



**Board of Directors Meeting
June 7th, 2016
Minutes**

Board Members in Attendance: Amber Lighty, Tim Pruesener, Paris Granger, Tony Franco, Ryan Dickert, David Cohen, Mark Morris, Alex Casciato, Laura Ambrose

Staff in Attendance: Sara Berns, Ann Condon

Guests in Attendance: Dianne Brittingham, William Marsh, Brian Elliot, Jason Weiss, Liz Studebaker, Catt White

A. Casciato called the meeting to order at 12:07pm

Public Comment:

none

Political Representatives

Mayor's Office- BID Advocate – Liz Studebaker presented the Business Walk that will be held on June 30th from 2-5pm. The City will provide surveys and some volunteers to help go door to door to businesses to talk to business owners, hand out surveys and update contact information. This will help gauge the needs of PB Businesses and allow the City and DPB to reach out to help with any needs that can be met. She is looking to get more volunteers because PB is such a large business district.

78th Assembly District- Jason Weiss presented the latest Toni Times and announced that June 15th the budget has to be finalized and assembly and senate bills all had to be passed out by then.

52nd District- Brian Elliott stated that the congressman is working on the National Defense Operation Act to help give veterans a higher priority on getting construction projects. He is also continuing to work on homelessness funding and trying to change the federal regulation of how funding is prioritized in this country. SD is not 5th in the country with 8,700 homeless people.

Presidents Report: none

Community Partners Reports

PB Town Council: W. Marsh announced that the next meeting on June 15th will be a presentation and discussion on law enforcement and alcohol issues. The PBTC Wine Tasting Fundraiser will be held on June 25th at Hornblend Hall and there are tickets available along with a need for silent auction donations.

PB Planning Group: T. Franco reported that there are still 5 vacancies on the Board including 4 residential and 1 commercial. At the May meeting a new development right by the 5 Freeway where

the Jet Ski rental place is now that will include 172 Apartment units, 19,000 square foot retail space was reviewed and approved.

Beautiful PB: L. Ambrose reported that they support the Mobility Study and there will be a Circulate SD meeting on 6/15 at 3pm regarding the Balboa Transit Station and the Circulate SD office. There is a survey for the station if anyone has feedback. They have been trying to contact The Beach Games, occurring in September- October 2017 and it is very difficult to get a hold and involved in any of their meetings.

PB Woman's Club: D. Brittingham reported that their fundraiser raised \$11,000 and some of that money will help the Fishing Derby on July 23rd. Their next event will be the Casino Night October 22nd.

Minutes

- D. Cohen motioned to approve the May 3rd, 2016 Board Meeting minutes. A. Lighty endorsed the motion. Motion carried 8/0/1.

Financial Reports

- S. Berns reviewed the financials for April 2016. D. Cohen made a motion to approve the financials. R. Dickert endorsed the motion. Motion passed 9/0/0.

Committee Reports

a.) Parking and Traffic

- S. Berns reported that the previous meeting entailed a review of the bylaws and policies. The next meeting will cover information regarding reducing the carbon footprint and a SDAT report review

b.) Design and Improvement

- C. White presented the renewal of Farmers' Market Agreement with SD Weekly Markets. S. Berns asked C. White to explain what the one time allocation fee of \$3,000 was. C. White said that in an event where the whole market would have to be rebuild, just as there was a \$3,000 fee to start the market that would be the fee to rebuild. C. White also presented that they are revising the expansion to Grand and continuing to jump the alley south of Hornblend. There will be an opening in front of the new restaurant, Pueblo. Summer Hours are extending to 7:30pm as a temporary measure. A marketing plan moving forward will include refreshing the logo to include geographic location in the logo. The market is looking for a sponsor for the door hangers. For the summer an ad in Campland newsletter and have been accepted in the Market Match program that is an EBT grant program that provides funds and enables the market to give an additional \$10 Market bucks that people that use EBT to use for fruits and vegetables.
- L. Ambrose made a motion to approve the Farmers' Market Agreement. M. Morris endorsed the motion. Motion passed 7/0/0.

c.) Promotions

- S. Berns reported that D. Mazzella is in contact with Baby Bird to try and come to a resolution. A screen shot of the indexing code was sent to BBC; they proceeded to fix the

indexing issue and are still looking for payment because they believe the website was not delivered with the index issue. D. Cohen suggested asking BBC to come to the next board meeting and present on the issues and answer questions on problems with the website. This should be an action item on the next agenda.

- An RFP for SEO repair was sent out and 3 Bids were presented. One from Search Geeks, Corey Rose. Another from Kickin Knowledge who is a local PB Business who reached out to DPB on other matters and he was interested in helping with our website. The last bid was from Explore that Store. All bids have looked over the website and given advice and worked with DPB to understand the problems with indexing. Corey from Search Geeks came to a previous promotions committee to explain the SEO and broken link issues to help us understand.
- T. Pruesener went through all 3 contracts. Kickin Knowledge, though it was the cheapest, did not have the full scope of the website issues. His contract included looking over the issues with the website and could potentially charge more to actually fix the issues.
- Explore that store recommended 2 phases and an additional recommendation. The 1st phase is discovery and a SEO Installation and Fixes stage. The additional recommendation is to potentially move toward a Word Press for a more stable/scalable website.
- Search Geeks guarantees an increase in SEO, this is his specialization and has a lot of experience fixing websites. His bid states he will fix the images on website to make them SEO ready, increase speed, do a keyword analysis, and will generate a report of what needed to be fixed on the website and what was missed in the creation of this website for our records. His contract has 3 phases; the first two are recovery and error fixing with Phase 3 being an alternative addition of SEO increase if we choose to continue to expand the SEO after the website is fixed.
- A discussion was held on the length of time of completion and an expectation should be agreed upon. It was agreed to have 1 month for each phase to be the goal. L. Ambrose made a motion to use Search Geeks as the contractor to fix the Discover PB website contingent that phase 1 and 2 are completed in 2 months based on his experience and references. D. Cohen endorsed the motion. Motion passed 9/0/0.
- S. Berns reported that the Coast Walk profited about \$9,000. Some feedback from customers and Board members who attended was that many restaurants ran out of food early. In the future, we could redesign the ticket so people cannot repeat restaurants.

d.) Organization

- Adjourned for CLOSED Session for CEO Review pursuant to Section 54957 Ralph M Brown Act at 1:29pm
- Reconvene/Call to Order at 1:59
- A. Casciato made a motion to increase the program manger wage to \$16 hour effective July 1 and increase Executive Director salary by 6% - 3% for cost of living increase and 3% merit based on performance review effective July 1. A \$5000 bonus was allocated on merit base performance review for FY16 for the executive director which did not exceed budgeted amount. Motion was endorsed by L. Ambrose. Motion carried unanimously.

Meeting Adjourned 2:02pm