



**Board of Directors Meeting
March 6th, 2018
Minutes**

Board Members in Attendance: Tim Pruesener, Tony Franco, Amber Lighty, Mark Morris, Elvin Lai, Joe Bartling, Billy Ramirez, Randall Engstrom, Tony Bayona, Brian Dunlap

Staff in Attendance: Ann Condon, Sara Berns.

Guests in Attendance: Catt White, Monique Tello, Renee Waddell, Dianne Brittingham, Jason Weisz, Kaila Weedman, Ashley Hayek, Luis Ojeda, Greg Daunoras, Bill Evans

A. Lighty called the meeting to order at 12:06pm

Public Comment:

A. Condon announced that it is Sara Bern's 10th Anniversary of working at Discover PB.

Additions to agenda:

none

Political Representatives

Councilmember District 2- M. Tello presented a press release on off shore drilling.

Office of Economic Development- Luis Ojeda introduced himself and his position primarily focuses on property based business districts. He updated the group on the La Jolla MAD trial and said the length of the retrial depends on whether the plaintiffs pursue and could potentially take up to two years before they have an outcome after appeals.

Senate District 39- J. Weisz passed out the monthly Toni Times. He also announced Senator Atkins will be sworn in as Pro tem on March 21st.

Community Partners Reports

PB Tuesday Farmers Market- C. White reported that February had a substantial pick up, they had a successful fitness day expo and they may start doing it once a month. They have started talking to Cal Prop in hopes to expand the market to Grand. They are still having to pay for the full storage but there will be a new tenant starting April 1st

PBTC- G. Daunoras reported that Marcella Bothwell is most likely going to be the liaison for Discover PB, as B. Marsh will no longer be.

PBWC- D. Brittingham announced the Woman's Club wine tasting dinner will be on April 14th from 2-5pm. Tickets are available and \$15.

PBPG- S. Berns reported that SANDAG came to the last meeting to give an update on the trolley station and they will be attending next month's meeting as a presenter.

Beautiful PB- S. Berns announced that there will be a Beautiful PB eco District presentation/mixer on March 12th at the Broken Yolk. She also stated that there will be a subcommittee through the planning group on the certification process of the Eco District.

President's Report- Guest Presentation: Bahia Remodel- Bill Evans

Bill Evans presented on the Bahia Hotel lease and plans to submit the new renovation plans to City Council in 2 months. He spoke on the history of the Bahia Hotel, renovating it in 1989 and the Mission Bay Master Plan.

Minutes-

B. Dunlap motioned to approve the February 6th, 2018 minutes. E. Lai endorsed the motion. Motion passed 9/0/1 (T. Bayona abstaining)

Financial Reports-

S. Berns reviewed the financials from January 2018. She reported the Farmers Market was down because it was closed for holiday but as Catt had mentioned earlier, they are back on track now. E. Lai motioned to approve the financials for January 2018. B. Ramirez endorsed the motion. Motion passed 10/0/0.

Committee Reports

a.) Organization

- Renee Waddell introduced herself as the owner of Dolce Italian Ice and expressed her interest as a board member. E. Lai made a motion to appoint R. Waddell as a new member on the Board. M. Morris endorsed the motion. Motion passed 10/0/0.
- S. Berns updated the group that the Annual Dinner will be on March 29th and if you have not already bought your tickets, please do so. She also stated that we are still looking for silent auction donations and encouraged the group to donate and use their contacts to get donations.
- S. Berns presented the Mission Bay High School car show fundraiser and asked the group if they wanted to allocate \$75 towards a sponsorship. M. Morris made a motion to allocate \$75 to Mission Bay High School Car Show sponsorship. T. Pruesener endorsed the motion. Motion passed 11/0/0. *

b.) Clean and Safe Committee

- Golden State Consulting presented on the finance plan for the Clean and Safe program. Ashley explained it to be an all hands approach to fundraising for the board. The proposal from the consulting firm is commission based on any funds raised beginning March 1st to raise the money before payment.

- The contract would be for 4 months to execute the fundraising goal. They would start the phone calls with the board members and coach them on key talking points. T. Franco made a motion to approve the fundraising proposal with Golden State Consulting. B. Dunlap endorsed the motion. Motion passed 10/0/1 (T. Bayona abstaining).

c.) Promotions Committee:

- S. Berns presented the Community Enhancement Grant for Pacific Beachfest. T. Franco suggested asking for more money (\$10K) E. Lai made a motion to approve the filing of the Community Enhancement Grant and authorized Executive Director to sign the Grant Agreement. B. Dunlap endorsed the motion. Motion passed 10/1/0.
- S. Berns presented the PB Holiday Report. She stated that the SBEP grant will cover the remaining balance. The parade had sponsors including The Catamaran and the PB Hospitality group so the parade made money this year so it will carry over for next year's event.
 - T. Pruesener updated the group that the committee discussed a website advertising action plan and stated that there were three spaces open for advertising . The space would be \$150 / month (month to month), \$100 / month (6-month commitment), and \$1100 / year (one-year contract).
 - T. Pruesener also updated the group that Bikes Boards and Brews will be on April 21st, each board member will get 10 tickets to sell and they will be the early bird prices.

d.) Hospitality Group

- S. Berns stated that B. Ramirez is the chair of the group now. They are searching for a co-chair.

e.) Vision and Planning Group

- S. Berns stated that there was going to be a meeting on the Farmers Market move to Garnet and there is a new chair of the MTS board. She also stated that K. Matchett created a template email for board members and community members to send to officials regarding the move to Garnet in support of it.

CEO Report- S. Berns reported that the RHI conference was a success and that Senator Weiner was there talking about the bill to make it a 4am closing time in California and the consensus from the conference members is that it would most likely pass despite objection from San Diego. Staff recommended to follow up with Senator Atkins office. She was a panelist talking about the Hospitality Group.

Meeting Adjourned 1:18pm