

## **Discover Pacific Beach Board Retreat**

January 26<sup>th</sup> 2018

Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109

Minutes

**Board Members in Attendance:** Amber Lighty, Elvin Lai, Dan Mazzella, Billy Ramirez, Tony Franco, Brian Dunlap, Tim Pruesener, David Cohen, Mark. Morris, Joe Bartling (arrived late), Tony Bayona.

**Guests in Attendance:** Sara Berns, Ann Condon, Randall Engstrom

A. Lighty called the meeting to order at 9:10 am.

### **Public Comment/Non Agenda Announcements**

- None

### **Presidential Report- Review of 2017 Goals and accomplishments**

- A. Lighty asked everyone to go around the room to discuss accomplishments they are proud of from 2017, be it personal or professional and goals for 2018.

### **PB Special Events Committee-** confirm appointments of members of PBSEC

- E. Lai motioned to appoint M. Morris and T. Pruesener as DPB representative for the PBSEC committee. B. Ramirez endorsed the motion. Motion passes unanimously 10/0/0.

### **Review FY 18 budget Discussion**

- S. Berns presented the Annual Report to go over the accomplishments and programs from FY17
- S. Berns reviewed how Discover Pacific Beach is funded. The different ways we are funded include: BID reimbursement, SBEP, Special Events, Farmers' Market, Beach Area Community Court, and Misc donations and commissions.
- S. Berns reviewed the Budget draft and committee priorities for the FY19 Budget.

### **Board Member Assessments**

- S. Berns reviewed the roles of Board members and all Board members were handed a survey to fill out regarding their involvement. Some goals from the Board Members is to bring new business involvement, partnering with the community and the school system, looking into the events and seeing new ways to increase the financial success, and creating task oriented small groups.
- A. Lighty discussed her goal as president to keep meetings on time, keeping the communication clear and effective between board members and leaning on committee members for effective task oriented goals.

### **Organization- Mazzella**

- Committee goals and objectives for 2018 include: creating quarterly chair meetings with the exec committee, reviewing by laws and creating a master calendar, board resolutions so everyone has talking points, having subcommittee support with attendance and prioritize parking, clean and safe and garnet vision programs. Recruitment of new boards members because we currently have 12 out of 15 members. E. Lai motioned to accept the Organization committee goals with the addition of board recruitment. T. Bayona endorsed the motion, motion passed unanimously 10/0/0.

## Promotions

- Event Dates for 2018 are:
  - Annual Dinner- March 29th
  - Bikes Boards and Brews- April 21<sup>st</sup>
  - Coast of PB Restaurant Walk-May 22<sup>nd</sup>
  - North PB Sip N Stroll- Aug 5<sup>th</sup>
  - Heart of PB Restaurant Walk- Sept 12<sup>th</sup>
  - Lord of the Wings- end of August TBD
  - Beachfest Beer Cup- October 5<sup>th</sup>
  - Pacific Beachfest-Oct 6<sup>th</sup>
  - Shop Local Marketing Campaign- Nov -Dec
  - Christmas on Crystal Pier-Dec 1<sup>st</sup>
  - PB Holiday Parade- Dec 8<sup>th</sup>
- E. Lai made a motion to approve the calendar of events. D. Mazzella endorsed the motion. Motion passed 10/0/0.
- A discussion of committee goals and overview was held. E. Lai discussed Beachfest Beer Cup and mentioned that potentially having the brewer's guild take it over to increase participation. The guild is looking for already established events to build on. It is unclear how the logistics of funding and could be a split profit. E. Lai mentioned the use of TMD funds which will fund events if it markets to places outside SD County but you have to provide data from hotels to prove it.
- Committee goals for 2018:
  - Monetizing the website and feeding quality content
  - Adding interactive components and enhancing current events
  - Finish storefront improvements
  - Increase volunteerism from board members at each event- board was passed a volunteer sign in sheet for the year with various volunteer shifts.

The committee suggested adding \$500 to the promotion budget for promotional items to enhance current events

E. Lai motioned to accept the committee goals and objectives, B. Dunlap endorsed the motion. Motion passed 11/0/0.

## Clean and Safe Committee

- S. Berns reviewed the Clean and Safe program and accomplishments in the pilot year. Last year, the program was primarily funded through grants and donations. District 2 granted the program from CPPS grants totaling \$45K and \$25K from Discover PB special projects funds. The funding and pilot year ends February 1<sup>st</sup> and the program will need to fundraise a total of \$135K to continue another year. Eliminating JJ Valdez contract will free up \$60K to go towards the clean and safe program and be able to award the PB Street Guardians with 6 days a week cleaning, leaving \$70K to fundraise. They are looking for sustainable funding to be able to continue the program.
- T. Pruesener made a motion to approve to continue the Clean and Safe program adding a marketing plan to optimize fundraising lead by T. Pruesener. B. Dunlap endorsed the motion. Motion passed 11/0/0.
- S. Berns reviewed the proposals for the Clean and Safe contracts. Proposals from NPS, Elite, JJ Valdez and PB Street Guardians were discussed. M. Morris made a motion to approve The PB Street Guardians as the cleaning contract for PB Clean and Safe. T. Bayona endorsed the motion. Motion passed 11/0/0.

- D. Mazzella made a motion to approve National Public Safety as the security contract for PB Clean and Safe. B. Dunlap endorsed the motion. Motion passed 11/0/0

### **Traffic and Parking Management**

- D. Mazzella presented the results of the parking survey. There were almost 1,000 people who participated in the online survey. He emphasized educating people publicly and using the information from the survey to see what people really want. E. Lai made a motion for Discover PB as a board to support parking management in the business district and task the Parking Advisory Board members to manage parking meters as a priority and support the goals of the committee. B. Dunlap endorsed the motion. Motion passed 11/0/0.
- B. Dunlap volunteered to be a representative on the parking advisory board. A. Lighty confirmed appointment of B. Ramirez and B. Dunlap to the parking advisory board.

### **Vision and Planning**

- Presentation from Kate Goodman was rescheduled for a future time period.
- S. Berns presented a video on the eco district and garnet vision. She emphasized the importance on board members getting involved with community groups and being representatives of DPB for big picture projects at the city level. R. Engstrom volunteered to be a representative for Beautiful PB. A. Lighty, D. Mazzella, T. Bayona volunteered to be involved in representative roles. S. Berns discussed a lawsuit currently happening at the city level and stated that the city will be delaying any MAD prospects for 12-18 months until the lawsuit is settled. D. Mazzella made a motion to suspend action of attaining a Maintenance Assessment District and will not move forward. T. Bayona endorsed the motion. Motion passed 11/0/0.

### **PB Hospitality Group**

- Goals for 2018 are: working with committee to establish clear project for the hospitality group funds like an event, increasing community outreach and membership.
- D. Mazzella made a motion to approve committee goals. D. Cohen endorsed the motion. Motion passed unanimously 11/0/0.

### **Approve FY19 Budget for submission to the City of San Diego**

- A discussion was held to distribute the remaining budget to various committee goals. The group discussed putting money towards replacing old garbage cans, lids and creating a back stock for lids. The group also discussed putting more money towards promotions for promotional materials to enhance events and improve presentations at community groups for the Parking Advisory Board. S. Berns noted that there is \$75K in special projects and T. Bayona will make a proposal for investment opportunities. B. Ramirez motioned to approve the FY 19 Budget for submission to the City of San Diego with distribution of \$10,300 in to design/other and \$350 to promotions. M. Morris endorsed the motion. Motion passed 11/0/0.