



BOARD OF DIRECTORS MEETING
June 6, 2023 * 1503 GARNET AVE
AGENDA

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 item
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 – Vicky Joes	77 th Assembly District- Mariah Kallhoff
Mayor’s Office- Emily Piatanesi	Senate District 39 - Jason Weisz
County Supervisor – Meghan Elledge-LeVota	52 nd District- Cesar Solis
Economic Development – Latrell Crenshaw	
5. **President’s Report (3 minutes)** **Info Item**
 - a) **Restaurant Walk update**
 - b) **Community Mixer – update**
 - c) **Upcoming events:**
 - i. **Lord of the Wings – August 9, 2023 – 1:00 p.m. – 5:00 p.m.**
 - ii. **Heart of PB Restaurant Walk – September 13, 2023 – 4:00 p.m. – 9:00 p.m.**
 - d) **BeachFest and Holiday Banner deadline – June 30th**
6. **Community Partners Reports (3 mins each)** **Info Item**

a) PB Tuesday Farmers’ Market	d) Garnet Block Captains
b) PB Town Council	e) PB Planning Group
c) PB Woman’s Club	f) Beautiful PB
7. **Previous Board Meeting Minutes Approval: (3 mins)**
 - a) **Approval of the May 2, 2023 Meeting Minutes** **Action Item**
8. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of April 2023
9. **Committee Reports (30 mins)**
 - a) **Organization Committee**
 - i. **Appointment of New Board member (s) to fill vacancies** **Action Item**
 1. **Lori Love – Kitchens for Good Shop**
 - ii. **Vendor Contract RFP – Street Cleaning Services** **Action Item**
 - iii. **July Meeting – July 11, 2023** **Action Item**
 - b) **Promotions Committee**
 - a. **BeachFest Beer Garden** **Action Item**
 - b. **Board and Community Engagement** **Info Item**
 - c. **New Date – Lord of the Wings (August 19, 2023)** **Info Item**
 - c) **Hospitality Committee** **Action Item**
Update - Monthly Giving
10. **CEO REPORT- Lee** **Info Item**
 - a) **BeachFest – Update**
 - b) **DEFINITION: Discover Pacific Beach Mission**
 - i. **To revitalize and promote the Pacific Beach community physically and economically.**
 - c) **Board Member Question – activity**
11. **Adjourn**

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

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1. Call to order: 12:02 p.m.

2. Introductions

Margy G., Latrell C., Michael B., Mariana., Patrick A., Marcie B., Denise F., Kayla S., Ron Walker., Jared S., Brian C., Officer Jessica T., LT Bryan B., Claudia A., Eric M., Mariah K., Jason W., Randal E., Anthony K., Bill A., Charlie N., Carina G., Dawn K., Samara G., Lisa G., Eve A., Marshall A., Justin S., Sunny L., Vanessa B., Cherish W.

3. Public Comment/Non Agenda Announcements

- Sunny Lee opened public comment by providing everyone an update on the exploratory proposition to fence off the BeachFest footprint to allow families to enjoy the event together. Parents would be allowed to enjoy a drink along the footprint without having to separate from their families. Sunny had the opportunity to meet with city staff to discuss further to see if this would be a possibility for 2023 event. After meeting with Special Events, SDPD, Fire SD and Park & Rec. it was determined that an exemption from the Coastal Commission would be required. To conclude this exploratory proposition will be investigated more closely for 2024. Pacific BeachFest 2023 will resume as previous years.
- The following community members opposed idea to fence off the entire BeachFest footprint in 2023:
 - Marcie B.
 - Denise F.
 - Claudia
 - Dawn K.
 - Eve A.
 - 2 Letters were read

Dawn, Marcie, Denise, Claudia, Eve

4. Additions to Agenda (3 minutes) No additions

Info Item

5. Political Representative’s Reports (10 minutes)

Info Item

77th Assembly District- Mariah Kallhoff: Will be tabling at a future Tuesday PB Farmer Market. Will be hosting an 8-week program for Young Woman Empowerment Network this summer.
 Economic Development – Latrell Crenshaw: Environmental Services will be hosting a workshop on May 3rd from 3-4 p.m. and a webinar on May 10th on Organic Bins & Complains.

6. Spin Scooters - Marshall Anderson & Derek Stehlin

Info Item

7. President’s Report (3 minutes)

Info Item

- a) Restaurant Walk – May 17, 2023 – 4:00 p.m.
- b) Discovering Fitness in PB – May 19, 2023 – 4:30 p.m.
- c) Community Mixer – June 1, 2023 – 5:30 p.m.

8. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers’ Market, Sunny L, is now making \$20,000 a month.
- b) PB Town Council, Charlie N: Graffiti Clean-up on May 13th 9 a.m. to noon
- c) Garnet Block Captains, Eve A., Applauded DPB’s Vendor Services for RFP Cleaning Services on Garnet Ave.

9. Previous Board Meeting Minutes Approval: (3 mins)

- a) **Approval of the April 7, 2023 Meeting Minutes**

Action Item

10. Financial Report (3 mins)

Kayla made motion to approve the financials of March 2023 and Randall seconded, unanimous approval **Action Item**

11. Committee Reports (30 mins)

a) Organization Committee

Action Item

- Board Vacancies (1 open seat)
- BACC- currently reviewing program.
- Vendor Contract RFP – Street Cleaning Services
 - Randal made motion to approve vendor contract RFP, Anthony seconded motion, unanimous approval.
- Special Events Committee Representative-
 Randall was appointed the representative for DPB at Special Events Committee.
 Lisa made motion to appoint Randall to Special Events Committee, Kayla seconded motion, unanimous approval.

b) Promotions Committee

Update

Info Item

- Sponsorship Strategy

- Case for support – language for seeking sponsorships.

c) Hospitality Committee

Update – Self-defense class

Action Item

Info Item

12. CEO REPORT- Lee

a) BeachFest – Update

- i. This year’s goal is to raise \$45,000
- ii. We have confirmed \$16,000 at this time.

b) DEFINITION: Discover Pacific Beach Mission

- i. To revitalize and promote the Pacific Beach community physically and economically.

c) Board Member Question – activity

13. Adjourn 1:03 p.m.

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Discover Pacific Beach
Balance Sheet
As of April 30, 2023

	Apr 30, 23	Apr 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
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	(111,317)	(105,339)	(5,978)	(6%)
Total 1000 · Discover PB Operating (4991)	21,171	27,149	(5,978)	(22%)
1008 · Paypal	1,822	919	903	98%
1009 · Paypal - BACC	1,780	316	1,464	463%
1006 · Farmers Market # 6739	77,394	169,690	(92,296)	(54%)
1025 · Merrill Lynch	113,502	110,778	2,724	2%
1030 · Petty Cash	0	2,022	(2,022)	(100%)
Total Checking/Savings	215,669	310,874	(95,205)	(31%)
Accounts Receivable				
1200 · Accounts Receivable	17,245	12,022	5,223	43%
1210 · Hospitality Task Force A/R	0	1,200	(1,200)	(100%)
Total Accounts Receivable	17,245	13,222	4,023	30%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
1499 · Undeposited Funds	0	978	(978)	(100%)
Total Other Current Assets	1,450	2,428	(978)	(40%)
Total Current Assets	234,364	326,524	(92,160)	(28%)
Fixed Assets				
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%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	2,478	127	2,351	1,851%
Total Other Assets	2,478	127	2,351	1,851%
TOTAL ASSETS	240,563	330,372	(89,809)	(27%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	2,410	708	1,702	240%
2000 · Accounts Payable	13,124	8,308	4,816	58%
Total Accounts Payable	15,534	9,016	6,518	72%
Credit Cards				
US Bank	0	544	(544)	(100%)
Total Credit Cards	0	544	(544)	(100%)
Other Current Liabilities				
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 April 30, 2023

	Apr 30, 23	Apr 30, 22	\$ Change	% Change
2100 · Payroll Liabilities	224	22	202	918%
Total Other Current Liabilities	15,006	4,447	10,559	237%
Total Current Liabilities	30,540	14,007	16,533	118%
Total Liabilities	30,540	14,007	16,533	118%
Equity				
1110 · Retained Earnings	281,626	215,346	66,280	31%
3000 · Opening Bal Equity	35,423	35,423	0	0%
Net Income	(107,024)	65,598	(172,622)	(263%)
Total Equity	210,025	316,367	(106,342)	(34%)
TOTAL LIABILITIES & EQUITY	240,565	330,374	(89,809)	(27%)

Discover Pacific Beach
Profit & Loss
April 2023

	Apr 23	Apr 22	Jul '22 - Apr 23
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program			
Lord of the Wings	0	0	200
4430 · Clean and Safe Program - Other	0	0	5,772
Total 4430 · Clean and Safe Program	0	0	5,972
4110 · Grants	0	0	4,525
4115 · Beach Area Community Court	1,850	40	7,962
4120 · SBEP	0	5,774	23,069
4220 · BID	13,029	16,867	130,233
4230 · Public Right of Way	0	100	(100)
4300 · Special Events			
4310 · Annual Dinner			
4311 · Silent Auction	0	280	975
4312 · Raffle	0	610	1,413
4313 · Ticket Sales	500	0	12,275
Total 4310 · Annual Dinner	500	890	14,663
4335 · Coast Walk	1,700	690	1,700
4370 · Heart of PB Rest Walk	0	0	7,340
4375 · Christmas on Crystal Pier	0	0	2,650
4376 · Holiday Parade	30	0	14,138
Total 4300 · Special Events	2,230	1,580	40,491
4320 · Beachfest			
Beer Cup	0	0	300
Action Sports	0	0	3,000
Artist Booth	0	0	8,400
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
Total 4320 · Beachfest	0	0	62,282
4400 · Other Income			
4460 · Merchandise	0	0	350
4470 · Miscellaneous Income	0	0	1,910
Total 4400 · Other Income	0	0	2,260
4410 · Banner District	600	0	14,325
4480 · Promotions-Business Devel	0	0	2,327
4510 · Farmers Market	19,146	17,364	150,671
7010 · Interest Income	355	4	2,656
Total Income	37,210	41,729	446,673
Gross Profit	37,210	41,729	446,673
Expense			
Legal Fees	0	0	1,500
6100 · Operating			

Discover Pacific Beach
Profit & Loss
April 2023

	Apr 23	Apr 22	Jul '22 - Apr 23
6105 · Auto Expense	250	250	2,781
6110 · Bank Fees-CC/LF/Service	639	609	6,735
6120 · Building Repairs / Maint			
6121 · Flood Expenses	0	0	3,977
Total 6120 · Building Repairs / Maint	0	0	3,977
6135 · Insurance-Liability	0	0	14,006
6155 · Meals	0	0	1,016
6156 · Training and Conferences	(199)	2,265	1,509
6160 · Office Supplies/Equip	229	1,883	5,335
6170 · Postage and Delivery	6	0	136
6175 · Printing and Reproduction	96	260	2,496
6180 · Rent	3,025	0	21,175
6182 · Tax-Business	100	0	280
6185 · Telephone-Cell/Office	367	316	3,339
6190 · Utilities-GEW/Sanitation/Refuse	868	702	8,333
6195 · Payroll Expense			
Staff-Executive Director	7,175	6,667	72,936
Staff-Admin Support	6,683	5,773	72,853
Employer Tax	1,545	1,306	15,700
Processing Fee	19	16	378
Insurance-Health	850	350	8,500
Insurance-Work Comp	0	148	924
Total 6195 · Payroll Expense	16,272	14,260	171,291
6199 · Miscellaneous	0	0	2,490
6205 · Accounting	1,200	1,105	18,213
6225 · Dues and Subscriptions	0	0	325
Total 6100 · Operating	22,853	21,650	263,437
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	25
6323 · Clean and Safe Program - Other	6,240	6,240	64,050
Total 6323 · Clean and Safe Program	6,240	6,240	64,075
6305 · Banner	0	0	14,315
6310 · Beach area community court	83	2	862
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	5,819	3,527	45,946
6315 · Farmers Market Expenses - Other	1,060	918	34,284
Total 6315 · Farmers Market Expenses	6,879	4,445	80,230
6325 · Design other	0	0	269
6340 · Tree/Garden/ Maintenance	0	0	527
Total 6300 · Design & Improvements	13,202	10,687	160,278
6500 · Special Events Promotions			
6210 · Annual Dinner	0	(88)	11,372
6515 · Coast Walk	500	514	648
6519 · Christmas on Crystal Pier	0	0	7,426
6520 · Holiday Parade	0	0	11,417

Discover Pacific Beach
Profit & Loss
April 2023

	Apr 23	Apr 22	Jul '22 - Apr 23
6540 · Heart Walk	0	0	655
6510 · Beachfest			
Beer Garden	0	0	13,362
City & County Fees	0	0	10,851
Entertainment	0	0	3,050
Equipment Rental	0	0	34,675
Fish Taco Challenge	0	0	238
Kids	0	0	2,125
Marketing / Printing	600	0	4,614
Professional Orgainzers	0	0	18,229
Staging	0	0	19,179
Supplies and Misc.	0	64	7,109
Total 6510 · Beachfest	600	64	113,432
Total 6500 · Special Events Promotions	1,100	490	144,950
6600 · Outreach			
6220 · Contributions	0	0	3,300
6235 · Election	0	0	1,734
6505 · Advertising - Marketing	0	0	734
6615 · Business Development	0	50	1,268
6650 · Newsletter	195	195	1,950
6651 · Marketing & Promotions	0	120	1,540
Total 6600 · Outreach	195	365	10,526
Total Expense	37,350	33,192	580,691
Net Ordinary Income	(140)	8,537	(134,018)
Other Income/Expense			
Other Income			
Employee Retention Credit	26,995	0	26,995
Total Other Income	26,995	0	26,995
Net Other Income	26,995	0	26,995
Net Income	26,855	8,537	(107,023)

Discover Pacific Beach Profit & Loss Budget vs. Actual July 2022 through April 2023

Ordinary Income/Expense	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
Income				
4430 · Clean and Safe Program				
Lord of the Wings	200	0	200	100%
4430 · Clean and Safe Program - Other	5,772			
Total 4430 · Clean and Safe Program	5,972	0	5,972	100%
4110 · Grants	4,525	0	4,525	100%
4115 · Beach Area Community Court	7,962	20,832	(12,870)	38%
4120 · SBEP	23,069	27,500	(4,431)	84%
4220 · BID				
Outstanding Operating Advance	0	0	0	0%
Unexpected Assesments Prior FY	0	0	0	0%
4220 · BID - Other	130,233	141,666	(11,433)	92%
Total 4220 · BID	130,233	141,666	(11,433)	92%
4230 · Public Right of Way	(100)			
4250 · Parking District	0	43,334	(43,334)	0%
4300 · Special Events				
4310 · Annual Dinner				
4311 · Silent Auction	975			
4312 · Raffle	1,413			
4313 · Ticket Sales	12,275			
4310 · Annual Dinner - Other	0	0	0	0%
Total 4310 · Annual Dinner	14,663	0	14,663	100%
4333 · Bikes, Boards and Brew	0	0	0	0%
4335 · Coast Walk	1,700	0	1,700	100%
4370 · Heart of PB Rest Walk	7,340	0	7,340	100%
4375 · Christmas on Crystal Pier	2,650	0	2,650	100%
4376 · Holiday Parade	14,138	0	14,138	100%
4300 · Special Events - Other	0	70,834	(70,834)	0%
Total 4300 · Special Events	40,491	70,834	(30,343)	57%
4320 · Beachfest				
Beer Cup	300			
Action Sports	3,000			
Artist Booth	8,400			
Beer Garden	21,103			
Consessions	460			
Fish Taco Challenge	8,494			
Food booth	1,500			
Merchant Booth	6,825			
Sponsors	12,200			
4320 · Beachfest - Other	0	75,437	(75,437)	0%
Total 4320 · Beachfest	62,282	75,437	(13,155)	83%
4400 · Other Income				
4460 · Merchandise	350			
4470 · Miscellaneous Income	1,910	0	1,910	100%
4400 · Other Income - Other	0	8,000	(8,000)	0%

Discover Pacific Beach Profit & Loss Budget vs. Actual July 2022 through April 2023

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
Total 4400 · Other Income	2,260	8,000	(5,740)	28%
4410 · Banner District	14,325	0	14,325	100%
4420 · Commissions	0	0	0	0%
4480 · Promotions-Business Devel	2,327			
4510 · Farmers Market	150,671	100,000	50,671	151%
4515 · Friday Market	0	0	0	0%
7010 · Interest Income	2,656	0	2,656	100%
Total Income	446,673	487,603	(40,930)	92%
Gross Profit	446,673	487,603	(40,930)	92%
Expense				
Legal Fees	1,500			
6100 · Operating				
6105 · Auto Expense	2,781	3,500	(719)	79%
6110 · Bank Fees-CC/LF/Service	6,735	1,668	5,067	404%
6120 · Building Repairs / Maint				
6121 · Flood Expenses	3,977			
Total 6120 · Building Repairs / Maint	3,977			
6135 · Insurance-Liability	14,006	19,166	(5,160)	73%
6150 · Janitorial	0	1,076	(1,076)	0%
6155 · Meals	1,016	416	600	244%
6156 · Training and Conferences	1,509	834	675	181%
6160 · Office Supplies/Equip	5,335	4,666	669	114%
6170 · Postage and Delivery	136			
6175 · Printing and Reproduction	2,496			
6180 · Rent	21,175	30,000	(8,825)	71%
6182 · Tax-Business	280	110	170	255%
6185 · Telephone-Cell/Office	3,339	2,916	423	115%
6190 · Utilities-GEW/Sanitation/Refuse	8,333	6,666	1,667	125%
6195 · Payroll Expense				
Staff-Executive Director	72,936	75,416	(2,480)	97%
Staff-Admin Support	72,853	62,083	10,770	117%
Employer Tax	15,700	10,500	5,200	150%
Processing Fee	378			
Insurance-Health	8,500	4,168	4,332	204%
Insurance-Work Comp	924	1,250	(326)	74%
Total 6195 · Payroll Expense	171,291	153,417	17,874	112%
6199 · Miscellaneous	2,490			
6205 · Accounting	18,213	13,334	4,879	137%
6225 · Dues and Subscriptions	325	1,250	(925)	26%
Total 6100 · Operating	263,437	239,019	24,418	110%
6300 · Design & Improvements				
6323 · Clean and Safe Program				
Lord of the Wings	25			
6323 · Clean and Safe Program - Other	64,050	59,584	4,466	107%
Total 6323 · Clean and Safe Program	64,075	59,584	4,491	108%
6305 · Banner	14,315	0	14,315	100%

Discover Pacific Beach
Profit & Loss Budget vs. Actual
July 2022 through April 2023

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
6310 · Beach area community court	862	500	362	172%
6315 · Farmers Market Expenses				
6315-01 · FM - Wages	45,946			
6315 · Farmers Market Expenses - Other	34,284	45,834	(11,550)	75%
Total 6315 · Farmers Market Expenses	80,230	45,834	34,396	175%
6318 · Friday Market Expense	0	0	0	0%
6325 · Design other	269			
6340 · Tree/Garden/ Maintenance	527			
Total 6300 · Design & Improvements	160,278	105,918	54,360	151%
6500 · Special Events Promotions				
6210 · Annual Dinner	11,372	0	11,372	100%
6513 · Bikes, Boards and Brew	0	0	0	0%
6515 · Coast Walk	648	0	648	100%
6519 · Christmas on Crystal Pier	7,426	0	7,426	100%
6520 · Holiday Parade	11,417	0	11,417	100%
6540 · Heart Walk	655	0	655	100%
6510 · Beachfest				
Beer Garden	13,362			
City & County Fees	10,851			
Entertainment	3,050			
Equipment Rental	34,675			
Fish Taco Challenge	238			
Kids	2,125			
Marketing / Printing	4,614			
Professional Organizers	18,229			
Staging	19,179			
Supplies and Misc.	7,109			
6510 · Beachfest - Other	0	71,271	(71,271)	0%
Total 6510 · Beachfest	113,432	71,271	42,161	159%
6500 · Special Events Promotions - Other	0	47,916	(47,916)	0%
Total 6500 · Special Events Promotions	144,950	119,187	25,763	122%
6600 · Outreach				
6220 · Contributions	3,300	200	3,100	1,650%
6235 · Election	1,734	1,250	484	139%
6505 · Advertising - Marketing	734	6,250	(5,516)	12%
6551 · Mixers	0	100	(100)	0%
6615 · Business Development	1,268	0	1,268	100%
6650 · Newsletter	1,950	3,334	(1,384)	58%
6651 · Marketing & Promotions	1,540			
Total 6600 · Outreach	10,526	11,134	(608)	95%
8010 · Contingency	0	15,000	(15,000)	0%
Total Expense	580,691	490,258	90,433	118%
Net Ordinary Income	(134,018)	(2,655)	(131,363)	5,048%
Other Income/Expense				
Other Income				
Employee Retention Credit	26,995			

Discover Pacific Beach

Profit & Loss Budget vs. Actual

July 2022 through April 2023

Total Other Income
Net Other Income
Net Income

Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
26,995			
26,995	0	26,995	100%
(107,023)	(2,655)	(104,368)	4,031%

Discover Pacific Beach A/R Aging Summary

As of April 30, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of San Diego (Bid Reimb)	13,029					13,029
Ecology Center	1,480	1,052		1,276		3,808
The Hideout Bar & Grill					408	408
TOTAL	14,509	1,052		1,276	408	17,245

Discover Pacific Beach A/P Aging Summary

As of April 30, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	110	0	0	0	0	110
Classic Beverage	0	0	0	0	-570	-570
Da-Le Ranch	513	0	0	0	0	513
EDCO Disposal Corporation	868	0	0	0	0	868
JR Organics	676	0	0	0	0	676
Mannis Communications	500	0	0	0	0	500
MP Family Farm	513	0	0	0	0	513
Safiros Sanitation	708	0	0	0	0	708
SD Street Banners LLC	0	0	4,776	0	0	4,776
SG Bookkeeping Services, LLC	1,200	0	0	0	0	1,200
Valdez Landscaping Services	6,240	0	0	0	0	6,240
TOTAL	11,328	0	4,776	0	-570	15,534

Request for Quote of Services
Discover Pacific Beach Clean PB Program

Released 5/3/2023

Due May 26, 2023

Discover Pacific Beach (henceforth also known as DPB) is enhancing its cleaning program to a clean and safe program that targets the Pacific Beach Business District area to ensure a basic level of cleanliness and sidewalk improvement to a highly trafficked area as well as eyes and ears on the street, homeless outreach, and opportunity. Discover Pacific Beach is seeking a preferred cleaning vendor for its general cleaning program.

If this program is of interest, please quote on the following items.

Scope of Work

General Program:

- 4 days per week which will include one weekend day (Saturday) DPB and the contractor will determine exact deployment schedules, and schedules may change depending on the needs of the district.
- The Street Team operates within the Business Improvement District boundaries.
- Area of Work includes: Primarily 18 Block area from Mission Blvd to Ingraham St along Garnet Ave. and portions of Cass St, Bayard St. and Mission Blvd from Grand Ave to Felspar St. Various areas as agreed upon by Provider and DPB within the Pacific Beach Business Improvement District may also be necessary.

Scope of Work

- Perform detail sidewalk sweeping and remove all litter from sidewalks, right-of-ways, curbs, and gutters in front of businesses only.
- Empty Pacific Beach trash receptacles (approx. 36)
- All trash liners will be removed and replaced from the district and disposed in the container provided by the sponsor. On some occasion will be required to remove large items and haul to landfill
- Removing any temporary signage including playbills, fliers, or political signage on public structures.
- Maintaining trash receptacles, and light graffiti removal on public structures as needed.
- Provider will maintain all Pacific Beach tree wells, planters, weeds growing in sidewalk cracks that lead to the public right-of-ways from the project locations.
- Informing DPB and logging repair needs in the district
- Tracking and collecting pertinent data with DPB provided system.
- Provide referral resources to local homeless and transient populations as needed. Referral list will be provided by DPB
- Work with other related service providers, including without limitation our safety ambassador team.
- Vendor must provide the necessary equipment and supplies to complete tasks.

Proposal Evaluation Criteria:

Proposals received will be evaluated per the following criteria.

- Past Performance:
 - Responses from References.
 - Demonstrated ability to deliver services requested.
 - Experience working with BIDs or comparable City/Community agencies working in the Public Right of Way (PROW).

- Price: Competitive fees and rates. Prices that are significantly lower than the competitive range may be considered as an indication of a misunderstanding of the scope of work, and not considered.
- Ability to meet insurance requirements.
- City of San Diego Small Local Business Enterprises (SLBE), Emerging Local Business Enterprises (ELBE), California Disadvantaged Business Enterprise (DBE) and Disabled Veteran Business Enterprises (DVBE) will be given a 5% cost credit for purposes of evaluating price.
- Locality of business main office and employees. A 5% cost credit will be given to companies who have a 92109 office (excluding mailing address) or can demonstrate that three or more staff are 92109 residents for purposes of evaluating price.

Discover Pacific Beach reserves the right to enter into additional contracts with a preferred vendor for cleaning services.

All responses shall be submitted via email and must be received no later than **5:00pm on May 26th sent to sunny@pacificbeach.org**

Terms and Conditions: The issuance of this RFP does not commit Discover Pacific Beach to award a contract, to pay any cost incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the BID Board of Directors. DPB retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt. Any contracts awarded as a result of this request will be effective **July 1st 2023 through June 30th 2024**

Contract Extension:

At the sole discretion of Discover Pacific Beach, any resulting contract may be extended on a year-to-year basis; however, in no case shall the renewal extend beyond five years from the date of award of the original contract.

Insurance: The firm(s) selected to perform the work described in this RFP will be required to provide:

Liability Insurance. The Contractor shall maintain throughout the period of this contract Commercial General Liability (CGL) and commercial umbrella insurance (if applicable to meet minimum limit requirement) with a limit of not less than \$1 million (\$1,000,000) per occurrence with \$2 million (\$2,000,000) in general aggregate. CGL insurance shall be written on the most current version of ISO occurrence form CG 00 01 or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent Contractors, products/complete operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract). Any endorsements that restrict coverage will be submitted to DPB for review. DPB and the City of San Diego and its respective elected officials, officers, employees, agents and representatives shall be included as an insured under the CGL, using ISO additional insured endorsement CG 2010 11/85 or a substitute providing equivalent coverage acceptable to DPB, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance self-insurance programs afforded to DPB. Contractor waives all rights against DPB and the City of San Diego and its respective elected officials, officers, employees, for

recovery of damages to the extent these damages are covered by the commercial general liability or commercial umbrella liability insurance maintained pursuant to this Section.

Other Insurance. Contractor shall maintain business auto liability and commercial umbrella liability insurance (if applicable to meet minimum requirement) with a limit of not less than \$1 million (\$1,000,000) combined single limit (CSL). Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). Business auto coverage shall be written on ISO form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01. Contractor waives all rights against DPB and its agents, officers, directors, and employees for recovery of damages to the extent these damages are covered by the business auto liability or commercial umbrella liability insurance obtained pursuant to this Section.

Worker's Compensation Insurance. Contractor shall maintain worker's compensation and employer's liability insurance. The Employer's Liability Limits shall not be less than \$1 million (\$1,000,000) each accident for bodily injury by accident or \$1 million (\$1,000,000) each employee for bodily injury by disease. Contractor waives all rights against DPB and the City of San Diego and their respective elected officials, officers, employees, agents, and representatives for recovery of damages to the extent these damages are covered by the worker's compensation and employer's liability insurance obtained pursuant to this Section. Contractor shall provide DPB with a waiver of right to recover from others endorsement, Workers Comp Form WC 04 03 06 (Ed. 4-84), or its equivalent.

Insurance Companies.

All insurance companies providing coverage shall be licensed to do business in the State of California, and have a minimum rating published by A.M. Best & Company of A-VII or better.

Indemnity and Hold Harmless:

All services in connection with this Agreement shall be at the risk of Contractor, exclusively. To the fullest extent allowed by law, Contractor shall indemnify, defend (with legal counsel reasonably satisfactory to DPB and the Board of Directors) and hold harmless the Indemnitees (defined below) from and against any and all Claims (as defined below). Contractor's obligation to defend and indemnify shall be triggered by the assertion of a Claim against any Indemnitee and shall apply whether or not the Contractor or any of the Contractor parties was negligent or otherwise at fault and whether or not the Claim has any merit. However, Contractor shall not be obligated under this Agreement to indemnify any Indemnitee for any Claims arising from the sole negligence or willful misconduct of that Indemnitee. Contractor's obligation shall also include Claims based on duties, obligations, or liabilities imposed on the Indemnitees by statute, ordinance, regulation, or other law. The indemnification obligation hereunder shall not be limited in any way by any limitation on the amount or type of damages, compensation, or benefits payable by or for Contractor or any Contractor Parties under works' or workman's compensation acts, disability benefit acts or other employee benefit acts. For purposes of this Section, (a) a "Claim" is any claim, demand, obligation, cause of action, damage, loss, liability, mechanic's lien, cost or expense (including, without limitation, attorney's fees and costs and other litigation, mediation, or judicial reference expenses) whether based on tort, contract, or equitable principles, in any way rising from or in any way connected with the performance or nonperformance of this Agreement by Contractor's or its employees, agents, independent contractors, suppliers, subcontractors, officers, directors, shareholders, representatives, affiliates,

successors or assigns (collectively, “Contractor Parties”), and (b) the “Indemnitees” are DPB and the City of San Diego and their respective elected officials, officers, employees, agents and representatives, its members, managers, shareholder, and affiliates, successors and assigns of all such parties.

Prevailing Wages: Subcontractor shall comply with SDMC section 22.3019 requiring compliance with California Labor Code sections 1720 through 1861 (State prevailing wage law) for any and all construction work performed or funded pursuant to this Agreement cumulatively exceeding \$25,000 and for any and all alteration, demolition, repair and maintenance work performed or funded pursuant to this Agreement cumulatively exceeding \$15,000. Pursuant to San Diego Municipal Code section 22.3019, construction work performed or funded pursuant to this Agreement cumulatively exceeding \$25,000 and alteration, demolition, repair and maintenance work performed or funded pursuant to this Agreement cumulatively exceeding \$15,000 is subject to the State of California prevailing wage law set forth in California Labor Code sections 1720 through 1861 (“**Prevailing Wage Law**”) and in performing or funding any and all such work, Subcontractor shall comply with Prevailing Wage Law. This requirement to comply with Prevailing Wage Law is in addition to any requirement to pay “living wage” pursuant to San Diego Municipal Code sections 22.4201 through 22.4245 (“**LWO**”) or this Agreement. If both Prevailing Wage Law and the LWO are applicable to particular work, Subcontractors must determine which per diem rate is highest for each classification of work between the applicable prevailing wage rate and living wage rate and pay the higher of the two rates to their employees. The LWO may apply to work that is not subject to Prevailing Wage Law.

Equal Opportunity Program Requirements: The City of San Diego and Discover Pacific Beach are strongly committed to equal opportunity in the solicitation of professional service consultants. To assure that consultants doing business with, or receiving funds from the City of San Diego, and Discover Pacific Beach are equal opportunity contractors and employers, Respondents shall comply with requirements of San Diego Ordinance No. 18173, section 27.2701 through 22.2708.

Nondiscrimination Policy:

The respondent shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring or treatment of employees, subcontractors, vendors, or suppliers.



This is a proposed Memorandum of Understanding between Discover Pacific Beach (DPB) and Shoreline Community Services (SCS), as a response to the Request for Quote of Services released May 5, 2023.

GENERAL SCOPE OF PROGRAM:

- 4 days per week including at least one weekend day – schedule to be agreed upon by DPB and SCS.
- Service area primarily includes the Business Improvement District boundaries, an 18-block area from Mission Blvd. to Ingraham St. along Garnet Ave. and portions of Cass St., Bayard St. and Mission Blvd. from Grand Ave. to Felspar St. Other areas may also be determined between DPB and SCS as deemed necessary.

DESCRIPTION OF SERVICES:

Cleaning Duties:

- Sweep and remove litter from sidewalks, right-of-ways, curbs and business/store front gutters
- Remove and replace trash liners and dispose trash bags in a container provided by DPB
- Remove any temporary signage on public structures (playbills, fliers, political signage, etc.)
- Maintain cleanliness of trash receptacles
- Light graffiti removal on public structures as needed using environmentally safe solvents
- Maintain Pacific Beach tree wells and planters, keeping them free of weeds
- Weed sidewalk cracks as needed
- Keep DPB informed of necessary repairs and/or damage in the district
- After training, collect and track data with DPB CRM
- Equipment and supplies to be provided by SCS

Liaison with Community Members:

- Improve physical and social environment of Pacific Beach Business District
- Provide additional eyes and ears on the street and maintain open communication with DPB, security and police
- Provide local resources to unsheltered and/or transient community – provided by SCS
- Interact with local unsheltered community to serve as trouble shooters and offer referrals to community members and local businesses

- Crew Members will be trained in CPR/AED and basic First Aid techniques
- Crew Members will carry mobile phones to report emergencies as needed

COMPENSATION:

Payments shall be made to Shoreline Community Services, a 501 (c)(3) organization in San Diego, California 92109

Fixed Price Project \$6100.00 per month

PAYMENT TERMS:

SCS will submit bi-monthly invoices to DPB for services rendered, Net 15 terms.

CONFIDENTIALITY:

Shoreline Community Services, and its employees, agents, representatives or volunteers will not at any time or in any manner, either directly or indirectly, use for the personal benefit of SCS, or divulge, disclose or communicate in any manner, any information that is proprietary to Discover Pacific Beach. SCS and its employees, agents, representatives or volunteers will protect such information and treat it as confidential. This provision will continue to be effective after the termination of this MOU.

Upon termination of this MOU, SCS will return to Discover Pacific Beach all records, notes, documentation and other items that were used, created or controlled by SCS during the term of this agreement.

WARRANTY:

SCS shall provide its services and meet its obligations under this MOU in a timely and professional manner, using knowledge and recommendations for performing the services which meet generally acceptable standards in the community and region, and will provide a standard of care equal to, or superior to, care used by service providers similar to SCS on similar projects.

AMENDMENT:

This MOU may be modified or amended in writing, if the writing is signed by the parties obligated under the amendment.

GOVERNING LAW:

This MOU shall be construed in accordance with the laws of the State of California.

IN WITNESS WHEREOF, the parties hereto have caused the Agreement to be executed by their duly authorized representatives as of the date written.

Service Recipient:

Discover Pacific Beach

By: _____

Title: _____

Date: _____

Service Provider:

Shoreline Community Services

By: _____

Title: _____

Date: _____



Landscape & Maintenance Proposal



For: Discover Pacific Beach Program

Submitted by: Valdez Landscape Services

PO Box 1961, Lemon Grove, CA, 91946
Contact: (619) 301-6012 (619) 655-8658



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Proposal

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May 26, 2023

Discover Pacific Beach Program,

Thank you for giving Valdez Landscape & Maintenance the opportunity to submit this proposal to serve the Discover Pacific Beach Program. We currently are working with the College Area Business District and we look forward to working for your program as well. We are fully staffed with a team of leaders in their field.

Please call me with any questions you may have regarding the proposal.

Thank you,

JJ Valdez



CLEAN UP SPECIFICATIONS

The intention of this is to detail sidewalk sweeping and remove all litter from sidewalks, curves, and gutters in front of businesses in maintained and first-class appearance at all times. The property will be serviced six times a week Monday through Saturday including Sunday once a month. All trash can liners should be replaced and disposed, all signs, fliers, graffiti, and stickers in front or on public and business structures will be removed. Contractors will also maintain all tree wells, planters, and sidewalks. Work will be performed for 18 blocks: Mission Blvd to Ingraham St, Garnet Ave, portions of Cass St, Bayard St, and Grand Ave to Felspar St.

Valdez Landscape has invested significant time and effort in recruiting, training, and retaining its employees. Contractors will be responsible in having all employees follow all OSHA regulations. The equipment will be properly maintained and in perfect condition, contractors will provide proof of Workers Compensation premium and general liability that has been paid in the previous year with insurance agents names and phone numbers to be included.



Additional Documentation

CONTRACT MANAGEMENT TEAM:

Valdez Landscape is a family operated and owned business. Since 1963 we have earned a reputation as one of the top commercial landscape & maintenance services in San Diego County.

CERTIFICATES OF INSURANCE:

Valdez Landscape carries Liability insurance through Liberty Mutual Insurance with Commercial General Liability aggregate \$2,000,000. Workers Compensation Insurance is carried at \$2,000,000 through State Fund Insurance Company. Current Certificates are attached to this document.

BETTER BUSINESS BUREAU CERTIFICATE:

Valdez Landscape is a current member of the BBB of San Diego and Imperial Counties. A certificate from the BBB is attached.



JJ VALDEZ

PO Box 1961, Lemon Grove, CA 91946
(619) 301-6012
(619) 655-8658

PROFILE	32 Years Residential and Commercial Landscape Maintenance				
QUALIFICATIONS	<ul style="list-style-type: none">• Irrigation design and installation• Regular trimming of shrubbery, trees, turf• Sod and seed turf installation• Seasonal flower replenishing• Fence Installation				
HIGHLIGHTS OF EXPERIENCE	<p>Added 11 job sites and one Maintenance District within the College Area and expanded to the Clairemont area.</p> <p>Have successfully directed more than 7 landscapers working on 60-70 jobs every week. Hire, train, and assure quality performance of all workers for all projects.</p> <p>Completed removal and re-installation of irrigation systems at 50 residential homes in the last year while complying with property owner's budget restrictions and design requests.</p> <p>Successfully managed 2.5 miles of main street (El Cajon Boulevard) through the heart of the College Area Business District including newly installed landscape medians, proper care of 35 new sidewalk trees, 66 existing sidewalk trees, palm tree trimming, and sidewalk weed control.</p>				
EMPLOYMENT	<p>ON SITE SUPERVISOR FOR:</p> <table><tr><td><i>Valdez Landscape</i></td><td>1987-Present</td></tr><tr><td><i>Aztec Fence</i></td><td>1998-1999</td></tr></table>	<i>Valdez Landscape</i>	1987-Present	<i>Aztec Fence</i>	1998-1999
<i>Valdez Landscape</i>	1987-Present				
<i>Aztec Fence</i>	1998-1999				
EDUCATION	<p>LANDSCAPE CERTIFICATE 1997</p> <p><i>Southwestern College</i></p> <p>HIGH SCHOOL DIPLOMA 1987</p> <p><i>Garfield High School</i></p>				
INTERESTS	Jr. Soccer fundraising/administrator, running, swimming, family time.				



BIANCA D VALDEZ
PO Box 1961, Lemon Grove, CA 91946
(619) 655-8658



Pricing

Maintenance Description	Frequency (Zone 1 and/ or Zone 2)	Monthly Cost	Annual Cost
Trash can removal	4x weekly	\$1250	\$15,000
Side walk sweeping	4x weekly	\$3440	\$41,280
Graffiti & Sticker removal (includes materials)	4x weekly	\$1500	\$18,000
Weeding all sidewalks and tree wells	As needed	\$950	\$11,400
Hauling fees for removing trash bags and debris to land field	4x weekly	\$750	\$9000

Total cost per Month	\$7,890
Total cost per Year	\$94,680



References:

- College Area Business District
4704 College Ave.
San Diego, Ca 92115