



## **Board of Directors Meeting**

**April 4<sup>th</sup>, 2017**

### **Minutes**

**Board Members in Attendance:** Dan Mazzella, Elvin Lai, Amber Lighty, Tony Bayona, David Cohen, Tim Pruesener, Mark Morris, Alex Casciato, James Sinclair.

**Staff in Attendance:** Ann Condon, Sara Berns.

**Guests in Attendance:** James McGuirk, William Marsh, Eden Hughes, Billy Ramirez, Adrian Martinez, Dianne Brittingham, Jason Weisz, Anthony George, Daichi Pantaleon

#### **D. Mazzella called the meeting to order at 12:10 pm**

#### **Public Comment:**

none

#### **Political Representatives**

**District 2-** James McGuirk reported that city council approved a 3 year extension on Campland with 2 optional years after 3 year. There will be a new development at the old visitors center in Mission Bay Park, with restaurant, café, picnic space and rentals.

**Senate District 39- Toni Atkins-** Jason Weisz reported that Toni's human trafficking bill that will train hotel employees has passed the policy committee.

**County Supervisor Ron Roberts-** Adrian Martinez announced the supervisor is the chairman on the regional taskforce for homelessness and they have completed the annual point and time count, the numbers will be announced soon. His focus is on building housing and sits on SANDAG and MTS.

**Mayor Faulconer-** Anthony George announced the mayor had a press conference on raising the TOT taxes that will fund homelessness issues, street repair and expanding the convention center. Soccer City is on the November ballot.

**Presidents Report:** D. Mazzella reported that all the board members should have filled out the Form 700. He stated that the Annual Dinner was a great success and that the Boy Scouts are partnering with I love a Clean San Diego on April 22<sup>nd</sup> for a beach cleanup.

#### **Community Partners Reports**

**PB Tuesday Farmers' Market:** Eden Hughes reported an increase of 3.5% and they attended the PBTC community forum.

**PB Town Council-** Bill Marsh announced that PBTC will be hosting a Graffiti cleanup day on April 29<sup>th</sup> from 9-12pm. They will also be hosting a wine tasting fundraiser on June 24<sup>th</sup> at Hornblend Hall.

**PBWC-** D. Brittingham presented the date for their annual wine tasting to be held on April 22<sup>nd</sup> from 2-5pm and tickets are \$15.

### **Minutes-**

A. Lighty motioned to approve the March 7, 2017 minutes. D. Cohen endorsed the motion. Motion passed 5/0/2 with T. Pruesener and T. Boyona abstaining.

**Financial Reports-** S. Berns reviewed the Financials for February 2017. E. Lai motioned to approve the financials for February 2017. A. Lighty endorsed the motion. Motion passed 7/0/0.

Approval of donation to Mission Bay High School Car Show- S. Berns informed the group that MBHS was putting on a car show on April 23<sup>rd</sup> and they are looking for a sponsorship of \$75. E. Lai motioned to approve the sponsorship T. Pruesener endorsed the motion. Motion passed 7/0/0.

### **Committee Reports**

#### **a.) Organization Committee**

- Billy Ramirez introduced himself to the board and expressed his interest in being a board member. B. Ramirez owns three restaurants in Pacific beach and is already on the Parking and Advisory Board and has previously been on the PBPG. E. Lai made a motion to appoint B. Ramirez to the board. M. Morris endorsed the motion. Motion passed 7/0/0.
- S. Berns announced that there are now 2 board vacancies.
- S. Berns informed the group that the Annual Dinner was a success and even with expenses increasing, the profit was the same as last year.

#### **b.) Promotions**

- S. Berns updated the group on Bikes Boards and Brews and stated that the meeting with the City went well and everything is going smoothly with planning the new location. She encouraged the group to promote the event and volunteer to help the day of.

#### **c.) Clean and Safe Committee**

- S. Berns updated the group on the contracts and fundraising. There is an Amazon smile account set up to help fundraise for the program. The group talked about having hotspots to track the progression of the program with a survey/ questionnaire to fill out every 3 months.

#### **d.) Planning and Vision Committee**

- S. Berns reported that there is a lack of attendance at this meeting so it may need a new day/time in order to encourage more attendance. There are needs for a Beautiful PB and SANDAG rep at the meeting. S. Berns also updated the group on the Farmers' Market and said they are waiting to hear from MTS on what their final say is to moving the market to Garnet.

**CEO Report:** S. Berns updated the group on the IDA conference she attended. She stated that there was a large focus on homelessness and how BID's have now had to take on that responsibility, other topics that were discussed were tourist focused BID's and parking technology.

**Meeting Adjourned 1:13 pm**