



BOARD OF DIRECTORS MEETING
April 1, 2025 * 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
x

4. **Political Representative’s Reports (10 minutes)** **Info Item**

District 1 – Cambria Head Mayor’s Office- Fatima Maciel County Supervisor – Meghan Elledge-LeVota Economic Development – Alex Southard	77 th Assembly District – Ross Tritt Senate District 38 – Aurora Livingston Northern Division – Tom Cairns
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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
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6. **President’s Report (3 minutes)** **Info Item**
a) Recap – Annual Dinner/Casino Night
b) Community Mixer – May 1st – Woodstock Pizza PB
c) Coast of PB Restaurant Walk – May 14th
d) "Dialogue in Divisive Times" Training – April 9

7. **Previous Board Meeting Minutes Approval: (3 mins)** **Action Item**
a) **Approval of the March 4, 2025 Meeting Minutes**

8. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of February 2025

9. **Committee Reports (30 mins)**
 - a) **Organization Committee** **Action Item**
 - Nomination of new board member to fill vacancy **Action Item**
 - i. Nomination of New Board member (s) to fill vacancies **Action Item**
 1. 2 Vacancies
 - **Office Lease and Relocation** **Action Item**
 - b) **Fundraising Committee** **Info Item**
 - Update
 - Next Meeting - Thursday, April 23, 2025 | 9AM
 - c) **Parking Advisory Board – update** **Info Item**
 - Community Parking Districts Advocacy
 - Next Meeting – April 09, 2025

10. **Shylah Hales** **Info Item**
a) **Activity – Board Member Outreach**

11. Adjourn

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Discover Pacific Beach
Balance Sheet
As of February 28, 2025

	Feb 28, 25	Feb 29, 24	\$ 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	(123,657)	(107,359)	(16,298)	(15%)
Total 1000 - Discover PB Operating (4991)	8,831	25,129	(16,298)	(65%)
1008 - Paypal	34	2,003	(1,969)	(98%)
1009 - Paypal - BACC	1,003	1,957	(954)	(49%)
1006 - Farmers Market # 6739	52,354	50,427	1,927	4%
1025 - Merrill Lynch	121,964	117,837	4,127	4%
1030 - Petty Cash	55	75	(20)	(27%)
Total Checking/Savings	184,241	197,428	(13,187)	(7%)
Accounts Receivable				
1200 - Accounts Receivable	46,690	38,219	8,471	22%
Total Accounts Receivable	46,690	38,219	8,471	22%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	232,381	237,097	(4,716)	(2%)
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	217	(830)	1,047	126%
Total Other Assets	217	(830)	1,047	126%
TOTAL ASSETS	236,319	239,988	(3,669)	(2%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	6,250	4,019	2,231	56%
2000 - Accounts Payable	17,467	27,373	(9,906)	(36%)
Total Accounts Payable	23,717	31,392	(7,675)	(24%)
Credit Cards				
US Bank	450	0	450	100%
Total Credit Cards	450	0	450	100%
Other Current Liabilities				
Deferred Income SBEP	0	603	(603)	(100%)
2100 - Payroll Liabilities	0	140	(140)	(100%)

Discover Pacific Beach
Balance Sheet
As of February 28, 2025

	Feb 28, 25	Feb 29, 24	\$ Change	% Change
Total Other Current Liabilities	0	743	(743)	(100%)
Total Current Liabilities	24,167	32,135	(7,968)	(25%)
Total Liabilities	24,167	32,135	(7,968)	(25%)
Equity				
1110 - Retained Earnings	223,783	210,193	13,590	6%
3000 - Opening Bal Equity	35,272	35,423	(151)	(0%)
Net Income	(46,903)	(37,763)	(9,140)	(24%)
Total Equity	212,152	207,853	4,299	2%
TOTAL LIABILITIES & EQUITY	236,319	239,988	(3,669)	(2%)

Discover Pacific Beach Profit & Loss February 2025

	Feb 25	Feb 24	Jul '24 - Feb 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	0	1,036
4110 · Grants	0	5,000	42,555
4115 · Beach Area Community Court	1,050	2,050	8,450
4120 · SBEP	0	18,251	38,467
4220 · BID	19,347	17,793	107,733
4250 · Parking District	1,051	0	10,031
4300 · Special Events			
4310 · Annual Dinner			
4313 · Ticket Sales	3,750	4,500	8,250
4310 · Annual Dinner - Other	0	1,250	300
Total 4310 · Annual Dinner	3,750	5,750	8,550
4335 · Coast Walk	35	0	35
4340 · Community Events	0	0	2,000
4370 · Heart of PB Rest Walk	0	0	7,771
4375 · Christmas on Crystal Pier	0	0	2,040
4376 · Holiday Parade	0	9,224	5,221
Total 4300 · Special Events	3,785	14,974	25,617
4320 · Beachfest			
Action Sports	0	0	2,500
Artist Booth	0	0	9,461
Beer Garden	0	0	14,182
Community Group	0	0	604
Concessions	0	0	158
Fish Taco Challenge	0	0	10,135
Food booth	0	0	8,576
Merchant Booth	0	0	3,080
Sponsors	6,350	3,750	39,116
Total 4320 · Beachfest	6,350	3,750	87,812
4400 · Other Income			
4460 · Merchandise	0	0	675
4470 · Miscellaneous Income	0	50	1,000
Total 4400 · Other Income	0	50	1,675
4410 · Banner District	0	0	(2,250)
4510 · Farmers Market	19,451	16,701	156,187
7010 · Interest Income	0	417	2,428
Total Income	51,034	78,986	479,741
Gross Profit	51,034	78,986	479,741
Expense			
6100 · Operating			
6105 · Auto Expense	250	250	2,000
6110 · Bank Fees-CC/LF/Service	529	644	5,622
6120 · Building Repairs / Maint	0	0	1,220

Discover Pacific Beach Profit & Loss February 2025

	Feb 25	Feb 24	Jul '24 - Feb 25
6135 · Insurance-Liability	0	270	7,600
6155 · Meals	0	0	1,529
6156 · Training and Conferences	507	540	3,475
6160 · Office Supplies/Equip	442	111	2,932
6175 · Printing and Reproduction	285	280	2,452
6180 · Rent	3,660	3,660	29,282
6182 · Tax-Business	0	0	180
6185 · Telephone-Cell/Office	285	370	2,292
6190 · Utilities-GEW/Sanitation/Refuse	1,359	1,201	15,677
6195 · Payroll Expense			
Staff-Executive Director	8,664	8,251	69,104
Staff-Admin Support	5,642	5,373	45,211
Employer Tax	2,162	1,664	14,535
Processing Fee	95	95	790
Insurance-Health	950	950	7,600
Insurance-Work Comp	1,487	1,171	2,138
6195 · Payroll Expense - Other	0	0	334
Total 6195 · Payroll Expense	19,000	17,504	139,712
6199 · Miscellaneous	0	0	59
6205 · Accounting	1,600	1,350	19,010
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	27,917	26,180	233,342
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	208
6323 · Clean and Safe Program - Other	6,100	6,100	39,650
Total 6323 · Clean and Safe Program	6,100	6,100	39,858
6305 · Banner	0	1,704	270
6310 · Beach area community court	0	10	594
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	7,921	7,055	62,230
6315 · Farmers Market Expenses - Other	3,264	1,420	17,535
Total 6315 · Farmers Market Expenses	11,185	8,475	79,765
6345 · Wages	1,677	0	3,572
Total 6300 · Design & Improvements	18,962	16,289	124,059
6500 · Special Events Promotions			
6210 · Annual Dinner	5,000	0	7,214
6515 · Coast Walk	185	0	185
6519 · Christmas on Crystal Pier	0	0	5,520
6520 · Holiday Parade	0	0	3,627
6540 · Heart Walk	0	0	3,854
6510 · Beachfest			
Beer Garden	0	0	2,371
City & County Fees	0	0	18,189

Discover Pacific Beach
Profit & Loss
February 2025

	Feb 25	Feb 24	Jul '24 - Feb 25
Entertainment	0	0	15,800
Equipment Rental	0	7,631	30,109
Kids	0	0	2,466
Marketing / Printing	0	0	10,861
Professional Orgainzers	0	0	19,416
Staging	0	0	29,279
Supplies and Misc.	67	91	4,006
T Shirts	0	0	5,821
Total 6510 · Beachfest	67	7,722	138,318
Total 6500 · Special Events Promotions	5,252	7,722	158,718
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	2,333
6505 · Advertising - Marketing	0	0	200
6551 · Mixers	0	0	1,250
6615 · Business Development	0	468	700
6650 · Newsletter	245	227	1,924
6651 · Marketing & Promotions	0	54	2,548
6600 · Outreach - Other	0	0	65
Total 6600 · Outreach	245	749	9,520
8010 · Contingency	0	0	1,008
Total Expense	52,376	50,940	526,647
Net Ordinary Income	(1,342)	28,046	(46,906)
Net Income	(1,342)	28,046	(46,906)

Discover Pacific Beach A/R Aging Summary As of February 28, 2025

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
City of San Diego	1,051	1,219	966	1,120		4,356
City of San Diego (Bid Reimb)			13,431			13,431
City of San Diego (SBE)					2,250	2,250
Diamond Parking - C		750			1,430	2,180
Ecology Center	4,256	3,668			3,008	10,932
Hideaway Pacific Beach					1,000	1,000
Irv's Burgers					500	500
Kaleo					2,500	2,500
Ocean Park Inn					5,000	5,000
Patrick Smith					125	125
Shore Club			1,500			1,500
Steve Cordigyan					415	415
The Duck Dive		1,500				1,500
Vavi Inc					1,000	1,000
TOTAL	5,307	7,137	15,897	1,120	17,228	46,689

Discover Pacific Beach A/P Aging Summary As of February 28, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	127	0	0	0	0	127
Casino Concepts	0	0	1,500	0	0	1,500
City Treasurer	0	0	4,732	0	0	4,732
CLC Lighting & Decor	0	0	0	2,788	0	2,788
Cykic Software, Inc.	0	0	0	0	508	508
Da-Le Ranch	249	0	0	0	0	249
EDCO Disposal Corporation	1,359	0	0	0	0	1,359
Herritage Family Farms	378	0	0	0	0	378
JR Organics	555	0	0	0	0	555
Moises Family Farm	836	773	0	0	0	1,609
North Shore Printery	145	1,735	275	798	20	2,973
Platinum Event Rentals	0	3,815	0	0	0	3,815
Rodney Kawano Farm	136	0	0	0	0	136
Safiros Sanitation	1,254	0	0	0	0	1,254
SG Bookkeeping Services, LLC	1,695	0	0	0	0	1,695
Smit Farms	38	0	0	0	0	38
TOTAL	6,772	6,323	6,507	3,586	528	23,716



BOARD OF DIRECTORS MEETING
March 4, 2025 * 1503 GARNET AVE
MINUTES

1. Introductions

David R., Annie C., Rebekah W., Ellen C., Shylah H., Jasmine Z., Dillon B., Krista M., Margy G., Randall E., Eric M., Jennifer N., Lisa G., Tim B., Art Z. & Vanessa B. Officer Cairns, Fatima M., Cambria H.

2. Public Comment/Non Agenda Announcements-

Eric M.: Leprechaun Run on March 15th at 9 a.m. on Garnet Ave.

3. Additions to Agenda (3 minutes)- None

Info Item

4. Political Representative's Reports (10 minutes)

Info Item

District 1 – Cambria Head: Council Office will be at the PB Tuesday Farmers Market on March 11th.

Budget discussions are still in progress.

Mayor's Office- Fatima Maciel:

- o Mayor Gloria Enacts Operational Efficiencies and Reductions to Save Taxpayer Dollars and Preserve City Services.
- o Mayor Gloria Sponsors State Bill to Streamline Encampment Abatement on CalTrans Property.
- o City of San Diego Invites Residents to Learn More About Proposed Trash and Recycling Services.
 - Monday, March 10 Pacific Highlands Ranch Library, 12911 Pacific Pl., 92130
 - Friday, April 4 Virtual meeting (English and Spanish) - 9 to 11 a.m.
- o SDPD, CRO Coastal- Thomas, Cairns: Available for questions.

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers' Market-Art Z.: We had a recent theft incident and rouge vendor. EBT is doing very well, we do an average of \$2,000 a week and an estimate of 45 to 50 transactions. Keeping my team busy.
- b) PB Woman's Club, Ellen: 130th Anniversary celebrations scheduled for Thursday, March 6th. We will have a proclamation presented at city council this week.
- c) PB Planning Group, Annie: We have two open seats, if you are interested, we invite you to reach out.

6. Presentation: Tillman Honor Run

Action Item

- a) ASU Alumni San Diego Chapter, Tim Belda (requesting letter of support)

Eric made motion to approve a letter of Support for the Tilman Run on April 5th, Lisa seconded the motion. Unanimous approval.

7. President's Report (3 minutes)

Info Item

- a) Recap – Discover PB + Beautiful PB Mixer
- b) Casino Night announcements
 - i. Tickets are still available
 - ii. We encourage everyone to vote for the Business 2024 Nominees in the following categories: Heart of PB, Best Design & Improvement and Best New Business.

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

- a) **Approval of the January 31, 2025 Meeting Minutes**

Action Item

Shylah made motion to approve the January 31, 2025 meeting minutes, Jennifer seconded the motion. Unanimous approval.

- b) **Approval of the February 4, 2025 Meeting Minutes**

Action Item

Rebekah made motion to approve the February 4, 2025 meeting minutes, Shyla seconded the motion. Unanimous approval.

9. Financial Report (3 mins)

Review and approve the financials of January 2025

Action Item

Jennifer made motion to approve the financials of January 2025, Shylah seconded the motion. Unanimous approval.

10. Committee Reports (30 mins)

a) Organization Committee

a. Nomination of new board member to fill vacancy- None

i. Nomination of New Board member (s) to fill vacancies

Action Item

1. 2 Vacancies

ii. Nomination of Shylah Hales as Secretary

Action Item

Margy made motion to nominate Shylah Hales as Secretary, Rebekah seconded the motion. Unanimous approval.

b. Board Member Engagement

Action Item

i. Give or Get Policy

Shylah made motion to approve Give or Get Policy requiring each board member to committee to donate a minimum \$1,000, Krista seconded the motion. Unanimous approval.

ii. Board Member Penalty Policy- No action taken at this time will have fundraising committee draft more detailed language.

c. Fitness Event 2026

Action Item

No action taken at this time.

No action was taken at this time.

b) Fundraising Committee

Info Item

a. Update: Looking into bringing a Carnival to Beachfest to bring more family friendly activities.

b. Next Meeting - Thursday, Mar 26, 2025 | 9AM

c) Parking Advisory Board – update

Info Item

a. Community Parking Districts Advocacy

i.

b. Next Meeting – March 11, 2025

11. Shylah Hales

Info Item

a) Activity – Board Member Outreach

Tabled for next meeting.

12. Adjourn 12:48p.m.

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