

Discover Pacific Beach Board Retreat
January 25, 2019
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109
(agenda posted at Catamaran Catering Office and 1503 Garnet Ave, SD 92109)
9:00am-3:00pm
Agenda

9:00 am **Board Meeting /Administrative**

1. Introductions

Sign in

2. Public Comment/Non Agenda Announcements

Limited to 2 minutes on any non -agenda items, items may be referred to committees or future agenda items

3. Presidential Report- Review of 2018 Goals and Accomplishments

Review and approve FY18 Annual Report

Info Item

Action Item

4. Appointment of New Board Members

Action Item

5. PB Special Events Committee

a. *Confirm appointments of members to PBSEC*

Action Item

6. Review FY 20 budget draft

a) *How are we funded?*

b) *FY20 Budget draft review and committee priorities*

Info Item

7. Board Member Assessments

Info Item

9: 30-9:45 am **Break**

9:45-12:00 **Committee Goals and Objectives for FY20**

8. Organization-Lighty

a. *Discuss and approve Committee Goals and Objectives for FY20 including*

i. *Strategic Planning and Organizational Development*

ii. *Increasing Community Relations*

iii. *Vision and Planning*

Action Item

b. *Appointment of Eco District Advisory Board Members (2)*

Action Item

c. *Discussion and approval for Treasurer to move funds from current account to interest earning account* *Action Item*

9. Clean and Safe-Lai

a. *Review and Approve FY20 Goals and Objectives including:*

i. *Program Sustainability,*

ii. *Marketing and Branding,*

iii. *Increasing Partnerships and Endorsements*

iv. *Fundraising*

Action Item

b. *Review and Approve proposals for Security Contract*

Action Item

10. Promotions Committee and Events- Pruesener

a. *Review and Approve FY 20 Calendar of Events*

Action Item

- i. *Annual Dinner (March), Bikes Boards and Brews (April), Coast (May) and Heart (Sept.) of PB Restaurant Walks, North PB Sip N Stroll (July), Lord of the Wings (?) Pacific Beachfest (October), Christmas on Crystal Pier (Dec), PB Holiday Parade (Dec), and Shop Local Campaign (Holiday).* **Action Item**
 - ii. *Ecodistrict Holiday Lane (December?)*
- b. *Discuss and approve Committee Goals and Objectives FY20 including:* **Action Item**
- i. *Clean and Safe Marketing*
 - ii. *Increase Visibility*
 - iii. *Board Involvement and Event Sign ups*

12:30-1:15- **Lunch at Oceana Coastal Kitchen**

1:30-2:30 **Committee Goals and Objectives Continued**

11. Review and approval of Farmers Market Proposal

Action Item

12. Pacific Beach Hospitality Group-Ramirez

- a. *Discuss and approve Committee Goals and Objectives for FY20 including:* **Action Item**
 - i. *Community Engagement Events- mixers, clean up/volunteer day*
 - ii. *Expand current events and fundraisers-shop local*
 - iii. *Expand outreach and attendance*

2:30- 3:00 pm Wrap Up

13. Approve FY 20 Budget for submission to the City of San Diego

Action Item

14. Adjourn

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.