



## **Board of Directors Meeting**

**August 1<sup>st</sup>, 2017**

### **Minutes**

**Board Members in Attendance:** Dan Mazzella, Tim Pruesener, Tony Franco, Alex Casciato, Tony Bayona, Billy Ramirez, David Cohen, Amber Lighty, Elvin Lai, Mark Morris

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

**Guests in Attendance:** Marcella Bothwell, Catt Fields White, Mariah, Doug Frost, Dianne Brittingham, Daichi Pantaleon, Jason Weisz

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

**Public Comment:**

None

**Additions to agenda:**

None

**Political Representatives**

**Toni Atkins-** J. Weisz informed the group that August is legislature recess. He stated that Toni is seeking a funding source for affordable housing and CA extended the cap and trade program. Toni will be cohosting a back to school fair.

**Community Partners Reports**

**PB Tuesday Farmers' Market:** C. White reported the Farmers Market was closed on 4<sup>th</sup> of July so income is down from last year, Peet's coffee sponsored one day at the market. She also stated that they will be meeting with MTS to talk more about moving the market to Garnet.

**PB Town Council-** M. Bothwell announced that the past 2 Concerts on the Green were a success bringing 800 people the first weekend and thanks to sponsors like the Patio Group, grants and "passing the hat." Mara Elliot will speak at next general meeting.

**PBWC-** D. Brittingham announced the Women's Club will be hosting their annual Casino Night on November 4<sup>th</sup> from 4-6pm.

**Minutes-**

- A. Casciato motioned to approve the July 11<sup>th</sup> 2017 minutes. B. Ramirez endorsed the motion. Motion passed 6/0/4 with M. Morris, A. Lighty, E Lai, and D. Cohen abstaining.

## **Financial Reports-**

S. Berns reviewed the financials for June 2017. Bid reimbursement is down from last year, BACC has done very well this year, along with the farmers market, operating costs have increased and the overall expenses have increased but the organization has profited. The group discussed the format of the budgets and how they are presented. D Mazella encouraged the group to submit ideas and ways in which they would like to see the budgets by the next board meeting. E. Lai motioned to approve the financials for June 2017. D. Cohen endorsed the motion. Motion passed 10/0/0.

## **Committee Reports**

### **a.) Organization**

- Mariah from I Love a Clean San Diego educated the group on their organization and announced they will be hosting a Green Business Workshop on August 16<sup>th</sup> at 4:30pm. She also announced that Coastal Clean Up Day will be 9/16.
- The landlord still did not have any updated information for DPB regarding the lease. No Action required to pursue a new location or leasing renewal.
- S. Berns made an announcement of 2017 Elections and listed T. Franco, B. Dunlap, D. Cohen as up for reelection. A. Casciato will term out at the end of 2017. S. Berns also announced that there were still 4 vacancies on the board. E. Lai, D. Mazzella, T. Bayona, and A. Lighty volunteered to be on the Nominating Committee. T. Pruesener made a motion to approve the elections and nominating committee. M. Morris endorsed the motion. Motion passed 10/0/0.

### **b.) Planning and Vision:**

- S. Berns reported that she met with a local architect willing to donate renderings for Public Space and she attended the last meeting for feedback from the group. She works for Pop Art and will focus on public place making. The group discussed action plans for starting the MAD and the president of BPB and PBPG will discuss actions for public outreach, getting everyone on the same page and outreach ideas for the property owners.

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

- D. Frost spoke to the group on updates and incidence his team has been encountering. He stated that he sees a huge difference at night on the Boardwalk; the homeless individuals are not hanging around the boardwalk at night from Thomas to the pier and even north of that.
- S. Berns updated the group on the fundraising event to happen on Tuesday, October 17<sup>th</sup> at Karl Strauss tasting room. Sysco will be donating food and Karl Strauss will donate beer.
- S. Berns stated that banners were up and new trash can liners were being purchased and new bike racks will be ordered.

### **d.) Promotions**

- T. Pruesener updated the group on the redesign of the website so it will be a more user friendly back end, using WordPress. He reminded the group that the Heart of PB restaurant Walk will happen on September 13<sup>th</sup>.

**e.) Parking Advisory Board**

- S. Berns stated that they were still looking for 400-500 more people to fill out the survey and stated that business representation was low in the results so far.

**f.) Special Events**

- S. Berns stated that Pacific Beachfest, San Diego Santa Run, and the PB Holiday Parade were all presented and approved at the July meeting.

**g.) Beachfest**

- S. Berns stated that all sports vendors have verbally signed up

**CEO Report:** S. Berns announced the IDA conference will be on September 13-15<sup>th</sup> in Winnipeg and neither she nor A. Condon could go because of the Heart of PB Restaurant Walk so she offered the chance up for any Board members to attend.

**Meeting Adjourned 1:34pm**