



BOARD OF DIRECTORS MEETING
May 6, 2025 *Broken Yolk Café – 1851 Garnet Avenue
12:00 p.m.
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
Mayor’s Office- Fatima Maciel
County Supervisor – Meghan Elledge-LeVota
Economic Development – Alex Southard
77th Assembly District – Ross Tritt
Senate District 38 – Aurora Livingston
Northern Division – Tom Cairns
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. **Presentation: PB Car Show – Charlie Nieto, PB Town Council** **Action Item**
7. **Presentation: PB Arts Center – Katie Matchett, Beautiful PB** **Action Item**
8. **President’s Report (3 minutes)** **Info Item**
 - a) Community Mixer – May 1st – Woodstock Pizza PB – recap
 - b) Coast of PB Restaurant Walk – May 14th
9. **Executive Director Report (3 minutes)** **Action Item**
 - a) Employee Review Season
 - b) SBEP Advocacy – BID Alliance (Letter attached)
10. **Approval of the April 1, 2025 Meeting Minutes** **Action Item**
11. **Financial Report (3 mins)** **TABLED**
Review and approve the financials of March 2025
12. **Committee Reports (30 mins)**
 - a) **Organization Committee**
 - Nomination of new board member to fill vacancy **Action Item**
 - i. Nomination of New Board member (s) to fill vacancies
 1. 2 Vacancies (2 years)
 - ii. Nomination of officer positions **Action Item**
 1. Vice President
 2. Secretary
 - Office Lease and Relocation **Action Item**
 - i. Enter into an agreement with Infinity Investment Systems to act as our broker
 - b) **Fundraising Committee** **Info Item**
 - Update

- Next Meeting - Thursday, May 28, 2025 | 9AM

c) **Parking Advisory Board – update**

Info Item

- Parking District Advocacy
- Bike Everywhere Day – May 15, 2025
- Next Meeting – May 13, 2025

d) **BeachFest**

- Sponsorship Update - \$5,000 raised – Thank you Diamond Parking

13. **Shylah Hales**

Info Item

a) **Activity – Board Member Outreach Pt. 2**

14. **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.



BOARD OF DIRECTORS MEETING
April 1, 2025 * 1503 GARNET AVE
MINUTES

1. Introductions

Sign in: Margy G., Shylah H., Rebekah W., Steve M., Wilber L., Krista M., Jennifer N., Dillon B., Annie K., Dave r., Randall E., Alex S., Eric M., Dustdin G., Jay G.,
Staff: Sunny L., & Vanessa B.

2. Public Comment/Non Agenda Announcements

Steve M.: Truly Nolen Pest Control Termites has over 300 offices worldwide. Our largest customers in San Diego are SD Padres and Snap Dragon Stadium. We are a reliable company offering pest control services.
Jay G.: Nice Neighbors encourages you to sign up to support STR Compliance, you can visit us as niceneighbor.com to learn more and sign.

3. Additions to Agenda (3 minutes)

Info Item

None

4. Political Representative's Reports (10 minutes)

Info Item

Economic Development – Alex Southard: We are in the middle of the BID Budgets, first hearing will be on April 14th at committee and 2nd hearing at full council will be on May 12 or 13th for approval. The EDD is integrating with Cultural Arts Department.

District 1 – Cambria Head: Will be at the next at the PB Tuesday Farmers's Market on April 8th to answer any questions. Mission Bay Drive was recently paved. Proposed fee increase for Trash will be coming to council on April 14th, I will be leaving pamphlets with more information behind.

Mayor's Office- Fatima Maciel:

- April 15th the Mayor will be releasing the preliminary budget release.
- Fanuel Park donors have come forward for a temporary play structure. If you would like to contribute, please feel free to reach out.
- Bonus ADU reforms will be discussed at Ad hoc committee, it will later be going to the Planning Committee. **City of San Diego 'Hotel Room Tax' to Increase Starting May 1, 2025**
- Starting May 1, 2025, the City of San Diego will increase the transient occupancy tax (TOT) — approved by voters as Measure C in 2020 — bringing in additional revenue for street repair, addressing homelessness, and improving the San Diego Convention Center.
- By increasing the TOT, the City expects to generate approximately \$82 million in fiscal year 2026.

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers' Market: The Market is growing, and you will now see new signage bringing more visibility and awareness of our operating hours. Art recently attended the West Coast Urban Forum to learn more about business improvement districts and network with other BID's from across CA. He also hosted the In-Tents Conference by San Diego Market Pros attendees.
- b) PB Planning Group: Anne K. Working on a Street Eatery Study. Water Bar presented, interested in extending their rooftop. In the process of reviewing stop sign study, looking at the most dangerous intersections. Feel free to reach out to add more to our list.

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 Ticket are now on sale online at PB Tuesday Farmers' Market
- d) "Dialogue in Divisive Times" Training – April 9

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

- a) **Approval of the March 4, 2025 Meeting Minutes**

Action Item

Jennifer made motion to approve the March 4, 2025 meeting minutes, Shylah seconded the motion, abstain: Wilber, Unanimous approval.

8. Financial Report (3 mins)

Review and approve the financials of February 2025

Action Item

Shylah made motion to approve the financials of February 2025, Eric seconded the motion, unanimous approval

9. Committee Reports (30 mins)

a) Organization Committee **No Actions Taken**

- Nomination of new board member to fill vacancy
 - i. Nomination of New Board member (s) to fill vacancies
 - 1. 2 Vacancies

Action Item

Action Item

- **Office Lease and Relocation**

Action Item

Rebekah made motion to move by April 30th at a temporary space not to exceed \$5,000 on moving costs, Krista seconded the motion. Unanimous approval

b) Fundraising Committee

Info Item

- Update: BeachFest focused on family friendly activations, looking into incorporating rides. A focus on doing activations with schools. Looking into having Grocery Outlet be a potential featured sponsor to coordinate with their grand opening. Our priority focus for all needs to be to drive sponsorships.
- Next Meeting - Thursday, April 23, 2025 | 9AM

c) Parking Advisory Board – update

Info Item

- Community Parking Districts Advocacy

PB Pathways looking into updating their way finding signage. An artist proposed using murals as a proposal to include wayfinding at a much lower price. The Board requested parking meter and other specific studies from Mobility Dpt. All parking districts came together to form a future alliance to advocate collectively for Parking Districts.

- Next Meeting – April 09, 2025

10. Shylah Hales

Info Item

a) Activity – Board Member Outreach

How are we talking about Discover PB as a regular way of life?

Why are we here?

Where do we want to see Discover PB in a year?

11. Adjourn 1:01pm

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May 6, 2025

Council President Joe LaCava
Councilmember, District 1
City of San Diego
Delivered via email

Subject: Small Business Enhancement Program (SBEP) FY2026 Allocation

Honorable Council President LaCava,

We recognize the City's ongoing challenges in addressing every aspect of the budget this year. As you and your colleagues weigh on difficult decisions for Fiscal Year 2026, we appreciate your leadership and commitment to protecting programs that support our economic foundation. Among these, we urge you not to overlook the urgent and essential need to fund the Small Business Enhancement Program (SBEP).

Small businesses across San Diego are in crisis. Since the start of 2025, we've seen an alarming number of closures, driven by inflation, high interest rates, and unpredictable consumer trends. Entrepreneurs are struggling to keep their doors open amid shrinking access to capital and rising costs. In this climate, the SBEP is one of the only City-backed tools available to help businesses stabilize, adapt, and grow.

The Pacific Beach Development Corp (Discover Pacific Beach), representing 1,474 businesses and over 7,290 jobs in your district, strongly urges you to prioritize full funding for the SBEP in line with Council Policy 900-15. This program is more than a funding line—it's a lifeline for the backbone of our economy.

SBEP works. It delivers storefront improvement programs, offsets costly City fees, and provides access to business planning, marketing, and crisis support services. It funds nonprofit partners and Business Improvement Districts (BIDs) like ours, who serve as boots-on-the-ground economic development staff in neighborhoods throughout the city.

These services drive foot traffic, generate tax revenue, create jobs, and ensure our neighborhood remains vibrant and safe. The businesses we support contribute directly to San Diego's sales tax and Transient Occupancy Tax (TOT), which replenish the City's General Fund and support essential services.

Small businesses make up more than 90% of all businesses in San Diego and employ over half of our workforce. Every dollar invested in their success multiplies across our

economy—through job creation, increased consumer spending, and neighborhood revitalization. When we support small business, we're investing in San Diego's fiscal health, resilience, and future.

Equally vital is the role of BIDs in shaping our community's identity. From street fairs to multicultural markets and clean-and-safe programs, BID-led events and services create the distinct local experiences that define San Diego as a tourist destination. Each BID serves a different neighborhood with programming tailored to its culture, needs, and character.

We are aware of the Independent Budget Analyst's recent review of the Mayor's proposed FY2026 budget and remain concerned about the potential decrease in Economic Development funding through SBEP. That's why we emphasize the urgency of this request—not just for Pacific Beach, but for all the of the City working to preserve our small business fabric.

Our businesses—and our ability to serve as your on-the-ground economic development partners—depend on this support. Please help ensure we have the resources to continue creating jobs, drawing tourism, and enhancing the quality of life in our city's neighborhoods.

Thank you for your consideration and for your ongoing commitment to San Diego's small business community.

Your Partner,

Sunny Lee

Executive Director – Discover Pacific Beach

President – San Diego Business Improvement District Alliance

cc:

Vicky Joes, Chief of Staff

Brian Elliott, Director of Policy

Cambria Head, District 1 Staff

Kohta Zaiser, City Council Affairs Advisor, Office of the Mayor

Christina Bibler, Director of Economic Development