



BOARD OF DIRECTORS MEETING
March 4, 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
4. **Political Representative’s Reports (10 minutes)** **Info Item**
 District 1 – Cambria Head 77th Assembly District – Andres Geurts-Barreto
 Mayor’s Office- Fatima Maciel Senate District 39 –
 County Supervisor – Meghan Elledge-LeVota
 Economic Development – Alex Southard
5. **Community Partners Reports (3 mins each)** **Info Item**
 a) PB Tuesday Farmers’ Market d) PB Planning Group
 b) PB Town Council e) Beautiful PB
 c) PB Woman’s Club
6. **Presentation: Tillman Honor Run** **Action Item**
a) ASU Alumni San Diego Chapter, Tim Belda (requesting letter of support)
7. **President’s Report (3 minutes)** **Info Item**
a) Recap – Discover PB + Beautiful PB Mixer
b) Casino Night announcements
8. **Previous Board Meeting Minutes Approval: (3 mins)**
a) **Approval of the January 31, 2025 Meeting Minutes** **Action Item**
b) **Approval of the February 4, 2025 Meeting Minutes** **Action Item**
9. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of January 2025
10. **Committee Reports (30 mins)**
 - a) **Organization Committee**
 - a. 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
 - ii. Nomination of Shylah Hales as Secretary **Action Item**
 - b. **Board Member Engagement** **Action Item**
 - i. Give or Get Policy
 - ii. Board Member Penalty Policy
 - c. **Fitness Event 2026** **Action Item**
 - b) **Fundraising Committee** **Info Item**
 - a. Update
 - b. Next Meeting - Thursday, Mar 26, 2025 | 9AM
 - c) **Parking Advisory Board – update** **Info Item**
 - a. Community Parking Districts Advocacy

b. Next Meeting – March 11, 2025

11. Shylah Hales

Info Item

a) Activity – Board Member Outreach

12. 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.



March 4, 2025

Special Events and Filming
Civic Center Plaza
1200 Third Ave., Suite 1326
San Diego, CA 92101

Re: Support for Tillman Honor Run Permit Application

To Whom It May Concern,

On behalf of Discover Pacific Beach, a Business Improvement District that seeks to promote, revitalize, and connect the Pacific Beach community, I am writing to express our support for the Tillman Honor Run on Saturday, April 5, 2025, at 10:00 a.m. along the Pacific Beach Boardwalk. This 4.2-mile family-friendly run/walk, hosted with ASU Alumni Chapters, honors Pat Tillman's legacy and benefits the Pat Tillman Foundation, supporting military service members, veterans, and spouses.

With an expected attendance of 75-100, the event has minimal impact on the community, requiring no road closures or major setup. Participants will gather post-run at PB Shore Club, benefiting local businesses.

We encourage the City of San Diego to approve this permit and appreciate your consideration.

Sunny Lee
Discover Pacific Beach
Executive Director

Discover Pacific Beach Board Retreat
January 31, 2025
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109
(Agenda posted at Catamaran Catering Office)
9:00am-4:00pm
MINUTES

CALL TO ORDER: 9:20 a.m.

Board Meeting /Administrative:

1. 9:00 a.m. - Introductions/Ice Breaker (Engstrom) –

Randall, E, Eric, M., Shylah, H., Margy, G., Dave, R., Wilber L., Lisa G., Jennifer N., Dillon B., Amy, S.,
Krista M., Rebekah W.,
Staff: Sunny, L., Art, Z., Vanessa B.

2. 9:20 a.m. - Public Comment/Non Agenda Announcements

- SD Running Co.: Announced Pacific BeachFest 5k @ Beachfest and ½ Marathon will take place on Sunday.
- Mavericks: Announced new Rec. Rm. And will be converting parking into Sports Courts.

3. 9:30 a.m. - Board Member vacancy report

- Kayla S. recently resigned; we now have an open seat.
- The following Board Members are up for re-election
 - Margy, Jennifer, Carina, Christine, Rebekah

4. 9:35 a.m. - Presidential Report- Review of 2024 Goals and Accomplishments (Engstrom) *Info Item*

FY24 Goals/Accomplishments
2024 Business Nominations
2025 Volunteer Opportunities

5. 9:50 a.m. - Review FY 26 budget draft (Lee)

Info Item

- a) *How are we funded?*
- b) *FY26 Budget draft review and committee priorities*

10:10 a.m. - Break – 15 minutes

6. 10:25 a.m. - Presentation - City of San Diego Economic Development Department

Info Item

Alex Southard presented on the Brown Act rules.

7. 11:00 a.m. - Brainstorming Group Activity (45 Minutes)

- a. Monthly PB Activities

12:00 p.m. - Lunch at Oceana Coastal Kitchen

8. 1:30 p.m. - Review the Discover Pacific Beach Policies and Procedures Handbook - V. Bernal

Info Item

- a. *Non-Discrimination Policy*
- b. *Inclusivity & Equal Employment Opportunity Policy*
- c. *Media/Public Announcements Policy*
- d. *Privacy Policy Disclosure*
- e. *Conflict of Interest Policy*
- f. *Whistleblower Policy*
- g. **Grievance Process**

Board Members reviewed and signed Discover PB's Policies and Procedures and kept a copy of the handbook.

9. 1:45 a.m. - Review and amendments to bylaws *Action Item*

a. *Approve bylaw amendments*

Margy made motion to approve the bylaws, Eric seconded the motion. Unanimous approval.

10. 2:00 p.m. - Executive Director Report – Lee

a. Sunny's upcoming schedule – February 20, 2025 – April 1, 2025

b. Discover PB Priorities

i. MAD

ii. Parking Meters

iii. Events

iv. Community Engagement

v. Promote PB

11. 2:30 p.m. Approve FY 26 Budget for submission to the City of San Diego *Action Item*

Lisa made motion to approve the FY26 Budget, Shylah seconded the motion, unanimous approval

Committee Presentations

12. 2:45 p.m. - Parking Advisory Board - *Action Item*

a. *Update and Board Appointments*

Wilber made motion to approve Jennifer as the appointee to Parking Advisory Board, Rebekah seconded the motion, unanimous approval. Abstain: Jennifer

13. 2:55 p.m. - Events

a. *Review and approve 2024 Calendar of Events*

Action Item

i. *Annual Dinner (March), Coast (May) and Heart (Sept.) of PB Restaurant Walks, Pacific BeachFest (October), Christmas on Crystal Pier (Dec), PB Holiday Parade (Dec), and Shop Local Campaign (BINGO)(Holiday).*

Shylah made motion to approve the 2024 Calendar of Events, Randall seconded the motion. Unanimous approval

14. 3:05 p.m. - PB Special Events Committee

a. *Confirm appointments of members to PBSEC*

Action Item

Krista made motion to approve the confirmation of Dave as DPB representative at the PB Special Events Committee, Eric seconded the motion. Unanimous approval, Abstain: Dave

15. 3:15 p.m. - Wrap Up

16. 3:30 p.m. – Adjourn 3:35p.m.



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

Call to order: 12 p.m.

1. Introductions

Randall E., Lisa G., Margy G., Wilber L., Shylah H., Eric M., Dave R., Rebekah W., Krista M., Christine L., Jennifer N., Ellen C., Ian H., Joe T., Annie K., Tom C., Ben h., Fatima M., Marcella B., Scarlett W., Victoria M., Isabella G., Ross T., Sunny L., & Vanessa B.

2. Public Comment/Non Agenda Announcements – None

3. Additions to Agenda (3 minutes)- None

Info Item

Items will be added to a future agenda

4. Political Representative’s Reports (10 minutes)

Info Item

- o District 1 – Cambria Head: Budget and Governance- Comprehensive User, Discussing Fy16 Budget priority discussions.
 - Mayor’s Office- Fatima Maciel: Fire Safe is hosting a presentation in Caramel Valley Library on Feb 16th. Open to everyone.
 - Flood Safety notices have gone out to flood zones.
 - 2025 Genius Open on Feb 13-16th huge tournament on Torrey Pines.
- o 77th Assembly District – RossT.:
 - Introduced density bonus forms.
 - Wildfire Insurance meeting and disaster prepare as, live-streamed presentation,
 - Wildfire ready webinar- Feb. 21st at 12 p.m. at the PB Library.
 - Woman of Impact Awards- Sat. March 8th time to be determined.
- o SDPD Officer Tom Cairns: Open to questions, no report.

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers’ Market: Growing, come out today to support. Rearrangements will take place due to fire restrictions and new banners will be going up soon.
- b) PB Town Council: Board of Director Installation Dinner recently took place. Concert on the Greens and PAESAN are guaranteed. Board meeting scheduled for tomorrow.
- c) PB Woman’s Club, Ellen C: 130th Anniversary celebration on March 5th, High Tea Fundraiser scheduled for April focused on fundraising to offer High School Seniors scholarships. PB Library will be featuring the PBWC for woman’s month.
- d) PB Planning Group: 710 Beach Club concerns have been discussed. They have not replaced parking spaces and a handicap spot.
- e) Neighbors for a better CA, Marcela: Group has been created to advocate for responsible housing development that promotes sustainable growth and improves the quality of life for all CA.

6. Presentation: CicloSDias

Action Item

- a) San Diego Bicycle Coalition, Ian Hembree

Margy made motion to approve a letter of support for CicloSDias, Shylah seconded the motion. Unanimous approval.

7. Presentation: Leprechaun Run

Action Item

- a) SD Running Co, Eric Marenburg

Shyla made motion to approve a letter of support for Leprechaun Run, Dave seconded the motion. Unanimous approval. Abstain: Eric M.

8. PBMS Community Service Project

Action Item

- a) Scarlett Winter

Rebekah made motion to approve letter of support for the Community Service Project and for Discover PB to donate \$300 & get a PB plaque, Christine seconded motion. Unanimous approval

9. **Presentation: Support for Grocery Outlet’s Application for an ABC Type 21 Permit** **Action Item**

- a) Grocery Outlet, Ben Haddad and Joe Tanner

Dave made motion to approve a letter of support for Grocery Outlet, Jennifer seconded the motion. Unanimous approval.

10. **President’s Report (3 minutes)** **Info Item**

- a) Recap – Board Retreat
- b) 2025 Events Calendar approved at Board Retreat

11. **Previous Board Meeting Minutes Approval: (3 mins)** **Action Item**

- a) **Approval of the November 5, 2024 Meeting Minutes**

Dave made motion to approve the November 5, 2024 meeting minutes, Rebekah seconded the motion.

Unanimous approval. Abstain: Eric M.

12. **Financial Report (3 mins)** **Action Item**

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

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

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

Lisa made motion to approve the financial for October, November & December 2024, Shylah seconded the motion. Unanimous approval

13. **FY2024 Financial Review** **Action Item**

Dave approved the FY2024 Financial Review, Shylah seconded the motion. Unanimous approval

14. **Committee Reports (30 mins)**

a) **Organization Committee- No current nominees**

- a. Nomination of new board member to fill vacancy **Action Item**
 - i. Nomination of New Board member (s) to fill vacancies **Action Item**
 - 1. 1 Vacancy

b. **Approval of FY 2025 Authorized Signers** **Action Item**

- i. Board Chair/President – Randall Engstrom
- ii. Authorized to Sign Contracts – Randall Engstrom
- iii. Authorized to Sign Programmatic Reports and Scope Adjustments – Randall Engstrom
- iv. Authorized to Sign Reconciliations/Requests for Payment and Budget Adjustments – Lisa Gossmann & Randall Engstrom
- v. Authorized to sign checks/authorize payments – Lisa Gossmann, Randall Engstrom

Shylah made motion to approve FY2025 Authorized Signers listed approve, Eric seconded the motion.

Unanimous approval, Abstain: Lisa & Randall

b) **Fundraising Committee** **Info Item**

- a. Next Meeting - Thursday, February 26, 2025 | 9AM

c) **Parking Advisory Board – update** **Info Item**

- a. update
 - i. Parking Meter Rate Increase
 - ii. Community Parking Districts
- b. Next Meeting – Budget approval – February 11, 2025

15. **CEO REPORT- Lee** **Info Item**

- a) **Executive Director Updates**

16. **Adjourn: 1:12 p.m.**

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 January 31, 2025

	Jan 31, 25	Jan 31, 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	(118,899)	(120,593)	1,694	1%
Total 1000 · Discover PB Operating (4991)	13,589	11,895	1,694	14%
1008 · Paypal	294	1,837	(1,543)	(84%)
1009 · Paypal - BACC	744	1,815	(1,071)	(59%)
1006 · Farmers Market # 6739	48,045	80,139	(32,094)	(40%)
1025 · Merrill Lynch	121,964	117,419	4,545	4%
1030 · Petty Cash	55	75	(20)	(27%)
Total Checking/Savings	184,691	213,180	(28,489)	(13%)
Accounts Receivable				
1200 · Accounts Receivable	40,411	12,275	28,136	229%
Total Accounts Receivable	40,411	12,275	28,136	229%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	226,552	226,905	(353)	(0%)
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	418	(372)	790	212%
Total Other Assets	418	(372)	790	212%
TOTAL ASSETS	230,691	230,254	437	0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	1,241	4,997	(3,756)	(75%)
2000 · Accounts Payable	8,917	36,267	(27,350)	(75%)
Total Accounts Payable	10,158	41,264	(31,106)	(75%)
Credit Cards				
US Bank	143	167	(24)	(14%)
Total Credit Cards	143	167	(24)	(14%)
Other Current Liabilities				
Deferred Income SBEP	0	8,854	(8,854)	(100%)
2100 · Payroll Liabilities	0	161	(161)	(100%)
Total Other Current Liabilities	0	9,015	(9,015)	(100%)

Discover Pacific Beach
Balance Sheet
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	\$ Change	% Change
Total Current Liabilities	10,301	50,446	(40,145)	(80%)
Total Liabilities	10,301	50,446	(40,145)	(80%)
Equity				
1110 - Retained Earnings	223,783	210,193	13,590	6%
3000 - Opening Bal Equity	35,272	35,423	(151)	(0%)
Net Income	(38,665)	(65,808)	27,143	41%
Total Equity	220,390	179,808	40,582	23%
TOTAL LIABILITIES & EQUITY	230,691	230,254	437	0%

Discover Pacific Beach Profit & Loss January 2025

	Jan 25	Jan 24	Jul '24 - Jan 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	0	1,036
4110 · Grants	0	0	42,555
4115 · Beach Area Community Court	800	1,900	7,400
4120 · SBEP	18,749	8,251	38,467
4220 · BID	12,716	12,274	88,386
4250 · Parking District	1,219	0	9,268
4300 · Special Events			
4377 · Wild Rides	0	2,179	0
4310 · Annual Dinner			
4313 · Ticket Sales	4,500	1,875	4,500
4310 · Annual Dinner - Other	300	0	300
Total 4310 · Annual Dinner	4,800	1,875	4,800
4340 · Community Events	0	0	2,000
4370 · Heart of PB Rest Walk	0	0	7,771
4375 · Christmas on Crystal Pier	2,000	1,800	2,040
4376 · Holiday Parade	68	0	5,221
Total 4300 · Special Events	6,868	5,854	21,832
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	0	0	32,766
Total 4320 · Beachfest	0	0	81,462
4400 · Other Income			
4460 · Merchandise	0	0	675
4470 · Miscellaneous Income	0	0	1,000
4400 · Other Income - Other	0	550	0
Total 4400 · Other Income	0	550	1,675
4410 · Banner District	(1,800)	1,800	(2,250)
4510 · Farmers Market	15,758	19,040	134,115
7010 · Interest Income	0	474	2,428
Total Income	54,310	50,143	426,374
Gross Profit	54,310	50,143	426,374
Expense			
6100 · Operating			
6105 · Auto Expense	250	250	1,750
6110 · Bank Fees-CC/LF/Service	565	685	5,093
6120 · Building Repairs / Maint	0	0	1,220
6135 · Insurance-Liability	0	(1,982)	7,600

Discover Pacific Beach Profit & Loss January 2025

	Jan 25	Jan 24	Jul '24 - Jan 25
6155 · Meals	607	8	1,529
6156 · Training and Conferences	695	0	2,968
6160 · Office Supplies/Equip	218	658	2,106
6175 · Printing and Reproduction	237	276	2,167
6180 · Rent	3,660	0	25,622
6182 · Tax-Business	0	30	180
6185 · Telephone-Cell/Office	295	276	2,007
6190 · Utilities-GEW/Sanitation/Refuse	1,359	1,201	14,318
6195 · Payroll Expense			
Staff-Executive Director	8,664	8,251	60,441
Staff-Admin Support	5,642	5,373	39,569
Employer Tax	2,122	1,994	12,373
Processing Fee	95	95	695
Insurance-Health	950	950	6,650
Insurance-Work Comp	0	0	651
6195 · Payroll Expense - Other	0	0	334
Total 6195 · Payroll Expense	17,473	16,663	120,713
6199 · Miscellaneous	0	0	59
6205 · Accounting	8,370	8,650	17,410
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	33,729	26,715	205,042
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	208
6323 · Clean and Safe Program - Other	0	6,100	33,550
Total 6323 · Clean and Safe Program	0	6,100	33,758
6305 · Banner	0	815	270
6310 · Beach area community court	0	0	86
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	6,920	6,880	54,309
6315 · Farmers Market Expenses - Other	2,369	2,430	14,251
Total 6315 · Farmers Market Expenses	9,289	9,310	68,560
6345 · Wages	295	0	1,895
Total 6300 · Design & Improvements	9,584	16,225	104,569
6500 · Special Events Promotions			
6210 · Annual Dinner	2,000	1,500	2,214
6519 · Christmas on Crystal Pier	0	0	1,934
6520 · Holiday Parade	23	9,078	3,627
6540 · Heart Walk	0	0	3,854
6510 · Beachfest			
Beer Garden	0	0	2,371
City & County Fees	7,801	0	13,457
Entertainment	0	0	15,800
Equipment Rental	8,057	0	30,109
Kids	0	0	2,466
Marketing / Printing	0	0	10,861

Discover Pacific Beach Profit & Loss January 2025

	Jan 25	Jan 24	Jul '24 - Jan 25
Professional Orgainzers	0	0	19,416
Staging	0	0	29,279
Supplies and Misc.	0	0	3,939
T Shirts	0	0	5,821
Total 6510 · Beachfest	15,858	0	133,519
Total 6500 · Special Events Promotions	17,881	10,578	145,148
6600 · Outreach			
6220 · Contributions	0	280	500
6235 · Election	0	0	2,333
6505 · Advertising - Marketing	0	0	200
6551 · Mixers	0	0	1,250
6615 · Business Development	700	0	700
6650 · Newsletter	490	227	1,679
6651 · Marketing & Promotions	2,508	0	2,548
6600 · Outreach - Other	0	0	65
Total 6600 · Outreach	3,698	507	9,275
8010 · Contingency	0	0	1,008
Total Expense	64,892	54,025	465,042
Net Ordinary Income	(10,582)	(3,882)	(38,668)
Net Income	(10,582)	(3,882)	(38,668)

Discover Pacific Beach A/R Aging Summary As of January 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of San Diego	1,219		966	1,408		3,593
City of San Diego (Bid Reimb)			13,431			13,431
City of San Diego (SBE)					2,250	2,250
Diamond Parking - C					1,430	1,430
Ecology Center			1,659		3,008	4,667
Fish Shop		1,500				1,500
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
Vavi Inc					2,500	2,500
TOTAL	1,219	3,000	16,056	1,408	18,728	40,411

Discover Pacific Beach A/P Aging Summary As of January 31, 2025

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
AT&T	0	127	0	0	0	127
Casino Concepts	0	1,500	0	0	0	1,500
Da-Le Ranch	379	0	0	0	0	379
EDCO Disposal Corporation	1,359	0	0	0	0	1,359
Herritage Family Farms	191	0	0	0	0	191
JR Organics	512	0	0	0	0	512
Platinum Event Rentals	3,815	0	0	0	0	3,815
SG Bookkeeping Services, LLC	2,115	0	0	0	0	2,115
Smit Farms	159	0	0	0	0	159
TOTAL	8,530	1,627	0	0	0	10,157

7:04 AM
02/20/25
Accrual Basis

Discover Pacific Beach
Profit & Loss by Class
January 2025

	Jan 25	Jul '24 - Jan 25
Ordinary Income/Expense		
Income		
4250 · Parking District	1,219.06	9,268.13
Total Income	1,219.06	9,268.13
Gross Profit	1,219.06	9,268.13
Expense		
6100 · Operating		
6135 · Insurance-Liability	0.00	1,000.00
6160 · Office Supplies/Equip	0.00	179.88
6175 · Printing and Reproduction	41.00	382.00
6180 · Rent	250.00	1,750.00
6185 · Telephone-Cell/Office	295.18	797.45
6195 · Payroll Expense		
Staff-Executive Director	384.00	2,688.00
Insurance-Work Comp	0.00	400.00
Total 6195 · Payroll Expense	384.00	3,088.00
6205 · Accounting	166.00	1,162.00
Total 6100 · Operating	1,136.18	8,359.33
6600 · Outreach		
6650 · Newsletter	83.00	498.00
Total 6600 · Outreach	83.00	498.00
Total Expense	1,219.18	8,857.33
Net Ordinary Income	(0.12)	410.80
Net Income	(0.12)	410.80

7:28 AM

02/20/25

Accrual Basis

**Discover Pacific Beach
Profit & Loss by Class
January 2025**

	Parking	BID	SBEP	Farmers Market	Beach Area Com...
Ordinary Income/Expense					
Income					
4115 · Beach Area Community Court	0	0	0	0	800
4120 · SBEP	0	0	18,749	0	0
4220 · BID	0	12,716	0	0	0
4250 · Parking District	1,219	0	0	0	0
4300 · Special Events					
4310 · Annual Dinner					
4313 · Ticket Sales	0	0	0	0	0
4310 · Annual Dinner - Other	0	0	0	0	0
Total 4310 · Annual Dinner	0	0	0	0	0
4375 · Christmas on Crystal Pier	0	0	0	0	0
4376 · Holiday Parade	0	0	0	0	0
Total 4300 · Special Events	0	0	0	0	0
4410 · Banner District	0	0	0	0	0
4510 · Farmers Market	0	0	0	15,758	0
Total Income	1,219	12,716	18,749	15,758	800
Gross Profit	1,219	12,716	18,749	15,758	800
Expense					
6100 · Operating					
6105 · Auto Expense	0	0	0	0	0
6110 · Bank Fees-CC/LF/Service	0	0	0	491	56
6155 · Meals	0	0	0	0	0
6156 · Training and Conferences	0	0	695	0	0
6160 · Office Supplies/Equip	0	203	0	0	0
6175 · Printing and Reproduction	41	196	0	0	0
6180 · Rent	250	3,410	0	0	0
6185 · Telephone-Cell/Office	295	0	0	0	0
6190 · Utilities-GEW/Sanitation/Refuse	0	1,359	0	0	0
6195 · Payroll Expense					
Staff-Executive Director	384	0	8,280	0	0
Staff-Admin Support	0	5,642	0	0	0
Employer Tax	0	550	810	704	0
Processing Fee	0	95	0	0	0
Insurance-Health	0	0	0	0	0
Total 6195 · Payroll Expense	384	6,287	9,090	704	0
6205 · Accounting	166	5,204	3,000	0	0
Total 6100 · Operating	1,136	16,659	12,785	1,195	56

7:28 AM

02/20/25

Accrual Basis

Discover Pacific Beach
Profit & Loss by Class
January 2025

	Parking	BID	SBEP	Farmers Market	Beach Area Com...
6300 · Design & Improvements					
6315 · Farmers Market Expenses					
6315-01 · FM - Wages	0	0	0	6,920	0
6315 · Farmers Market Expenses - Other	0	0	0	2,369	0
Total 6315 · Farmers Market Expenses	0	0	0	9,289	0
6345 · Wages	0	0	0	0	105
Total 6300 · Design & Improvements	0	0	0	9,289	105
6500 · Special Events Promotions					
6210 · Annual Dinner	0	0	0	0	0
6520 · Holiday Parade	0	0	0	0	0
6510 · Beachfest					
City & County Fees	0	0	7,801	0	0
Equipment Rental	0	0	0	0	0
Total 6510 · Beachfest	0	0	7,801	0	0
Total 6500 · Special Events Promotions	0	0	7,801	0	0
6600 · Outreach					
6615 · Business Development	0	0	0	0	0
6650 · Newsletter	83	0	0	0	0
6651 · Marketing & Promotions	0	0	0	0	0
Total 6600 · Outreach	83	0	0	0	0
Total Expense	1,219	16,659	20,585	10,484	161
Net Ordinary Income	(0)	(3,943)	(1,836)	5,274	639
Net Income	(0)	(3,943)	(1,836)	5,274	639

7:28 AM

02/20/25

Accrual Basis

**Discover Pacific Beach
Profit & Loss by Class
January 2025**

	Beachfest	Special Events	Other	TOTAL
Ordinary Income/Expense				
Income				
4115 · Beach Area Community Court	0	0	0	800
4120 · SBEP	0	0	0	18,749
4220 · BID	0	0	0	12,716
4250 · Parking District	0	0	0	1,219
4300 · Special Events				
4310 · Annual Dinner				
4313 · Ticket Sales	0	4,500	0	4,500
4310 · Annual Dinner - Other	0	300	0	300
Total 4310 · Annual Dinner	0	4,800	0	4,800
4375 · Christmas on Crystal Pier	0	2,000	0	2,000
4376 · Holiday Parade	0	68	0	68
Total 4300 · Special Events	0	6,868	0	6,868
4410 · Banner District	0	(1,800)	0	(1,800)
4510 · Farmers Market	0	0	0	15,758
Total Income	0	5,068	0	54,310
Gross Profit	0	5,068	0	54,310
Expense				
6100 · Operating				
6105 · Auto Expense	0	0	250	250
6110 · Bank Fees-CC/LF/Service	0	6	12	565
6155 · Meals	0	0	607	607
6156 · Training and Conferences	0	0	0	695
6160 · Office Supplies/Equip	0	0	15	218
6175 · Printing and Reproduction	0	0	0	237
6180 · Rent	0	0	0	3,660
6185 · Telephone-Cell/Office	0	0	0	295
6190 · Utilities-GEW/Sanitation/Refuse	0	0	0	1,359
6195 · Payroll Expense				
Staff-Executive Director	0	0	0	8,664
Staff-Admin Support	0	0	0	5,642
Employer Tax	0	0	58	2,122
Processing Fee	0	0	0	95
Insurance-Health	0	0	950	950
Total 6195 · Payroll Expense	0	0	1,008	17,473
6205 · Accounting	0	0	0	8,370
Total 6100 · Operating	0	6	1,892	33,729

7:28 AM

02/20/25

Accrual Basis

Discover Pacific Beach
Profit & Loss by Class
January 2025

	Beachfest	Special Events	Other	TOTAL
6300 · Design & Improvements				
6315 · Farmers Market Expenses				
6315-01 · FM - Wages	0	0	0	6,920
6315 · Farmers Market Expenses - Other	0	0	0	2,369
Total 6315 · Farmers Market Expenses	0	0	0	9,289
6345 · Wages	0	190	0	295
Total 6300 · Design & Improvements	0	190	0	9,584
6500 · Special Events Promotions				
6210 · Annual Dinner	0	2,000	0	2,000
6520 · Holiday Parade	0	23	0	23
6510 · Beachfest				
City & County Fees	0	0	0	7,801
Equipment Rental	8,057	0	0	8,057
Total 6510 · Beachfest	8,057	0	0	15,857
Total 6500 · Special Events Promotions	8,057	2,023	0	17,880
6600 · Outreach				
6615 · Business Development	0	0	700	700
6650 · Newsletter	0	0	407	490
6651 · Marketing & Promotions	0	2,508	0	2,508
Total 6600 · Outreach	0	2,508	1,107	3,698
Total Expense	8,057	4,727	2,999	64,890
Net Ordinary Income	(8,057)	341	(2,999)	(10,581)
Net Income	(8,057)	341	(2,999)	(10,581)