



BOARD OF DIRECTORS MEETING
September 3, 2024 * 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 – Cambria Head 77th Assembly District- Mariah Kallhoff
 Mayor’s Office- Emily Piatanesi Senate District 39 – Cole Reed
 County Supervisor – Meghan Elledge-LeVota 52nd District- Cesar Solis
 Economic Development - **Info Item**
- 5. **Community Partners Reports (3 mins each)** **Info Item**
 - a) PB Tuesday Farmers’ Market
 - b) PB Town Council
 - c) PB Woman’s Club
 - d) PB Planning Group
 - e) Beautiful PB
- 6. **President’s Report (3 minutes)** **Info Item**
 - a) Heart of Pacific Beach Restaurant Walk – September 18, 2024
 - b) BeachFest – Volunteers needed – October 5, 2024
 - c) Annual Meeting – October 15, 2024 | 5pm, Catamaran Resort and Spa
- 7. **Previous Board Meeting Minutes Approval: (3 mins)**
 - a) **Approval of the August 6, 2024 Meeting Minutes** **Action Item**
- 8. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of July 2024
- 9. **Committee Reports (30 mins)**
 - a) **Organization Committee**
 - a. Board Elections – Board Nominations and Ballot Approval **Action Item**
 - b) **Fundraising Committee** **Info Item**
 - a. Next Meeting - Thursday, September 5, 2024 | 9AM
 - c) **Parking Advisory Board – update** **Info Item**
 - a. update
 - d) **BeachFest** **Action Item**
 - a. Sponsorship update (\$2,500 remaining goal)
 - i. *Thank you to our confirmed sponsors Earl & Birdie Taylor, Diamond Parking, Mavericks, Ocean Park Inn, Mate Maker, IPS Group, Bay City.*
- 10. **CEO REPORT- Lee** **Info Item**
 - a) **Executive Director Updates**
- 11. **Adjourn**

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BOARD OF DIRECTORS MEETING
August 6, 2024 * 1503 GARNET AVE
Minutes

1. Called to order – 12:03 p.m.
2. **Present:**

D. Rodger, L. Gossmann, J. Nowak, R. Engstrom, M. Goodman, K. Salvas, E. Marenburg, S. Hales, E. Piatanesi, E. Anderson, D. Balcom, C. Nieto, C. Head, B. Aschidamini, A. Geurts-Barreto
3. **Public Comment/Non Agenda Announcements**

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

B. Aschidamini – introduced himself and Sand Cloud.
E. Anderson – Gave updated on watering the trees in front of businesses
4. **Additions to Agenda (3 minutes)** **Info Item**

Items will be added to a future agenda
5. **Political Representative's Reports (10 minutes)** **Info Item**

District 1 – Cambria Head – Introduced herself as the new representative for Pacific Beach. CPPS grant application is due Friday. Councilmember LaCava will be at the Farmers Market today and at the Night Out at the library. Cambria responded to questions from the audience.

Mayor's Office- Emily Piatanesi – Gave updates on S400 – City Council amendments to H Barracks – approved safe parking. Announced new Fire Chief Robert Logan. Also announced Police Chief Scott Wahl is restructuring the department and Captain Aguilar will be overseeing the Northern Division. Submit any infrastructure priorities by 8/16/2024. Responded to questions from the audience.

77th Assembly District- Andres Geurts-Barreto – Announced that Mariah has moved on and he will be the new representative. Gave updates on new bills and offered assistance to anyone regarding relevant issues.

Info Item
6. **Community Partners Reports (3 mins each)** **Info Item**
 - a) PB Tuesday Farmers' Market
 - i. Visit Art at the Farmers Market next week to wish him a happy birthday.
 - b) PB Town Council
 - i. PAISAN will take place September 25th at 4PM. Concerts on the Green will have 2 more concerts this year and the car show will take place on Garnet from Mission to Everts this Saturday.
7. **President's Report (3 minutes)** **Info Item**
 - a) He-ART of PB Restaurant Walk – September 18, 2024 – Purchase your tickets
 - b) August 29, 2024 – Workshop – How to prevent scams – at Broken Yolk
 - c) October 5, 2024 – 25 years of Pacific BeachFest
8. **Previous Board Meeting Minutes Approval: (3 mins)**
 - a) **Approval of the June 7, 2024 Meeting Minutes** **Action Item**
 - b) **Motion to approve made by E. Marenburg and seconded by S. Hales. Motion approved unanimously with 1 abstention.**
9. **Financial Report (3 mins)**

Review and approve the financials of May 2024

Review and approve the financials of June 2024 **Action Item**

 - a) **Motion to approve May and June 2024 financials made by S. Hales and seconded by L. Gossmann Motion approved unanimously.**
10. **Committee Reports (30 mins)**
 - a) **Organization Committee**
 - a. Board Elections **Action Item**
 - i. **Motion to initiate the election process made by E. Marenburg and seconded by K. Salvas. Motion approved unanimously.**

- b. Accounting Services RFP **Action Item**
 - i. **Motion to approve a contract with S.G. Bookkeeping Services made by E. Marenburg and seconded by S. Hales. Motion approved unanimously.**
 - b) **Fundraising Committee** **Info Item**
 - a. S. Hales – Still looking for sponsors for BeachFest. D. Rodgers announced Filippi’s will be donating \$2,000 to BeachFest.
 - c) **Parking Advisory Board – update** **Info Item**
 - a. E. Marenburg – Update on parking district curb approvals and budget. Small discussion on reimbursement procedure and contracting.
 - d) **BeachFest** **Action Item**
 - a. Sponsorship update (\$10,250 remaining goal)
 - i. *Thank you to our confirmed sponsors Earl & Birdie Taylor, Diamond Parking, Mavericks, Ocean Park Inn, Mate Maker, IPS Group, Bay City.*
- 11. **CEO REPORT- Lee** **Info Item**
 - a) **Executive Director Updates**
 - i. **Received approval of CCSD FY25 grant funding for \$17,906 for Pacific BeachFest**
 - ii. **Thank you Board of Directors for your kindness and gifts during illness. The support is greatly appreciated.**
- 12. **Adjourned : 12:56 p.m.**

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Discover Pacific Beach Balance Sheet As of July 31, 2024

	Jul 31, 24	Jul 31, 23	\$ 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	(104,758)	(127,909)	23,151	18%
Total 1000 - Discover PB Operating (4991)	27,730	4,579	23,151	506%
1008 - Paypal	171	2,042	(1,871)	(92%)
1009 - Paypal - BACC	1,242	4,174	(2,932)	(70%)
1006 - Farmers Market # 6739	97,935	104,771	(6,836)	(7%)
1025 - Merrill Lynch	119,536	114,766	4,770	4%
1030 - Petty Cash	55	0	55	100%
Total Checking/Savings	246,669	230,332	16,337	7%
Accounts Receivable				
1200 - Accounts Receivable	31,254	22,260	8,994	40%
Total Accounts Receivable	31,254	22,260	8,994	40%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	279,373	254,042	25,331	10%
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	(631)	986	(1,617)	(164%)
Total Other Assets	(631)	986	(1,617)	(164%)
TOTAL ASSETS	282,463	258,749	23,714	9%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	3,626	2,736	890	33%
2000 - Accounts Payable	31,374	10,333	21,041	204%
Total Accounts Payable	35,000	13,069	21,931	168%
Other Current Liabilities				
2100 - Payroll Liabilities	0	38	(38)	(100%)
Total Other Current Liabilities	0	38	(38)	(100%)
Total Current Liabilities	35,000	13,107	21,893	167%
Total Liabilities	35,000	13,107	21,893	167%
Equity				

Discover Pacific Beach
Balance Sheet
As of July 31, 2024

	Jul 31, 24	Jul 31, 23	\$ Change	% Change
1110 - Retained Earnings	216,929	210,193	6,736	3%
3000 - Opening Bal Equity	35,272	35,423	(151)	(0%)
Net Income	(4,739)	26	(4,765)	(18,327%)
Total Equity	247,462	245,642	1,820	1%
TOTAL LIABILITIES & EQUITY	282,462	258,749	23,713	9%

Discover Pacific Beach Profit & Loss July 2024

	Jul 24	Jul 23	Jul 24
Ordinary Income/Expense			
Income			
4430 - Clean and Safe Program			
Lord of the Wings	0	160	0
4430 - Clean and Safe Program - Other	1	0	1
Total 4430 - Clean and Safe Program	1	160	1
4115 - Beach Area Community Court	1,300	4,400	1,300
4220 - BID	12,229	10,875	12,229
4300 - Special Events			
4370 - Heart of PB Rest Walk	175	170	175
Total 4300 - Special Events	175	170	175
4320 - Beachfest			
Merchant Booth	775	600	775
Sponsors	4,215	3,500	4,215
Total 4320 - Beachfest	4,990	4,100	4,990
4400 - Other Income			
4470 - Miscellaneous Income	1,000	0	1,000
Total 4400 - Other Income	1,000	0	1,000
4410 - Banner District	0	1,100	0
4510 - Farmers Market	21,467	18,423	21,467
7010 - Interest Income	0	422	0
Total Income	41,162	39,650	41,162
Gross Profit	41,162	39,650	41,162
Expense			
6100 - Operating			
6105 - Auto Expense	250	250	250
6110 - Bank Fees-CC/LF/Service	823	798	823
6135 - Insurance-Liability	381	0	381
6156 - Training and Conferences	2,273	1,548	2,273
6160 - Office Supplies/Equip	203	598	203
6170 - Postage and Delivery	0	132	0
6175 - Printing and Reproduction	363	358	363
6180 - Rent	3,660	3,328	3,660
6185 - Telephone-Cell/Office	284	515	284
6190 - Utilities-GEW/Sanitation/Refuse	1,683	946	1,683
6195 - Payroll Expense			
Staff-Executive Director	8,458	8,251	8,458
Staff-Admin Support	5,508	10,536	5,508
Employer Tax	1,658	1,800	1,658
Processing Fee	95	25	95
Insurance-Health	950	950	950
Insurance-Work Comp	651	0	651
Total 6195 - Payroll Expense	17,320	21,562	17,320
6199 - Miscellaneous	0	626	0

Discover Pacific Beach Profit & Loss July 2024

	Jul 24	Jul 23	Jul 24
6205 · Accounting	1,350	975	1,350
6225 · Dues and Subscriptions	300	300	300
Total 6100 · Operating	28,890	31,936	28,890
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,100	31	6,100
6310 · Beach area community court	0	48	0
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	7,229	4,196	7,229
6315 · Farmers Market Expenses - Other	976	897	976
Total 6315 · Farmers Market Expenses	8,205	5,093	8,205
Total 6300 · Design & Improvements	14,305	5,172	14,305
6500 · Special Events Promotions			
6541 · Wild Rides Car Show	0	146	0
6510 · Beachfest			
Kids	1,750	1,600	1,750
Supplies and Misc.	348	0	348
Total 6510 · Beachfest	2,098	1,600	2,098
Total 6500 · Special Events Promotions	2,098	1,746	2,098
6600 · Outreach			
6220 · Contributions	0	300	0
6235 · Election	381	0	381
6505 · Advertising - Marketing	0	243	0
6650 · Newsletter	227	227	227
Total 6600 · Outreach	608	770	608
Total Expense	45,901	39,624	45,901
Net Ordinary Income	(4,739)	26	(4,739)
Net Income	(4,739)	26	(4,739)

Discover Pacific Beach A/R Aging Summary As of July 31, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Audeo Charter School					1,800	1,800
City of San Diego (Bid Reimb)	12,229					12,229
City of San Diego (SBE)					2,250	2,250
Diamond Parking - C		715	715		715	2,145
Ecology Center					3,008	3,008
Lightship	3,500					3,500
Ocean Park Inn					5,000	5,000
Patrick Smith					125	125
Randall's Sandals					125	125
Steve Cordigyan					415	415
Tavern At The Beach					450	450
The Hideout Bar & Grill					208	208
TOTAL	12,229	4,215	715		14,096	31,255

Discover Pacific Beach A/P Aging Summary As of July 31, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alliance Member Services	381	0	0	0	0	381
AT&T	0	167	166	0	0	333
BID Foundation	300	0	0	0	0	300
Chubb	0	651	0	0	0	651
City of San Diego- Water Dept	324	0	0	0	0	324
Da-Le Ranch	242	0	0	0	0	242
EDCO Disposal Corporation	1,359	0	0	0	0	1,359
Gorilla Service Industries	0	0	0	2,643	0	2,643
Herritage Family Farms	790	0	0	0	0	790
International Downtown Association	725	0	0	0	0	725
JR Organics	813	0	0	0	0	813
MP Family Farm	223	0	0	0	0	223
North Shore Printery	381	0	0	0	0	381
Platinum Event Rentals	0	0	0	0	3,484	3,484
R&L Farms	207	0	0	0	0	207
Rodney Kawano Farm	155	0	0	0	0	155
Safiros Sanitation	0	708	0	0	0	708
SG Bookkeeping Services, LLC	1,445	0	0	0	0	1,445
Shoreline Community Services	0	3,050	0	6,100	9,150	18,300
Smit Farms	488	0	0	0	0	488
The Rad Hatter	0	1,050	0	0	0	1,050
TOTAL	7,833	5,626	166	8,743	12,634	35,002