



**Board of Directors Meeting
November 1st, 2016
Minutes**

Board Members in Attendance: Elvin Lai, Tim Pruesner, Amber Lighty, Tony Franco, David Cohen, Mark Morris, Paris Granger and Debbie Conca.

Staff in Attendance: Sara Berns, Ann Condon.

Guests in Attendance: Dianne Brittingham, James McGuirk, William Marsh, Lisa Maclartz, Robyn Guy, Andres Garcia, Giulio Guidi

E. Lai called the meeting to order at 12:06 pm

Public Comment:

Lisa Maclartz from City Works presented on the PB pipeline project. It is an ongoing water pipeline installation and will continue on until May 2017. There will be road closures and will mostly effect Ingraham Street south.

Political Representatives

District 2- James McGuirk stated that open enrollment for Covered California has started and reminded the groups that Election Day is November 8th. He also stated that the PB Clean Up Day will be Saturday November 12th at 8am-12pm at the PB Library. The cleanup will focus on cleaning trash cans, filling tree wells and power washing sidewalks.

Presidents Report:

Community Partners Reports

PB Tuesday Farmers' Market: R. Guy reported that the upcoming months are a transitional time but the market is doing well and business is steady.

PB Town Council- Bill Marsh thanked everyone who participated in PAESAN. They successfully fundraised the ATV for the Police Officers. He mentioned the DPB is donated the tables and chairs for the event.

PB Woman's Club- D. Brittingham stated the PB Woman's Club casino night fundraiser will be this Saturday, November 5th from 6-10. Tickets are \$30 or \$50 at the door.

Minutes-

M. Morris motioned to approve the September 6th 2016 minutes. D. Cohen endorsed the motion. Motion carried 5/0/3 with P. Granger, T. Pruesener, A. Casciato, abstaining.

D. Cohen motioned to approve the October 18th minutes. T. Pruesener endorsed the motion. Motion carried 7/0/1 with P. Granger abstaining.

Financial Reports- S. Berns reviewed the Financials for August 2016. Beach Area Community Court is up, Beachfest had an increase in expenses. D. Cohen motioned to approve the July 2016 Financials. J. Sinclair endorsed the motion. Motion passed 8/0/0.

Committee Reports

a.) Organization Committee

- Giulio Guidi from US Bank introduced himself to the groups and expressed his interest in taking S. Eberhart's vacancy on the Board. D. Cohen made a motion to appoint G. Guidi to take over S. Eberhart's seat. A. Lighty endorsed the motion. Motion passed 8/0/0.
- S. Berns updated the group on proposed by law changes including the election process. The group discussed the current methods and some suggestions included to change the number of signatures from 25 to 15. Org Committee will continue work on changes and present to board next year anyone that would like to be involved can attend meeting.
- Andres Garcia presented the FY16 Audit Report and determined the audit to be clear and unqualified. The amount of equity has increased \$24K, which is consistent with the net income; there is \$238K in assets. He brought up that the lease was up in the September 2017 and the cost of the repair of the A/C unit was not fixed and in building repairs and maintenance. S. Berns requested that "Design and Improvement" be changed to "Cleaning and Beautification". T. Franco made a motion to approve the audit and filing of FY16 tax return. A. Lighty endorsed the motion. Motion passed 8/0/0.

b.) Design and Improvement

- S. Berns updated the group on the banner program and that B. Dunlap has done an audit of the banner poles and brackets so a map will be made to start the pricing. The Farmers' Market banners will expire in January so they will be able to start selling the banners as well.
- E. Lai updated the group on the Town Hall Meeting that occurred in October and stated the response was positive. There were over 200 attendees and they are ready to move on what the next step is. E. Lai is interested in creating a pilot program in Pacific Beach for the clean and safe program with a homeless outreach team, facilitating them to county services like alpha project or father joe's.
- The discussions lead to create an RFP for the Clean and Safe Program with public safety officers and a cleaning program and hot team for homelessness. From the initial findings, it will cost somewhere around \$150K. M. Morris made a motion to create an RFP for the clean and safe program. A. Lighty endorsed the motion. Motion passed 8/0/0.

c.) Promotions

- S. Berns reported on the Shop Local promotions and the creation of a discount card to encourage locals to shop local in PB for the holidays. The holiday parade is still in need of donations and Christmas on Crystal Pier will be on Saturday, December 3rd.

d.) Parking and Traffic-

- E. Lai reported that the committee is trying to find money to send out the surveys and the surveys are being finalized.

e.) Hospitality Group

- S. Berns updated that the hospitality group plans to have 2-3 business mixers in the upcoming year with various guest speakers on relevant subjects.

Meeting Adjourned 1:35 pm