



North Park Planning Committee

Communications Subcommittee Meeting

Minutes for July 1, 2025 7:00 PM

Meeting Location: North Park Christian Fellowship 2901 N Park Way San Diego CA 92104

Zoom: <https://us06web.zoom.us/j/83826425399?pwd=EIOIBPRMxeffxqpyvUf3wL1fGoQsUu.1>

I. Parliamentary Items (7:00-7:05 pm)

- Call to Order and Roll Call
 - Meeting Called to order: 7:01
 - Attendance: Jason Vance, Jay Robinson-Duff, Johanna Mall, Bob LaRose, Roger McClish, Edgar Ramirez Manriquez, Krishna Hammond (on Zoom), Lynn Elliott (on Zoom, non-voting)
- Modifications & Adoption of the Agenda
 - Agenda adopted with modification to include “Adoption of the June 3rd Meeting Minutes” 7-0.
- Adoption of the June 3rd Meeting Minutes
 - Minutes adopted 7-0.

II. Non-Agenda Public Comment, Announcements, Event Notices (7:05-7:10 pm)

Limited to items not on Agenda; **non-debatable, no discussion**. One-minute maximum. If this needs discussion it can be added to the Agenda.

- N/A

III. Informational/Action Items (7:10-7:50 pm)

- **Informational Item 1 (7:10-7:20 pm):** Overview of Communication Subcommittee Work Plan tracking spreadsheet.
 - Members liked the prioritization approach, noted that these categories help promote community resilience, and neighbors who know each other. Edgar explained that the Communication Subcommittee Work Plan tracking spreadsheet will be shared during Communication Subcommittee meetings to provide updates on ongoing and completed initiatives. Additionally, the Work Plan tracking spreadsheet will be used to prioritize new suggested initiatives. Edgar stressed the importance of engaging North Park residents who have historically been disengaged and underrepresented and who may not be familiar with the NPPC. the North Park Community Plan, zoning, etc.
 - Lynn noted it was crucial to provide community education.
- **Informational Item 2 (7:20-7:30 pm):** Discuss potential community outreach strategy for the [FY2027- FY2031 Infrastructure Priority Survey](#).
 - The following outreach approach was discussed:
 - a) Sending out an initial email blast to current NPPC newsletter recipients with links to the City-specific CIP Prioritization Survey and the NPPC-specific survey
 - b) Flyer posting coordinated by Edgar. Joanna will draft flyer for printing and send to Edgar by end of week. Jason to provide QR code to include in



the flyer that links to the NPPC Linktree where surveys will be available. Edgar to email flyer to NPPC members for printing/posting.

- (1) Flyer posting strategy will focus on high foot traffic areas within the community. NPPC members will also engage local businesses to gain permission to post flyers as a way to build relationships with the local business community.
 - (2) Printing costs were also discussed. Color would be more costly compared to black & white. Printing preference was left to the discretion of the posting volunteer.
- **Informational Item 3 (7:30-7:40 pm):** Discuss potential revisions to the NPPC Community Participation & Representation Plan.
 - Some changes are needed to bring the plan in line, notably removing/updating old email addresses, links, and engagement strategies. Edgar to provide updates to the Plan to present to the full board. Per guidance provided by Samuel Solis from City of San Diego, City Planning via email to Edgar and Lynn (7/1), any changes to the Community Participation & Representation Plan should be approved at a regularly scheduled meeting of the CPG. Then the CPG should forward a strikeout/underline version to the City for review and approval.
 - **Informational Item 4 (7:40-7:50 pm):** Discuss NPPC draft social media posts outlining NPPC General & Subcommittee meeting information.
 - Edgar presented a draft social media post and noted it could be shared via Instagram stories prior to full board and subcommittee meetings. Each post includes a short explanation of the purpose of each NPPC subcommittee and uses photos Edgar took in the community. Social media posts also included an updated NPPC logo.
 - Johanna suggested cutting down on the use of acronyms or making sure, as a best practice, to have acronyms defined at the top of our material. Edgar to update social media posts to include full name of NPPC rather than just the acronym.
 - Lynn recommended reaching out to Douglas Schueler to provide input on PFT Subcommittee post.
 - Edgar to post final social media posts on 7/7.

IV. Unfinished, New Business & Future Agenda Items (7:50-7:55 pm)

- TBD

V. Adjournment (8:00 pm)

- Next Communications Subcommittee Meeting: August 5, 2025, 7:00 PM

Contact Information:

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