



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. **Additions to Agenda (3 minutes)** **Info Item**  
Items will be added to a future agenda
  
4. **Political Representative’s Reports (10 minutes)** **Info Item**  

District 1 – Carrie Shah	77 <sup>th</sup> Assembly District- Mariah Kallhoff
Mayor’s Office- Emily Piatanesi	Senate District 39 - Jason Weisz
County Supervisor – Meghan Elledge-LeVota	52 <sup>nd</sup> District- Cesar Solis
Economic Development – Latrell Crenshaw	
  
5. **President’s Report (3 minutes)** **Info Item**
  - a) **Casino Night Annual Dinner and Awards – Recap**
    - i. **Community Partner Award – Katie Matchett, Beautiful PB**
  - b) **Self Defense Workshop – April 19 – 11AM**
  
6. **Community Partners Reports (3 mins each)** **Info Item**

a) PB Tuesday Farmers’ Market	e) PB Planning Group
b) PB Town Council	f) Beautiful PB
c) PB Woman’s Club	
d) Garnet Block Captains	
  
7. **Previous Board Meeting Minutes Approval: (3 mins)**
  - a) **Approval of the March 7, 2023 Meeting Minutes** **Action Item**
  
8. **Financial Report (3 mins)** **Action Item**  
*Review and approve the financials of February 2023*
  
9. **Committee Reports (30 mins)**
  - a) **Organization Committee** **Info Item**
    - o Board Vacancies (1 open seat)
  - b) **Promotions Committee** **Info Item**  
*Update*
    - Sponsorship Strategy
      - o Annual Dinner – update
      - o Heart of PB Restaurant Walk Goal – \$2,000
      - o BeachFest Goal - \$20,000
  - c) **Hospitality Committee** **Action Item**  
*Update*
  
10. **CEO REPORT- Lee** **Info Item**
  - a) **West Coast Urban District Forum – Update**
  - b) **Board Member Question – activity**
  - c) **DEFINITION: Discover Pacific Beach Board Member**
  
11. **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.

Discover Pacific Beach  
**Balance Sheet**  
As of February 28, 2023

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	122,575	122,575	0	0%
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(146,761)	(121,237)	(25,524)	(21%)
<b>Total 1000 · Discover PB Operating (4991)</b>	<b>(14,273)</b>	<b>11,251</b>	<b>(25,524)</b>	<b>(227%)</b>
1008 · Paypal	1,175	1,865	(690)	(37%)
1009 · Paypal - BACC	408	400	8	2%
1006 · Farmers Market # 6739	78,360	169,520	(91,160)	(54%)
1025 · Merrill Lynch	112,773	110,769	2,004	2%
1030 · Petty Cash	0	795	(795)	(100%)
<b>Total Checking/Savings</b>	<b>178,443</b>	<b>294,600</b>	<b>(116,157)</b>	<b>(39%)</b>
<b>Accounts Receivable</b>				
1200 · Accounts Receivable	36,748	23,647	13,101	55%
1210 · Hospitality Task Force A/R	0	1,200	(1,200)	(100%)
<b>Total Accounts Receivable</b>	<b>36,748</b>	<b>24,847</b>	<b>11,901</b>	<b>48%</b>
<b>Other Current Assets</b>				
Deposit - Rent	1,450	1,450	0	0%
<b>Total Other Current Assets</b>	<b>1,450</b>	<b>1,450</b>	<b>0</b>	<b>0%</b>
<b>Total Current Assets</b>	<b>216,641</b>	<b>320,897</b>	<b>(104,256)</b>	<b>(32%)</b>
<b>Fixed Assets</b>				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	49,388	49,388	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	(49,388)	(49,388)	0	0%
<b>Total Fixed Assets</b>	<b>3,721</b>	<b>3,721</b>	<b>0</b>	<b>0%</b>
<b>Other Assets</b>				
Clearing Account	2,408	75	2,333	3,111%
<b>Total Other Assets</b>	<b>2,408</b>	<b>75</b>	<b>2,333</b>	<b>3,111%</b>
<b>TOTAL ASSETS</b>	<b>222,770</b>	<b>324,693</b>	<b>(101,923)</b>	<b>(31%)</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2020 · AP Farmers Market	11,878	2,127	9,751	458%
2000 · Accounts Payable	7,602	16,990	(9,388)	(55%)
<b>Total Accounts Payable</b>	<b>19,480</b>	<b>19,117</b>	<b>363</b>	<b>2%</b>
<b>Credit Cards</b>				
US Bank	436	1,043	(607)	(58%)
<b>Total Credit Cards</b>	<b>436</b>	<b>1,043</b>	<b>(607)</b>	<b>(58%)</b>
<b>Other Current Liabilities</b>				
Deferred Farmer's Market Rent	0	4,425	(4,425)	(100%)
Deferred Income SBEP	14,782	0	14,782	100%

**Discover Pacific Beach**  
**Balance Sheet**  
 As of February 28, 2023

	<b>Feb 28, 23</b>	<b>Feb 28, 22</b>	<b>\$ Change</b>	<b>% Change</b>
<b>2100 · Payroll Liabilities</b>	204	112	92	82%
<b>Total Other Current Liabilities</b>	14,986	4,537	10,449	230%
<b>Total Current Liabilities</b>	34,902	24,697	10,205	41%
<b>Total Liabilities</b>	34,902	24,697	10,205	41%
<b>Equity</b>				
<b>1110 · Retained Earnings</b>	281,626	215,346	66,280	31%
<b>3000 · Opening Bal Equity</b>	35,423	35,423	0	0%
<b>Net Income</b>	(129,178)	49,227	(178,405)	(362%)
<b>Total Equity</b>	187,871	299,996	(112,125)	(37%)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>222,773</b>	<b>324,693</b>	<b>(101,920)</b>	<b>(31%)</b>

Discover Pacific Beach  
**Profit & Loss**  
February 2023

	Feb 23	Feb 22	Jul '22 - Feb 23
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>4430 · Clean and Safe Program</b>			
Lord of the Wings	0	0	200
4430 · Clean and Safe Program - Other	1	0	5,752
<b>Total 4430 · Clean and Safe Program</b>	1	0	5,952
4110 · Grants	0	0	4,525
4115 · Beach Area Community Court	400	400	5,112
4120 · SBEP	0	2,280	23,069
4220 · BID	16,373	16,877	99,411
4230 · Public Right of Way	0	0	(100)
<b>4300 · Special Events</b>			
4310 · Annual Dinner			
4313 · Ticket Sales	675	1,630	9,750
<b>Total 4310 · Annual Dinner</b>	675	1,630	9,750
4370 · Heart of PB Rest Walk	0	0	7,340
4375 · Christmas on Crystal Pier	0	0	2,650
4376 · Holiday Parade	0	0	5,435
<b>Total 4300 · Special Events</b>	675	1,630	25,175
<b>4320 · Beachfest</b>			
Beer Cup	0	0	300
Action Sports	0	0	3,000
Artist Booth	0	0	8,100
Beer Garden	0	0	21,103
Concessions	0	0	460
Fish Taco Challenge	0	0	8,494
Food booth	0	0	1,500
Merchant Booth	0	0	6,825
Sponsors	0	0	12,200
<b>Total 4320 · Beachfest</b>	0	0	61,982
<b>4400 · Other Income</b>			
4460 · Merchandise	40	0	270
4470 · Miscellaneous Income	20	0	1,810
<b>Total 4400 · Other Income</b>	60	0	2,080
4410 · Banner District	450	0	13,050
4480 · Promotions-Business Devel	0	0	2,327
4510 · Farmers Market	16,756	13,759	115,746
7010 · Interest Income	330	4	1,927
<b>Total Income</b>	35,045	34,950	360,256
<b>Gross Profit</b>	35,045	34,950	360,256
<b>Expense</b>			
Legal Fees	0	0	1,500
<b>6100 · Operating</b>			
Payroll Expenses	160	0	160
6105 · Auto Expense	250	250	2,281
6110 · Bank Fees-CC/LF/Service	568	495	5,637

**Discover Pacific Beach**  
**Profit & Loss**  
February 2023

	Feb 23	Feb 22	Jul '22 - Feb 23
<b>6120 · Building Repairs / Maint</b>			
6121 · Flood Expenses	0	2,844	3,977
<b>Total 6120 · Building Repairs / Maint</b>	<b>0</b>	<b>2,844</b>	<b>3,977</b>
<b>6135 · Insurance-Liability</b>	0	0	14,006
<b>6155 · Meals</b>	129	129	578
<b>6156 · Training and Conferences</b>	826	541	924
<b>6160 · Office Supplies/Equip</b>	111	435	5,007
<b>6170 · Postage and Delivery</b>	0	2	129
<b>6175 · Printing and Reproduction</b>	268	253	2,124
<b>6180 · Rent</b>	0	0	15,125
<b>6182 · Tax-Business</b>	0	0	180
<b>6185 · Telephone-Cell/Office</b>	248	218	2,547
<b>6190 · Utilities-GEW/Sanitation/Refuse</b>	0	55	5,728
<b>6195 · Payroll Expense</b>			
Staff-Executive Director	7,175	6,667	58,586
Staff-Admin Support	7,183	5,724	58,472
Employer Tax	1,807	1,355	12,633
Processing Fee	11	11	337
Insurance-Health	850	350	6,800
Insurance-Work Comp	924	764	924
<b>Total 6195 · Payroll Expense</b>	<b>17,950</b>	<b>14,871</b>	<b>137,752</b>
<b>6199 · Miscellaneous</b>	50	0	2,490
<b>6205 · Accounting</b>	1,125	4,920	15,888
<b>6225 · Dues and Subscriptions</b>	0	0	325
<b>Total 6100 · Operating</b>	<b>21,685</b>	<b>25,013</b>	<b>214,858</b>
<b>6300 · Design &amp; Improvements</b>			
<b>6323 · Clean and Safe Program</b>			
Lord of the Wings	0	0	25
6323 · Clean and Safe Program - Other	6,240	6,240	51,095
<b>Total 6323 · Clean and Safe Program</b>	<b>6,240</b>	<b>6,240</b>	<b>51,120</b>
<b>6305 · Banner</b>	8,689	0	9,539
<b>6310 · Beach area community court</b>	287	116	735
<b>6315 · Farmers Market Expenses</b>			
6315-01 · FM - Wages	5,420	2,688	35,671
6315 · Farmers Market Expenses - Other	732	1,650	30,969
<b>Total 6315 · Farmers Market Expenses</b>	<b>6,152</b>	<b>4,338</b>	<b>66,640</b>
<b>6325 · Design other</b>	269	0	269
<b>6335 · Outside Serv-Community Develop</b>	0	2,100	0
<b>6340 · Tree/Garden/ Maintenance</b>	0	0	527
<b>Total 6300 · Design &amp; Improvements</b>	<b>21,637</b>	<b>12,794</b>	<b>128,830</b>
<b>6500 · Special Events Promotions</b>			
6210 · Annual Dinner	245	1,470	2,275
6519 · Christmas on Crystal Pier	0	0	7,426
6520 · Holiday Parade	0	0	11,417
6540 · Heart Walk	0	0	655
6510 · Beachfest			

**Discover Pacific Beach**  
**Profit & Loss**  
February 2023

	Feb 23	Feb 22	Jul '22 - Feb 23
Beer Garden	0	0	13,362
City & County Fees	0	0	10,851
Entertainment	0	0	3,050
Equipment Rental	485	0	34,675
Fish Taco Challenge	0	0	238
Kids	0	0	2,125
Marketing / Printing	0	0	4,014
Professional Organizers	0	0	18,229
Staging	0	0	19,179
Supplies and Misc.	0	58	7,109
<b>Total 6510 · Beachfest</b>	<b>485</b>	<b>58</b>	<b>112,832</b>
<b>Total 6500 · Special Events Promotions</b>	<b>730</b>	<b>1,528</b>	<b>134,605</b>
<b>6600 · Outreach</b>			
6220 · Contributions	0	0	3,300
6235 · Election	0	0	1,734
6505 · Advertising - Marketing	239	262	239
6615 · Business Development	968	50	1,268
6650 · Newsletter	195	195	1,560
6651 · Marketing & Promotions	0	0	1,540
<b>Total 6600 · Outreach</b>	<b>1,402</b>	<b>507</b>	<b>9,641</b>
<b>Total Expense</b>	<b>45,454</b>	<b>39,842</b>	<b>489,434</b>
<b>Net Ordinary Income</b>	<b>(10,409)</b>	<b>(4,892)</b>	<b>(129,178)</b>
<b>Net Income</b>	<b>(10,409)</b>	<b>(4,892)</b>	<b>(129,178)</b>

## Discover Pacific Beach A/R Aging Summary

As of February 28, 2023

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
City of San Diego (Bid Reimb)	16,373					16,373
City of San Diego (SBE)		14,782				14,782
Ecology Center	1,276	1,506	1,053	1,350		5,185
The Hideout Bar & Grill					408	408
<b>TOTAL</b>	<b>17,649</b>	<b>16,288</b>	<b>1,053</b>	<b>1,350</b>	<b>408</b>	<b>36,748</b>

## Discover Pacific Beach A/P Aging Summary

As of February 28, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Adrianna Zizzo	13	0	0	0	0	13
Angel Hills Farms	40	0	0	0	0	40
AT&T	108	140	0	0	0	248
Baba Foods	50	0	0	0	0	50
Big Al's Baking Co	55	0	0	0	0	55
Classic Beverage	0	0	0	0	-570	-570
Da-Le Ranch	800	0	0	0	0	800
Dolci Belle	83	0	0	0	0	83
Down to Ferment	10	0	0	0	0	10
Dry Dock Fish	66	0	0	0	0	66
Fromagerie and Cie	30	0	0	0	0	30
Fuel Thy Cells	25	0	0	0	0	25
Gaston Greens	105	0	0	0	0	105
Gilbert Quintos	47	0	0	0	0	47
Green Fix SD	85	0	0	0	0	85
Herritage Family Farms	319	0	0	0	0	319
Hopkins AG	30	0	0	0	0	30
Jeffrey Levinson	0	0	9,075	0	0	9,075
JR Organics	55	0	0	0	0	55
M and F Wholesale Food Supplies	155	0	0	0	0	155
MP Family Farm	262	0	0	0	0	262
Nestle Pure Life	0	22	0	0	0	22
R&L Farms	104	0	0	0	0	104
Rodney Kawano Farm	226	0	0	0	0	226
SG Bookkeeping Services, LLC	1,125	0	0	0	0	1,125
Siberia Spirit	25	0	0	0	0	25
Smit Farms	191	0	0	0	0	191
South Coast Copy Systems	0	537	0	0	0	537
Tea Bazaar	27	0	0	0	0	27
Valdez Landscaping Services	6,240	0	0	0	0	6,240
<b>TOTAL</b>	<b>10,276</b>	<b>699</b>	<b>9,075</b>	<b>0</b>	<b>-570</b>	<b>19,480</b>