



**Board of Directors Meeting
May 2nd 2017
Minutes**

Board Members in Attendance: Dan Mazzella, Elvin Lai, Amber Lighty, Tony Bayona, Tim Priesener, Mark Morris, James Sinclair, Billy Ramirez, Alex Casciato, Tony Franco.

Staff in Attendance: Ann Condon, Sara Berns.

Guests in Attendance: Andrew Huelga, William Marsh, Eden Hughes, Jason Weisz, Brian Elliot, Laura Ambrose, Kate Machett, Catt Fields White, Marcella Bothwell

D. Mazzella called the meeting to order at 12:09 pm

Public Comment:

E. Anderson announced there is 1 vacancy on the PBPG for a commercial seat.

Political Representatives

District 2- A. Huelga reported that the previous Thursday was Arbor Day and the Councilwoman was present at CPJMA with 50 students planting trees. He also stated that April 22nd was Volunteer Appreciation Day and the councilwoman honored 30 volunteers in Pacific Beach. Throughout the month of May, libraries will be having a book drive to donate books.

Senate District 39- Toni Atkins- Jason Weisz announced the deadline for bills is June 2nd and June 15th will be the budget approval. Toni's human trafficking bill was passed at Senate and the hotel motel training moved forward.

Congressman Scott Peters- B. Elliot talked about the congressman's efforts for ADA reform and to introduce a bill that requires a 60-90 waiting period for business to correct any violations before they get a notice to sue.

Community Partners Reports

PB Tuesday Farmers' Market: C. White reported the Farmers Market is steady and it is a challenge to expand all the way to Grand so they are withholding vendors and they are starting to outreach their marketing to vacation rentals.

PB Town Council- Bill Marsh and M. Bothwell announced that PBTC will be hosting a wine tasting fundraiser on June 24th at Hornblend Hall. And they will be taking over the Concerts on the Green in July and August. Shelly Zimmerman will be speaking at the next general meeting regarding devices to test marijuana levels on drivers.

PBPG- T. Franco reported that the group passed a development on Garnet and Bayard and passed to move the Farmers Market to Garnet. Hennish is the new President.

President's Report: D. Mazzella updated the group on the ongoing lawsuit against BIDs and stated it was in a pretrial motion phase.

Minutes-

E. Lai motioned to approve the April 4th, 2017 minutes. A. Lighty endorsed the motion. Motion passed 8/0/2 with T. Franco and A. Casciato abstaining.

Financial Reports- S. Berns reviewed the Financials for March 2017. E. Lai motioned to approve the financials for March 2017. J. Sinclair endorsed the motion. Motion passed 10/0/0.

Committee Reports

a.) **Planning and Vision:** S. Berns presented on the Eco District and moving the PB Tuesday Farmers Market to Garnet in order to increase foot traffic, slow car traffic, and a way to connect the community to events. S. Berns updated the group on MTS and stated they are a little more willing to compromise. SDPD is stating that they will require traffic controllers, which would cost the Farmers Market \$1500 a week. No other Farmers Market in San Diego requires traffic controllers. Beautiful PB agreed to pay for one week, PBTfM would pay another week and DPB would pay one week. K. Matchett presented on the background of Beautiful PB and the issues of safety on Garnet. Both S. Berns and K. Matchett said they had talked to businesses in the footprint of where the FM would be moved to and all approved. The City is looking for a letter of support from PBPG, BPB and DPB in order to move forward. E. Anderson voiced her opposition stating she did not think it would be a good move due to the increased noise on Garnet and extra traffic it would create on Hornblend. T. Franco made a motion to sign off on a letter to submit to the City. T. Pruesener endorsed the motion and motion passed 10/0/0.

S. Berns reported that DPB joined the International Council for Shopping Centers.

b.) Organization Committee

- Updated Employee Handbook will be tabled until the June meeting.

c.) Promotions

- S. Berns updated the group on Bikes Boards and Brews and encouraged the group to promote the event and volunteer to help the day of. She also informed the group that banners were still for sale and the committee is working on creating a more effective events page on the website and a clean and safe page.

d.) Clean and Safe Committee

- S. Berns updated the group stating that NPS met with SDPD and members of the Beach Team and cleaning is now going on 6 days a week so there should be some noticeable improvements.

e.) Parking Advisory Board

- S. Berns stated that the survey has been completed and they are talking about possible distribution ideas like mailers. The goal is for 1,000 people to answer in the next two months.

Meeting Adjourned 1:31pm