



**Board of Directors Meeting  
July 11<sup>th</sup> 2017  
Minutes**

**Board Members in Attendance:** Dan Mazzella, Tim Pruesener, Tony Franco, Brian Dunlap, Giulio Guidi, Alex Casciato, Tony Bayona, Billy Ramirez

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

**Guests in Attendance:** Marcella Bothwell, Catt Fields White, Dave Schwab, James McGuirk

**D. Mazzella called the meeting to order at 12:06 pm**

**Public Comment:**

None

**Additions to agenda:**

S. Berns stated that E. Lai needs to call in on item 9) b Clean and Safe to present information there for the item may end up out of order. and need to move item 9) c. Promotions committee to the to 9). f.

**Political Representatives**

**Councilmember District 2-** J. McGuirk informed the group on D'Anza Cove revitalization plan along with Fiesta Island future plans. He stated the City is taking a holistic approach to see what's in the best interest for both. He also informed the group on the Bait Bike Program and stated that Lori would be on the Homeless select committee to talk about the scope of what the city should be involved in, what they are best capable of and what they should spend taxpayer's money on.

**President's Report:** D. Mazzella informed the group that there will be a green business solutions workshop on August 16<sup>th</sup>.

**Community Partners Reports**

**PB Tuesday Farmers' Market:** C. White reported the Farmers Market is completely full of vendors and has a waiting list.

**PB Town Council-** M. Bothwell announced that the Concerts on the Green are starting on July 23<sup>rd</sup> at Kate Sessions Park from 4-6:30pm and will go until August 13<sup>th</sup>.

**PBPG-** T. Franco announced that there was a development presented at the last meeting in Crown Point, nothing to note in the business district

## **Minutes-**

Brian Dunlap motioned to approve the June 6<sup>th</sup>, 2017 minutes. G. Guidi endorsed the motion. Motion passed 6/0/2 with A. Casciato, and T. Bayona abstaining.

## **Financial Reports-**

S. Berns reviewed the financials for May 2017. She stated there is money coming in for the end of the fiscal year. Bid reimbursement is down from last year, which is dependent on the businesses and the city treasurer's office. BACC has done very well this year, along with the farmers market. Beachfest and special events have increased and operating costs are down. B. Dunlap motioned to approve the financials for May 2017. B. Ramirez endorsed the motion. Motion passed 8/0/0.

## **Committee Reports**

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

- E. Lai ( via phone) updated the group on a fundraising event idea to raise awareness and funds for the program. He has worked on getting sponsors so that hopefully all the costs for the event will be paid for. Shamrock foods is willing to donate food, the idea would be a chopped style cooking competition for local restaurants. Shamrock would donate the food and chefs would have to come up with a sample size entrée to be judged. Beer would be donated and the event will take place at the Karl Strauss tasting room. Tickets for the event would range \$25-35. DPB would hold the insurance and ABC permit. \$10,000 should be allocated for expenses just in case the sponsors do not cover the costs.
- (E. Lai exited meeting), and the group discussed information presented including concerns with covering expenses and resources.
- B. Dunlap made a motion to approve the one time fundraising event and allocating \$10,000 to be used to execute the event and for costs that may occur if not covered by sponsors. T. Pruesener endorsed the motion. Motion passed 8/0/0.

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

- S. Berns reported that the PBFM met with MTS and SDPD. MTS wants DPB to pay \$1,000 a week to reroute the bus. They are also asking to no park on Hornblend and Bayard. Garnet is considered a major thoroughfare and a collector street for E/W access to the highway. T. Bayona made a motion that staff continue move forward with trying to move the farmers' market location onto Garnet by working with MTS, SDPD and Special Events Office and not to pull the permit at this time. B. Dunlap endorsed the motion. Motion passed 8/0/0.
- S. Berns stated that there is a local architect willing to donate new Garnet vision renderings involving public space.

### **c.) Promotions**

- S. Berns updated the group on website fixes. There is \$5,000 already allocated towards fixing issues on the website and updating the events page from FY17. The format, Joomla is proving to be difficult because very few developers work with the format and

therefore, expensive. For an additional \$2,800 the website could be redeveloped in WordPress which would save costs down the line for repairs and design. B. Dunlap made a motion to allocate the additional \$2,800 towards the overhaul of website to WordPress. G. Guidi endorsed the motion. Motion passed 7/0/0. (T. Pruesener left the meeting)

**d.) Organization**

- No action taken to allocate funds from the end of the fiscal year.

**e.) Parking Advisory Board**

- S. Berns stated that there is still a vacancy on the board and someone needs to be appointed to the Parking Board. No action taken.

**Meeting Adjourned 1:45pm**