



**Board of Directors Meeting
September 6th, 2016
Minutes**

Board Members in Attendance: Amber Lighty, Tony Franco, Paris Granger, Mark Morris, David Cohen, Elvin Lai, Brian Dunlap, Laura Ambrose, Ryan Dickert, George Flanigan, James Sinclair.

Staff in Attendance: Sara Berns, Ann Condon

Guests in Attendance: Racheal Allen, Jason Weisz, Bill Marsh, Debbie Conca, Eve Anderson, Brijet Myers.

E. Lai called the meeting to order at 12:05pm

Public Comment:

Racheal Allen from the Neighborhood Watch presented Posters to Support SDPD and stated that they were selling lawn signs for \$15 and the funds go to fallen officers. She also spoke about a letter of agency.

E. Anderson reported that she did a walk along garnet at late night hours and noticed there were many more ubers present than in previous years and some sidewalks need repair.

Political Representatives

78th Assembly District- Jason Weiss presented the latest Toni Times and stated that the legislative deadline is over and bills are in front of the governor to either pass or veto. Some bills that the assembly woman is supporting are a cap and trade funds to help city parks and a medical interpretation bill in healthcare.

Presidents Report: not present

Community Partners Reports

PB Tuesday Farmers' Market: B. Myers reported that the Farmers' Market will return to fall hours of 2-7pm and they are starting to hang lights as it is getting darker earlier. The new restaurant Pueblo is now open and it is working well.

PB Town Council- Bill Marsh presented on PAESAN which will be help on September 28th and this year they are raising funds for an ATV for the Police Officers. He mentioned the DPB is donating the tables and chairs for the event and they are looking for donations to reach their goal.

PB Planning Group- T. Franco reported that there are 3 vacancies on the Board both commercial and residential seats are available and the group is discussing the D'Anza Cove revitalization plan and there is a survey for what the land should be used for.

Beautiful PB- L. Ambrose stated that there was a letter that was sent to the Mayor by a board member regarding Pacific Beach and neglect of the community efforts, as was requested to move

Farmers' Market to Garnet Ave. Since then the Mayor's office has offered to open discussion with the Special Events Department.

Minutes-

D. Cohen motioned to approve the August 2nd 2016 minutes. T. Franco endorsed the motion. Motion carried 7/0/4 with A. Casciato, G. Flanigan, B. Dunlap, R. Dickert abstaining.

Financial Reports- S. Berns reviewed the Financials for July 2016. The farmers' market is up, the Beach Area Community Court is up as well, there is \$77,000 in special projects, Beachfest money is starting to come in. D. Cohen motioned to approve the July 2016 Financials. J. Sinclair endorsed the motion. Motion passed 11/0/0.

Committee Reports

a.) Organization Committee

- E. Lai announced there is now a Board Vacancy as S. Eberhart will no longer be able to be on the Board. There has been interest from US Bank to send be involved and staff encouraged the board to ask neighbors that may be interested in filling the vacancy
- A. Casciato presented the nominating committee report on candidates for the 2016 ballot. She stated that the Nominating Committee was formed at the August board meeting. There are 5 seats open for 2017. The following board members terms are expiring: Laura Ambrose, Dan Mazzella, James Sinclair, and Mark Morris. Elvin, Dan, James and Mark are eligible to run for another term and Laura has served a max amount of consecutive terms and is not. Election notices were posted on pacificbeach.org, sent out in the August Newsletter, posted on Beach and Bay press website and published in Union Tribune Legal notices. A separate dedicated newsletter was sent out as well. All members eligible to run and vote include members and associate members current as of June 30th, 2016.
- The nominating committee met September 1st and nominated the following slate of candidates: Elvin Lai, Dan Mazzella, James Sinclair, Mark Morris, and Debbie Conca.
- There was no review and vote on nominations from delegates
- There was no request and vote on nominations from public
- A. Casciato made a motion to accept and adopt recommended slate of candidates to be placed on 2016 ballot and prepare as outlined in bylaws. G. Flanigan endorsed the motion. Motion passed 11/0.

b.) Design and Improvement

- S. Berns updated the group that 14 trash receptacles have been delivered and the locations are on western garnet, 1 in Crown Point, 2 on Turquoise Street.
- Staff is currently looking into a company that approached DPB regarding cleaning trash cans and he has worked with OB on an environmentally safe cleaner and will charge \$45 a can.

- The Banner program was discussed and auditing broken poles and brackets and redesigning with new branding and promotion committee will approve the design.
- E. Lai presented a letter and a request for Discover PB to endorse the letter regarding a Town Hall meeting with City and State representatives on issues of homelessness. A. Casciato made a motion to create a separate letter of endorsement for the Town Hall meeting explaining that DPB will participate and support concerns from businesses focused on the behaviors and aggressiveness of homeless. M. Morris endorsed the motion, motion carried 10/0/1.
- S. Berns presented a Clean and Safe/ Safety Ambassador Program. E. Lai has been working with a security company and hired them to maintain order around his property. The project would be separated in zones to jumpstart fundraising. Zone 1 would include streets on Mission Blvd from Reed to Felspar and Garnet Ave to Everts/ Fanuel. The needs would mostly be centered on safety around bar close on the weekends and morning/afternoon transient issues. Staff would be directed to research options and pricing before creating an RFP. It is recommended funding be allocated from Special Projects for a clean and safe program to begin to build a budget.
- B. Dunlap made a motion to approve the board to allocate \$25,000 in Special Project funding towards the Clean and Safe program. J. Sinclair endorsed the motion. Motion carried 9/2/0.

c.) Promotions

- S. Berns reported that the Promotion meeting will be moved to September 13th at 1pm this month and combining with the Beachfest meeting due to the conflict with the Heart Walk.
- The board member tickets for the Heart Walk can be sold for \$20 each please return money or unsold tickets to Ann following the event.
- Retail meeting- working on a commercial broker meeting to talk about property owner issues and rent increases.

d.) Parking and Traffic-

- E. Lai reported that the committee is trying to raise money to send out the survey's and the surveys are being finalized.

e.) Hospitality Group

- S. Berns updated the group on Hospitality Mixer to be held on September 15th at PB Shore Club from 4:30-6:30pm t
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CEO Report- S. Berns stated that DPB has bought the copier from BID Council and saving the organization \$150 a month in operating expenses by doing so. BID Council will pay 25% of the maintenance.

Meeting Adjourned 1:35 pm