



**Board of Directors Meeting  
September 5<sup>th</sup>, 2017  
Minutes**

**Board Members in Attendance:** Dan Mazzella, Tim Pruesener, Tony Franco, Alex Casciato, Billy Ramirez, Amber Lighty, Mark Morris, Brian Dunlap, Giulio Guidi, James Sinclair, Elvin Lai.

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

**Guests in Attendance:** Bill Marsh, Catt Fields White, Caryn Blanton, Adriana Martinez, Daichi Pantaleon, Adrian Granda

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

**Public Comment:**

None

**Additions to agenda:**

None

**Political Representatives**

**Todd Gloria-** Adriana Martinez

**Ron Roberts-** Adrian Granda updated the group on the Hepatitis A outbreak with 378 confirmed reported cases; areas most affected are downtown, east village, El Cajon, and Oceanside. They have distributed 8,000 vaccinations throughout SD County and will be power washing sidewalks in concentrate areas.

**Dept of Economic Development-** Daichi Pantaleaon reported that the Storefront Improvement Project was being updated so the program is on hold and will resume in the fall.

**Community Partners Reports**

**PB Tuesday Farmers' Market:** C. White reported the Farmers Market revenue was about the same as last year this time. There was a meeting with MTS and still could not come to a decision so they will arrange another meeting where all parties involved will be present.

**PB Town Council-** B. Marsh reported that PAESAN will take place on September 28<sup>th</sup> in Crown Point from 4:30- 6:30, tickets are \$5 for a BBQ dinner and they are fundraising for the Lifeguards.

**PBPG-** T. Franco reported on the last meeting which had a discussion on a large amount of acreage selling on Mt. Soledad.

## **Minutes-**

- T. Pruesener motioned to approve the August 1<sup>st</sup> 2017 minutes. E. Lai endorsed the motion. Motion passed 8/0/3 with B. Dunlap, G. Guidi, and J. Sinclair abstaining.

## **Financial Reports-**

S. Berns and D. Mazzella reviewed the financials for July 2017 and FY18. They went page by page to go over the details of the different classes, P&L, balance sheet, savings and special projects. E. Lai motioned to approve the financials for July 2017. J. Sinclair endorsed the motion. Motion passed 11/0/0.

## **Committee Reports**

### **a.) Organization**

- S. Berns updated the group that the lease has been approved to be renewed for 3 (1) year extensions which has been the same as previous years. The rent increased \$250 so it will be \$2750 a month for those 3 years. T. Franco made a motion to move forward and approve the lease as stated. B. Dunlap endorsed the motion. Motion passed 11/0/1.
- A. Casciato presented the nominating committee report on candidates for the 2017 ballot. She stated that the Nominating Committee was formed at the August board meeting. There are 5 seats open for 2018. The following board members terms are expiring: T. Franco, B. Dunlap, D. Cohen and A. Casciato. T. Franco, B. Dunlap, D. Cohen are eligible to run for another term and A. Casciato 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 their Legal notices. All members eligible to run and vote include members and associate members current as of June 30<sup>th</sup>, 2017.
- The nominating committee met September 1<sup>st</sup> and nominated the following slate of candidates: T. Franco, B. Dunlap, D. Cohen.
- There was no review and vote on nominations from delegates
- There was one nomination from by letter from Joe Bartling, a general manager of 710 Beach Club who was appointed by owner Scott Slaga. S. Berns read his letter to the group stating his interest in becoming a Board Member. B. Ramirez made a motion to accept his nomination. B. Dunlap endorsed the motion. Motion passed 11/0/0.
- J. Sinclair made a motion to accept and adopt recommended slate of candidates to be placed on 2017 ballot and prepare as outlined in bylaws. E. Lai endorsed the motion. Motion passed 11/0.
- S. Berns announced there is still one vacancy.

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

- Farmers' market update was discussed during community partners report.

**c.) Beachfest Committee:** S. Berns announced the launch of the new Beachfest website and encourage the group to check it out at [www.pacificbeachfest.org](http://www.pacificbeachfest.org). This year marks the 20<sup>th</sup> anniversary and it will be held on the same day as OB Oktoberfest and La Jolla Food and Wine Festival. The music coordinator, Michael Beltran had suggested an increase in budget to \$7,000 to bring in a bigger headliner and encourage a larger crowd. E. Lai made a motion to approve the budget and let the Beachfest committee decide the direction of adding the \$2500. J. Sinclair endorsed the motion. Motion passed 11/0/0.

**d.) Clean and Safe Committee**

- C. Blanton introduced herself to the group as the owner of PB Street Guardians. She explained what the nonprofit does and the many projects that it is involved in including custodial work at St. Paul's, set up and take down at various community events, alley cleanups and more. She stated that the nonprofit is a year old and that it has helped 4 people find a better housing situation. She also updated the group on a Business Mixer on 9/6 at Broken Yolk Café which will help spread the word on the program to the businesses.
- S. Berns updated the group on the groundbreaking of Jefferson Pacific development on Mission Bay Dr and that they will be donating \$5,000 towards the PB Clean and Safe Project.

**e.) Promotions**

- S. Berns updated the group on the website progress and that it is nearly finished, the business directory just needs to be uploaded.
- The Heart of PB Restaurant Walk will take place on September 13<sup>th</sup> from 4-9pm.

**f.) Parking Advisory Board**

- S. Berns stated that they are still looking for a representative from DPB to join the group.

**Meeting Adjourned 1:28pm**