

Discover Pacific Beach Board Retreat
January 28th, 2020
Catamaran Resort Hotel, 399 Mission Blvd, San Diego 92109
9 a.m.- 3p.m.
Minutes

1. Introductions/ Ice Braker (Marenburg) Call to order 9:08 a.m.

Eric Marenburg, Wilbert Lai, Randall Engstram, Joe, Bartling, Grant Cooper, Brian Curry, Margy Goodman, Mark More, Bill Ramirez, Anthony Kruk

Discover PB Staff: Sunny Lee, Vanessa Bernal

2. Public Comments: No comment

3. Board Member vacancy report:

- Currently we have two vacant seats
- Please encourage friends and other business owners to join

4. Presidential Report- Review of 2021 Goals and Accomplishments (Marenburg/Lee)

- FY2022 was a challenging year
- Highlighting Farmer Market's success
- Goal to continue the efforts to move Farmer Market to Garnet Ave.
 - Will work with SANDAG to find ways to collaborate and find ways to make this happen with no significant added costs.
 - MTS would currently charge \$5,000 per week to reroute MTS bus stop.
 - Look into OB or other communities that might have come across similar challenges with MTS.
- Make the following edits to FY 2021 Annual Report
 - Remove Christmas on Crystal Pier event
 - Add Sunny Lee as new Executive Director
 - Add Fiscal Year July 2020-June 2021

Action: Billy made motion to approve annual report with revisions, Brian seconded motion.
Approved unanimously

5. Sean Karafin- City of San Diego Economic Development Department

- Presentation- Maintenance Assessment District

6. Review FY23 budget draft (Lee)

- Reminder this is a guideline
- Major changes are the increase in staff members
- There was an increase to the Program Manager position and an admin. position was added.
- Question from Board member: What is the organization expense on report:
 - Answer: That includes Operational costs such as rent, admin. Etc.
- Question: What are commissions?
 - Auditors use the word commissions, that applies to additional incoming revenue such as donations, Shop Local & (MISC).

7. Adapt the Discover Pacific Beach Policies and Procedures Handbook

- This highlights how we operate as Discover Pacific Beach
- Important to understand in order to wear a board member hat.
- The Inclusivity Training will be an annual requirement from the City moving forward.
- 7 other BID's using similar handbook
- Policies and Procedures handbook requires signature from all board members.
 - Once agreements are signed and completed Vanessa will collect.

Action: Mark made motion to approve the Discover PB Policies and Procedures Handbook, Randall second the motion. Approved unanimously.

8. Review and amendments to bylaws

- City has a new requirement to review bylaws on an annual basis.
- Discover PB's board term rules are good overall.

Action: Mark made a motion to make no amendments to bylaws, Eric second motion. Approved unanimously.

10:30-10:55a.m.- Break

9. Hospitality Committee- B. Ramirez

- Meets the 3rd Wednesday of every month
- We have been discussing the homeless and crime issues we have experienced
- We will be meeting with the new Captain to express our concerns and request to have SDPB presence in PB on Sundays.
- Overview of committee: This is a great way to meet people in the hospitality industry, we communicate and discuss issues we encounter to stay aware.
- There is a new RBS program that will be offered online/in person all servers will be required to have a certification by summer of 2022. There is currently a discount code for \$10 per person.
- Sunny will be taking training to be licensed to offer the RBS program in person.

10. Parking Advisory Board

- Meetings have been cancelled, there are no updates from the city as things are still being processed.

Action: Eric made motion to appoint Wilbert to represent DPB at the PB Parking Advisory Board, second by Randall. Approved unanimously.

11. Promotions Committee and Events – R. Engstrom

- Randall is the new Chair
- Reminder to have board members provide nominations for upcoming Annual Dinner & Awards
- Christmas on Crystal Pier will have entertainment and be a donation drive.
- Billy will connect with sponsors for Annual Dinner and connect with Vanessa

Action: Bill made motion to approve 2022 calendar of events, Wilbert 2nd motion. Approved unanimously.

12. PB Special Events Committee

- Overview of all proposed special events through PB, offer letters of support when events require City permits.
- Need two appointments from Discover PB

Action: Eric made a motion to approve/ appoint Mark and Randall to PB Special Events Committee, second by Wilbert. Approved unanimously

Lunch: 12:30- 1:15p.m (Oceana Costal Kitchen)

13. Brainstorming Group Activity (45 Min.)-

- Three groups presented their vision boards of the personality of PB.
- Highlights/ Themes:
 - i. Diversity
 - ii. Tourism
 - iii. Family oriented
 - iv. Sports & Activities
 - v. Health/ Wellness
 - vi. Urban Beach
- Overview focuses: Finding a healthy balance between families and tourism, supporting local businesses and attracting bigger corporations, the closure of Garnet Ave. For Farmers Market, Bring in new shuttles from Trolley Stop.

14. Approve FY23 Budget for submission to the City of San Diego

Action: Brian made motion to approve FY23 budget, Billy seconded motion. Approved unanimously.

15. Wrap-Up

- Goals:
 - i. MAD- in order to keep PB clean
 - ii. Recruit Board & Committees
- Mission: Stimulate Economic Development

Next Board Meeting: February 1st at 12 pm. Via zoom.

16. Adjourn: 1:47p.m.