

# BOARD OF DIRECTORS 2018-2019

Amber Lighty, President  
*Catamaran Resort*

Elvin Lai  
*Ocean Park Inn*

Joseph Bartling  
*710 Beach Club*

William Ramirez, Vice President  
*PB Shore Club/The Fish Shop*

Brian Dunlap  
*The Mad Beet*

Tony Bayona  
*Edward Jones Financial*

James McGuirk, Secretary  
*G4 Strategies*

David Cohen  
*Maverick's Beach Club*

Anthony Kruk  
*Hoboken Pizza*

Tim Priesener, Treasurer  
*iCatch Marketing*

Eric Marenburg  
*San Diego Running Co.*

Renee Waddell  
*Dolce Italian Ice*

Dan Mazzella, Past President  
*Roma's Inc*

Mark Morris  
*Oasis Architecture*

Randall Engstrom  
*Randall's Sandals*

- ◆ HOSTED SUSTAINABLE BUSINESS PRACTICES MIXER WITH SD GREEN BUILDING COUNCIL
- ◆ IN COOPERATION WITH BEAUTIFUL PB, PB PLANNING GROUP AND OTHER GOVERNMENT AND COMMUNITY GROUPS PARTICIPATED IN FACILITATING PACIFIC BEACH ECO DISTRICT. IMPLEMENTING ECO-DISTRICT PRINCIPLES INTO PROGRAMMING, HOSTED TRAFFIC AND PARKING MANAGEMENT COMMITTEE. AND REPRESENTED COMMERCIAL CORRIDORS IN REGION WIDE PLANNING INITIATIVES.
- ◆ FACILITATED TRAFFIC AND PARKING SURVEY RESULTING IN OVER 800 RESPONSES ON VARIOUS TRAFFIC, PARKING AND MOBILITY ISSUES.
- ◆ ADVOCATED FOR INCREASED PEDESTRIAN AND BICYCLE SAFETY INITIATIVES WITH IN HIGH TRAFFIC AREAS OF THE DISTRICT.

## ORGANIZATION

- ◆ HELD ANNUAL BOARD MEMBER ELECTIONS
- ◆ PRODUCED **ANNUAL AWARDS DINNER AND CASINO NIGHT FUNDRAISER** FOR BUSINESS MEMBERS AND COMMUNITY PARTNERS, RECOGNIZING OUTSTANDING BUSINESSES AND VOLUNTEERS IN THE COMMUNITY.
- ◆ REPRESENTED **PACIFIC BEACH BUSINESS COMMUNITY** AT LOCAL AND REGIONAL COMMUNITY MEETINGS AND APPROPRIATE EVENTS INCLUDING REPRESENTATION AT PB TOWN COUNCIL, PB PLANNING GROUP, SAN DIEGO BID FOUNDATION COMMUNITY COLLABORATORS AND BEAUTIFUL PB
- ◆ CONTINUED TO COORDINATE AND ADVOCATE FOR SMALL BUSINESS MEMBERSHIP, AND CONNECT CITYWIDE PROGRAMS TO MEMBERS INCLUDING, FINANCING OPTIONS, PUBLIC RIGHT OF WAY PERMITS AND STORE FRONT IMPROVEMENT PROGRAM.



## Organizational Financials

### Income

BID Reimbursement	\$150,367
Special Events	\$201,074
Grants- non event	\$53,271
Beach Area Community Court	\$21,240
Farmers Market	\$128,086
Misc. & Commission	\$80,245

**Total** \$634,283

### Expense

Admin/Staff	\$123,441
Special Events	\$146,541
Promotions	\$31,281
Cleaning and Beautification	\$165,528
Farmers Market	\$93,820
Organization	\$104,416

**Total\*** \$665,027

\*Audited financial documents are available by request.

GO TO  
**PACIFICBEACH.ORG**  
TO SIGN UP FOR OUR  
MONTHLY DIGITAL  
NEWSLETTER AND  
RECEIVE UPDATES ON  
PB

## ANNUAL REPORT FY 2018

### CLEANING AND BEAUTIFICATION

- ◆ **PACIFIC BEACH CLEAN AND SAFE PROGRAM**, PROVIDED CLEANING AND MAINTENANCE SERVICES INCLUDING GRAFFITI REMOVAL, TRASH ABATEMENT, SWEEPING SIDEWALKS AND DEBRIS REMOVAL SIX DAYS A WEEK THROUGHOUT THE DISTRICT. COLLECTING OVER 8000 BAGS OF LITTER.



- ◆ PROVIDED 40 HOURS A WEEK OF SAFETY AMBASSADOR SERVICE THROUGHOUT THE DISTRICT TO ADDRESS NUISANCE BEHAVIORS INCLUDING TRESPASSING AND LITTERING.

- ◆ PAINTED AND MAINTAINED OVER 30 BIKE RACKS IN THE PUBLIC RIGHT OF WAY.

- ◆ HOMELESS OUT-REACH: CONTRACTED WITH PB STREET GUARDIANS TO PROVIDE EMPLOYMENT FOR UNHOUSED RESIDENTS. REFERRED OVER 20 UNHOUSED INDIVIDUALS TO OUTREACH SERVICES.

- ◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO ENHANCE AND MANAGE **BEACH AREA COMMUNITY COURT** RESULTING IN OVER 2,646 HOURS OF COMMUNITY SERVICE.

- ◆ PARTNERED WITH SD CITY ATTORNEY'S NEIGHBORHOOD PROSECUTION UNIT TO IMPLEMENT **INSTANT JUSTICE** PROVIDING 300 HOURS OF COMMUNITY SERVICE.

- ◆ INSTALLED OVER **100 STREET BANNERS** SUPPORTING LOCAL BUSINESS AND SHOP, PLAY, TASTE PB AND THE PB TUESDAY FARMERS' MARKET.

### MARKETING, COMMUNICATIONS, PROMOTIONS AND EVENTS

- ◆ CELEBRATED AND PRODUCED THE 20TH ANNUAL **PACIFIC BEACHFEST** ATTRACTING OVER 50,000 VISITORS TO PACIFIC BEACH AND PROMOTING OVER 150 NEIGHBORHOOD BUSINESSES AND ARTISTS. HIGHLIGHTING PACIFIC BEACH AT A NATIONAL LEVEL

- ◆ COSPONSORED THE 5TH ANNUAL **NORTH PB SIP N STROLL** HIGHLIGHTING THE NORTH PB BUSINESS COMMUNITY.

- ◆ STEADILY INCREASED SOCIAL MEDIA PRESENCE.

- ◆ HOSTED TWO ANNUAL RESTAURANT WALKS, **THE HEART OF PACIFIC BEACH RESTAURANT WALK** AND **COAST OF PACIFIC BEACH RESTAURANT WALK**, ATTRACTING OVER 700 CUSTOMERS TO 47 PARTICIPATING RESTAURANTS.

- ◆ PRODUCED **PACIFIC BEACH TUESDAY FARMERS MARKET** TO INCREASE AWARENESS OF USING LOCAL PRODUCTS AND PROMOTE FOOT TRAFFIC INTO THE BUSINESS DISTRICT.

- ◆ GENERATED HOLIDAY **SHOP LOCAL CAMPAIGN** DISCOUNT CARD AND INVESTED INTO PROMOTING LOCAL RETAILERS, SEASONAL WINDOW DECORATING, AND NATIONAL SHOP SMALL CAMPAIGN.

- ◆ PRODUCED 9TH ANNUAL **CHRISTMAS ON CRYSTAL PIER** TREE LIGHTING EVENT AND ILLUMINATED CRYSTAL PIER FOR THE HOLIDAY SEASON AND ADORNED THE PIER WITH WREATHS DECORATED FROM PB BUSINESSES TO PROMOTE COMMUNITY IDENTITY

- ◆ PRODUCED **PACIFIC BEACH HOLIDAY PARADE** AND SPONSORED SAN DIEGO SANTA RUN BRINGING OVER 3,000 SANTAS AND SPECTATORS INTO THE DISTRICT.

- ◆ PRESENTED 6TH ANNUAL **BIKES, BOARDS AND BREWS TO WORK** WITH LOCAL PB BUSINESSES TO PROMOTE RISING LOCAL CRAFT BEER INDUSTRY INVOLVING OVER 30 LOCAL BUSINESSES AND EXPOSING THEM TO 500 PARTICIPANTS.

- ◆ PRODUCED **MONTHLY E-NEWSLETTER** DISTRIBUTED TO OVER 1,000 EMAIL RECIPIENTS EVERY MONTH INCLUDING BUSINESS SPOTLIGHTS, NEWS AND RESOURCES FOR LOCAL BUSINESS COMMUNITY.

- ◆ CREATED AND EXECUTED 1ST ANNUAL **LORD OF THE WINGS** FUNDRAISING EVENT AND COMPETITION.

### BUSINESS VISION AND LEADERSHIP

- ◆ PARTNERED WITH AREA CHURCHES TO CO-SPONSOR COMMUNITY VIEWING AND DISCUSSION OF TONY THE MOVIE - A FILM ABOUT HOMELESSNESS IN SAN DIEGO

- ◆ FACILITATED THE **PACIFIC BEACH HOSPITALITY GROUP** TO INCREASE AWARENESS AND ORGANIZATION OF RESPONSIBLE HOSPITALITY NETWORK IN AREA.

- ◆ FACILITATED **PACIFIC BEACH SPECIAL EVENTS COMMITTEE** WHICH REVIEWED NEW AND ANNUAL PB EVENTS AND PROVIDED FORUM FOR COMMUNITY INPUT FOR THOSE SEEKING IT.

- ◆ PARTICIPATED IN **RADD DESIGNATED DRIVER AWARENESS** PROGRAM INCLUDING MEDIA CAMPAIGN.