

# North Park Maintenance Assessment District (MAD) Advisory Committee

## MAD Advisory Committee Meeting Minutes – September 14, 2020

ZOOM Meeting, North Park MAD (NPMAD)

Call to Order: 6:03 P.M. by Chair, Matt Stucky

- I. Roll Call - 7 Members of MAD/ 5 to Quorum**
  - Present:** Matt Stucky, Chair – North Park Planning Committee (NPPC)  
Brandon Hilpert, Vice Chair – Burlingame Neighborhood Association  
Brandon Blakeman  
Steve Aldana – El Cajon Blvd BIA  
Jody Suroweic – North Park Historical Society  
Matthew Segal – North Park Main Street (NPMS)  
Tanya Sprague
  - Not Present:** Natalia Mendez – Member at Large
  - Staff:** John Crago– General Maintenance Manager North Park, City of San Diego & Angela Landsberg - NPMS
- II. Approval of August 10, 2020 Minutes**

Motion to Approve August Minutes- Surowiec | Second- Aldana  
4-Approved / 0-Opposed / 2-Abstain (Blakeman & Hilpert- not present at August meeting)
- III. Non-Agenda Public Comment - No Comments**
- IV. Reports**
  - A. CHAIR:** Sprague no longer with SCRHA. The subject will be moved to Action Items IV. A. & B. of the Agenda. Switzer Canyon - considering creating a subcommittee to execute this project.
  - B. STAFF:** Crago read his report to The City of San Diego Park and Recreation.
  - C. CITY COUNCIL REPRESENTATIVE:** Brittany Bailey for Chris Ward. The update includes an extension for small businesses to operate outdoors for an additional 10 months. City concerns over retention of human capital.
- V. Information Items**
  - A. West End MAD Proposal:** Review of an upcoming proposal for a new independent MAD centered on Normal Street Promenade and including certain median and commercial property parcels on El Cajon Blvd included in North Park MAD. Marketed to Hillcrest as “the east end of Hillcrest would be separate from Hillcrest and covert to Normal Street Promenade.” While North Park MAD might lose these properties and budget funds.
    - i. Comments:** Aldana, property owners would be double assessed, and funds collected from parking meters, under the current proposal; making some language unclear. Stucky: reminded committee about previous discussions of re-balloting and how this would affect that process. Landsberg - The company leading the West End MAD proposal bypassed local planning committees and did not follow regulations in bring this proposal to the city. Bailey - Stakeholders may be misinformed -or left out of consideration, public unaware of change. Lobbyist would target property owners and businesses about goals. District leaders would assist and greater communication is needed on related and connected services, and community stakeholders.
      - With the proposal on pause while being reconfigured, the committee inquired: Does this effect University Heights and BLVD? Will this benefit or harm North Park? Where are services offered to, front or back?

# North Park Maintenance Assessment District (MAD) Advisory Committee

- B. Update on the proposal by North Park Main Street regarding NPMAD administration:** Meetings that took place with several city officials with NPMAD and Councilmember Ward's support. Need to gather further support with other planning committees, MAD, PBID, and BIDS. Refer to August's NPMAD's presentation minutes to review the comments regarding Landsberg's plan. NPMS has better means as a non-profit to rebalot the community.
- C. The fiscal year 2021-2022 MAD Budget Priorities:** Potential ideas for new budget: Switzer Bridge, another field staffer, approx: \$50,000; additional trash enclosures, approx \$20- 32,000; landscaping & trees, approx: 20 trees need to be planted, sidewalk replacement (increase budget significant); Boundary St electrical unit hit by car, approx: \$5,000; power washing, approx: \$10-15,000; weekend workers - there is a process to request this, reeducation/outreach services.
- i. Crago to send out tree and trashcan maps to NPMAD board.
  - ii. Committee: Contracts will be higher in coming years due to the contractor costs, Urban Corps might help NPMAD stay under budget. Larger trees near landmark spots to sustain weight and longevity? Segal, smaller trees will grow to same size in roughly 12-18 months and sustain environment and fast growing. Larger trees may not adapt as well. Crago agrees.

## VI. Action Items

- A. Board election of at-large member:** Tanya Sprague. Motion to Approve: Stucky, Second: Suroweic  
7 - Approve, 0 - Oppose, 0 - Abstain
- B. Board election of secretary:** Motion to Approve: Stucky, Second: Hilpert  
7 - Approve, 0 - Oppose, 0 - Abstain
- C. Tree planting:** Proposal to plant 9 trees on University Ave. and 30th Street: \$4,290.00, Motion to approved tree planting bid, amount not to exceed \$5,000.00: Blakeman, Second: Segal. 7 - Approve, 0 - Oppose, 0 - Abstain

## V. Adjourned: 7:24 P.M. by Chair Matt Stucky

Minutes Submitted by Secretary, Tanya Sprague 10/16/2020