



**Board of Directors Annual Meeting
November 6th, 2018
Minutes**

Board Members in Attendance: Amber Lighty, Tim Pruesner, Renee Waddell, Elvin Lai, Billy Ramirez, Mark Morris, James McGuirk, Joe Bartling

Staff in Attendance: Ann Condon, Sara Berns

Guests in Attendance: Greg Daunoras, Melanie Woods, Catt Fields White, Jacob Gelfand, Matt Winter, Karl Jaetke, Marcella Bothwell

A. Lighty called the meeting to order at 12:08 pm

Public Comment: K. Jaetke announced that the SD County Fair will be doing pictures for the banners on December 8th at Kate Session park. The theme this year is Wizard of Oz.

Additions to agenda: none

Political Representatives: none

Community Partners Reports

PB TUESDAY FM: C. White reported that the numbers are up for October because there were 5 Tuesdays. They are working on sponsors of the day to generate more income in the upcoming winter months. The Holiday market is also coming up to welcome in more crafters and local businesses.

PBTC- G. Daunoras thanked the group on partnering with them for PAESAN, it was a great success and updated the group that their next meeting will be on the D'Anza Cove revitalization

PBPG: J. McGuirk updated the group on the last meeting stating that the mid coast trolley line presented. He encouraged the idea of MTS coming to a DPB board meeting.

BPB: M. Winter updated the group about the Eco District certification, stating there needs to be a governance structure in order to get certified and BPB will be trying to take the lead on that creating a committee group with board members from each community group and asked for an action item on next month's agenda to appoint two members for Discover PB. He also told the group about the EcoDistrict Holiday Lane the day before the parade on December 14th for an open street event and activating vacancies on Garnet. The action item will be tabled until next month to determine if there are enough funds left over from the parade to donate to the event.

President's Report-

A. Lighty will be going on maternity leave starting November 21st.

Minutes-

J. McGuirk motioned to approve the September 11th 2018 minutes. B. Ramirez endorsed the motion. Motion passed 7/0/1 (E. Lai abstaining).

J. McGuirk motioned to approve the October 23rd, 2018 minutes. B. Ramirez endorsed the motion. Motion passed 7/0/1 (E. Lai abstaining)

Financial Reports-

S. Berns reviewed the financials from August 2018. She stated that it is the beginning of the fiscal year so there was not too much to report. Beachfest money was coming in for August and September and grant money in August. Beach Area Community Court was pretty low for the summer and she talked to SDPD in regards to it, they were writing a lot of scooter helmet tickets and not offering them BACC. E. Lai motioned to approve the financials for August 2018. B. Ramirez endorsed the motion. Motion passed 8/0/0.

B. Ramirez motioned to approve the financials for September 2018. M. Morris endorsed the motion. Motion passed 8/0/0.

Committee Reports

a.) Hospitality Group

- B. Ramirez updated the group that the Hospitality Group golf tournament had to be cancelled due to lack of involvement and there will be a \$4,000 cancel fee associated with that coming out of hospitality donations. They will be hosting a self-defense class geared toward the staff and hospitality workers on 11/19 and 11/20 at Moonshine Beach. The proposal is to subsidize \$10 per person for anyone that is a member of the committee. B. Ramirez made a motion to approve of a sponsorship of the Self Defense Class up to \$600 for costs with a minimum of 40 people signed up. E. Lai endorsed the motion. Motion passed 8/0/0.

b.) Promotions Committee

- T. Pruesener presented on some notes for Beachfest including better cash boxes, more craft beer options in the beer garden and a formal training the week before for any banker volunteers. He also stated that the group decided to work with a company to help with online marketing for the Heart of PB restaurant walk and it was not successful, paying an extra \$500 and it did not increase sales to make up for it.
- S. Berns presented the budget for Beachfest. The money made was on par with last year, with some things doing better(sponsorships) and some things doing worst (concessions).

c.) Clean and Safe Committee

- S. Berns updated the group on reaching out to the fundraising tool, Classy and stated the initial cost was expensive and did not do any campaigning or outreach however there are some features that might be helpful in the future. She stated that the group is still \$60K from the goal to fundraise the program thru June 2019.

d.) Organization

- A. Lighty updated the group that the Annual Board Meeting will be on January 25th 9-3pm at the Catamaran and the Annual Dinner is set for March 28th.

CEO Report-

- S. Berns updated the group on the IDA conference and stated she learned a lot about board engagement, and attracting retail and retail incubators. She said that Clean and Safe may be presented as a topic at the west coast forum and it is gaining attention.

Meeting Adjourned 1:15pm