCA website.  
Corrected and reordered Discount Member Program stickers for display in participating business store window.  
Met with Arthur and David Higgins to plan strategy for attracting new business to Discount Member Program and premium website listings.  
Made calls on local restaurants with David Higgins.  
Called on Whole Foods with Arthur for bundled sponsorship - including concerts, website advertising, and Discount Member Program.

#### NPCA Mixers – Submitted by Arthur Schwartz

The mixers will now be bi-monthly. The next mixer will be May 7<sup>th</sup> at Hawthorne's.  
All five Mixers are confirmed for the year, and posted on the website.

#### Public Art on the Parking Garage – Submitted by Lynn Elliott.

Redevelopment has changed the criteria for the jury committee for the NP Parking Garage Art. I attempted to pull the article after a discussion with Main Street about the change. The change in qualifications involves

having a distinct set of individuals that includes trained and experienced art professionals, similar to other organizations that choose public art. There will be a public meeting to show and discuss the final choices of Art Work before they are commissioned.

Website – Submitted by Arthur Schwartz

Website improvements & enhancements since the last Board Meeting:

Concert Fund Drive Thermometer; Membership Fund Drive Thermometer; Automated Registration Program for Events; All Mixers are posted; All Clean-Ups are posted; Annual Membership meeting is posted; Automated Donate Program (subscription component).

Events Calendar; Seamless Photo Gallery Integration.

The Business Directory is published and still needs work to be better accessible to the end user.

Cooler email needs to go out (instructive) to members.

A formal launch of the web-site will be at the April annual meeting, with the distribution of Membership discount cards, and inviting Business Members to attend kickoff membership drive.

We need to finalize what the criteria should be to make a posting on the site.

North Park Alcohol & Entertainment Working Group – Kirsten Clemons

Update on license applications in North Park: Salsa Fiesta Restaurant - Type 42; Awash Restaurant Type 48; Hawthorn's Patio - already have license; Scolaries - new business on the site will have Grandfather Type 48 license; Torrinado Beer Bar 4026 30<sup>th</sup> St - Type 41.

We continued discussion of formalization of the Working Group.

Items for next meeting on April 23 at 10:00 at North Park Main Street: finalize Mission Statement; continue draft procedural guidelines; monthly update on license applications.

NPAEWG Community Covenant was reviewed and will be finalized at the March 26 meeting.

NPAEWG Applicant Questionnaire was reviewed, and will be finalized at the March 26 meeting.

NPAEWG Mission Statement will have a final review in March. It can be reviewed in 6-12 months for consistency with goals of the NPAEWG.

DWPG subcommittee – Jeff Stebbins, Chair; report by Kirsten Clemons

The group met with Toni Atkins to discuss restricting the location of some of the smoke shops. A formal request will be sent to the mayor's office.

Business Directory – Arthur Schwartz

Published, but still needs work to be better accessible to the end user.

Clean Ups – Omar Passons

The "Creek to Bay" clean-up is April 26<sup>th</sup>. All Clean-Ups are posted on the website.

Rebuilding Together

The North Park Community Center has been chosen. The project will be held on April 19<sup>th</sup>.

Newsletter – Mana Monzavi

A condensed/promotional version of the newsletter will be printed, and passed out in various areas of North Park, to encourage membership to NPCA. The PDF version of the newsletter is moving forward, and has limitless capabilities.

Klicka Scholarship – The \$1000 scholarship is looking for seniors with plans of attending college. Three seniors have turned in their applications so far. The award will be presented at the annual membership meeting.

**Adjournment** - Next meeting will be at 6:00 on April 23<sup>rd</sup> at the Lion's Club. This will be the annual membership meeting.

Minutes prepared by: Jody Surowiec, Secretary