



North Park Planning Committee
Communications Subcommittee Meeting

Agenda: May 05, 2026 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=EIQlJBPRMxeffxqpyvUf3wL1fGoQsUu.1>

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

- A. Call to Order 7:10
- B. Roll call: Johanna, Edgar, Holden, Jay, Rachel, Barbara, Mark (non voting),
- C. Modifications & Adoption of the Agenda: No
- D. Adoption of the March 3, 2026 Meeting Minutes: Unanimous

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.

- A. Holden announced an upcoming action item re: the proposed budget cuts on May 12 at 6pm at City Hall 202 C Street: Comms to post about it on socials
- B. Jay followed up on the interest in developing a petition for the proposed solutions (such as a mini parklet) for triangular traffic Islands at Monroe & Mission to have at the upcoming Party on Park on May 9. A brief discussion of who could carry this out ensued, followed by stated concerns as to the short timeline (Barbara) as well as the lack of coordination with the UPG that might make the effort of trying to gather signatures at this event premature.
- C. Edgar then raised a question about the role of petitions for the NPPC, and what our processes should be for developing them. The group decided to add this to the discussion for the Ad hoc sub committee meeting.

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

- A. **Informational Item 1 (7:10-7:20 pm):** What is the Communication Subcommittee? Discuss the role and mission of the Communication Subcommittee in the NPPC.
 - Johanna explained the two primary roles of this sub committee currently:
 - 1. Public outreach to raise awarenessness about NPPC to the community, letting them know that we are their liaisons to the city.
 - a. We primarily do that through tabling. Edgar gave the example that tabling during the last election raised good discussions.
 - b. Public outreach is also done through posting/distributing flyers and through digital communication including social media.
 - c. Mark referenced his efforts to develop a newsletter to enhance communications both from the community and to the community. Barbara agreed that having good resources on the website so that people who don't follow social media can also access up-to-date info on the NPPC



website, and offered potential assistance with that. There has been a void of reliable local news since the closure of North Park News.

- d. Rachel then brought up navigational issues with the website at large and said she was interested in revamping it, and has the skillset to do so.

2. Internal support for NPPC. How we can support other sub committees for things such as creating petition, managing socials, mail chimp, etc.

- Edgar said there are a lot more people coming to the communications meeting now than previously. He then asked Johanna what her vision is now that she is the Chair.
- Johanna replied that when she had joined this board and this sub committee specifically, she had been surprised to learn how few people knew the board existed. Therefore, a primary goal for her is to make it known that we are here to represent members of the North Park Community. To that end, she said she thought in-person engagement matters the most,
 - An example of this is participating in community events such as a fair, on a monthly basis, so that we are showing up consistently for the community.
- General agreement and discussion followed, with a consensus that it is important to be really intentional with our choice of partnerships, and to coordinate with/differentiate ourselves from other local community organizations such as North Park Main St. and the North Park Business Association.
- Holden asked how do we refer people to other organizations, given that our board has finite capacity. He has sometimes observed a bottleneck situation due to NPPC's limited capacity.
- Rachel asked whether we could have a decision tree or something on the website that explains what the group can and can't help with and that she would be happy to spearhead it.
- Rachel also suggested creating a LinkedIn page. Not having one could be a missed opportunity to connect with professional types.

B. Informational Item 2 (7:20-7:30 pm): Communication Subcommittee Work Plan. Discuss new, ongoing and/or completed initiatives and prioritize new proposed initiatives.

- Given that we want to broaden the populations we reach, the result could lead to a larger number of proposed initiatives, which can then become difficult to manage/prioritize, hence the workplan tracker that Edgar developed. It tracks what initiatives are we working on, based on the following three criteria on what to prioritize:
 - Impact - how effective would it be for the comms sub committee to reach out to the public



- Reach - how far it could get, combo of flyers and social media vs. email being low reach
- Barriers - would we need software, training, high printing cost, etc?
- To avoid wasting precious meeting time, rather than always readressing ongoing initiatives as unfinished business, they could be tracked on the back end instead until there's an actual update to add to an agenda.
- Comms is an intuitive committee with a surplus of ideas, so there's a real need to stay efficient and organized.
- Johanna would manage the tracker and share it as view only.

C. Informational Item 3 (7:30-7:45 pm): Discuss flyer locations and update tracker.

- Edgar took the lead on this discussion, since he developed the tracker.
- The rationale to create it was essentially as follows: some establishments let us flyer, while others don't, and it would be good to track which is which so that can better streamline our efforts.
 - Specifically, it could help us meet tight deadlines. For instance, last year, the City asked to share the CIP survey without much notice and we had to scramble to get it out in time. We want to get this as tidy as possible.
 - Rachel then asked a related question regarding how flyers get designed, printed, and distributed. Edgar and Johanna answered that we use Canva and have a small budget for printing.
 - Someone suggested we submit and vote on flyer designs.

D. Informational Item 4 (7:45-7:50 pm): University Heights Community Association is hosting Party on Park 2026 street festival, Saturday, May 9th, 2026, 2:00pm - 7:00pm. NPPC is planning to have a stand and needs volunteers to table the event.

- We will share a table with the Uptown Planning Group.
- We need volunteers for 2 shifts: 12:30-4 and 4-7:30.
- We need to be set up by 1:30 and break down quickly at 7:30.
- Need chairs
- The location of the event is on Park Ave near the University Heights sign. Tastings. It is a block party.
- Edgar suggested we coordinate with the chair of UPG to see what we will need for our 10 X 10 space.
 - For example, does Cody still have the stands we used during the election with a bit about who we are, our meeting info, QR code
 - Tweak election flyer.
- How do we get tickets as vendors? How does it work? Do we need a wristband?
- We wanted a chance to coordinate with UHCA about petitions so without this lead time, do we instead want to solicit opinions from the community so that we can better identify ways to spend our money for comms resources.



- Holden suggested using same CIP flyer as last year, but we'd need to check where the QR code leads to first
- We also discussed printing a big map and inviting the public to mark where we need improvements.
- Holden has an easel we can use for a large pad where the public could list issues that concern them.
- Barbara offered a large pad and markers if needed for the easel.
- Revisiting the need for volunteers...people offered the following:
 - Rachel can volunteer the first shift
 - Holden can come approx 1-3
 - Malachy replied and said he could commit to two hours.
 - Mark can come at 5

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

- A. Identify comms resources to purchase
- B. Bulletin board tracker

V. Adjournment (8:12 pm)

- A. Next Communications Subcommittee Meeting: June 2, 2026

Contact Information:

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