



**BOARD OF DIRECTORS MEETING**  
**July 1, 2025 \*Woodstock Pizza – 1221 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)**

Items will be added to a future agenda

**Info Item**

**4. Political Representative's Reports (10 minutes)**

District 1 – Cambria Head  
Mayor's Office- Fatima Maciel  
County Supervisor – Meghan Elledge-LeVota  
Economic Development – Alex Southard

77<sup>th</sup> Assembly District – Ross Tritt  
Senate District 38 – Aurora Livingston  
Northern Division – Tom Cairns

**Info Item**

**5. Community Partners Reports (3 mins each)**

- a) PB Tuesday Farmers' Market
- b) PB Town Council
- c) PB Woman's Club

- d) PB Planning Group
- e) Beautiful PB

**Info Item**

**6. President's Report (3 minutes)**

- a) Community Mixer – August 14th – Mavericks Beach Club
- b) Heart of PB Restaurant Walk – September 10<sup>th</sup>

**Info Item**

**7. Executive Director Report (3 minutes)**

- a) SBEP Advocacy – Update
- b) PB Arts District Proposal
- c) Grants update – approval to apply for County CEP and NRP grants

**Action Item**

**8. Approval of the June 3, 2025 Meeting Minutes**

**Tabled**

**9. Approval of the June 3, 2025 Meeting Minutes - Closed Session**

**Tabled**

**10. Financial Report (3 mins)**

*Review and approve the financials of April 2025*

**Action Item**

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

**a) Organization Committee**

- Associate Member Policy
- Recap of Executive Director Performance Matrix and Priorities
- Board Elections
  - i. Election Timeline
    - 1. August 1 - Legal Notice
    - 2. August 25 – Petitions/Nominations must be received
    - 3. September 2 – Board meeting to confirm nominations/ballot
    - 4. September 5 – Ballots submitted to printer/mailing house
    - 5. October 6 – mail ballots received
    - 6. October 21 – Annual Meeting
- Method of Election – In Person or Mail in Ballot

**Action Item**

**Info Item**

**Action Item**

**Action Item**

- i. Bylaws state – The board of directors may determine, each August, whether elections are to be conducted using a written ballot by delegates or at the Annual meeting of delegates and directors.

- Nomination of new board member to fill vacancy

**Action Item**

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

- 1. 3 Vacancies (2 years) – to be filled

**b) Fundraising Committee**

**Info Item**

- Next Meeting - Thursday, July 23, 2025 | 9AM

**c) Parking Advisory Board – update**

**Info Item**

- Parking District Advocacy
- Next Meeting – July 8, 2025

**d) BeachFest**

- Budget Update
- Sponsorship Update - \$21,000 confirmed – Thank you Diamond Parking and the Taylor Family
- Entertainment Line up – Update

**12. Vice President: Shylah Hales**

**Info Item**

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

**13. 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.

# Discover Pacific Beach

## Balance Sheet

As of April 30, 2025

	Apr 30, 25	Apr 30, 24	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
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	(94,926)	(109,486)	14,560	13%
<b>Total 1000 · Discover PB Operating (4991)</b>	<b>37,562</b>	<b>23,002</b>	<b>14,560</b>	<b>63%</b>
1008 · Paypal	4,348	3,510	838	24%
1009 · Paypal - BACC	478	2,101	(1,623)	(77%)
1006 · Farmers Market # 6739	30,308	54,311	(24,003)	(44%)
1025 · Merrill Lynch	122,979	118,712	4,267	4%
1030 · Petty Cash	55	75	(20)	(27%)
<b>Total Checking/Savings</b>	<b>195,730</b>	<b>201,711</b>	<b>(5,981)</b>	<b>(3%)</b>
<b>Accounts Receivable</b>				
1200 · Accounts Receivable	16,174	37,456	(21,282)	(57%)
<b>Total Accounts Receivable</b>	<b>16,174</b>	<b>37,456</b>	<b>(21,282)</b>	<b>(57%)</b>
<b>Other Current Assets</b>				
Deposit - Rent	3,100	1,450	1,650	114%
<b>Total Other Current Assets</b>	<b>3,100</b>	<b>1,450</b>	<b>1,650</b>	<b>114%</b>
<b>Total Current Assets</b>	<b>215,004</b>	<b>240,617</b>	<b>(25,613)</b>	<b>(11%)</b>
<b>Fixed Assets</b>				
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%
<b>Total Fixed Assets</b>	<b>3,721</b>	<b>3,721</b>	<b>0</b>	<b>0%</b>
<b>Other Assets</b>				
Clearing Account	63	1,579	(1,516)	(96%)
<b>Total Other Assets</b>	<b>63</b>	<b>1,579</b>	<b>(1,516)</b>	<b>(96%)</b>
<b>TOTAL ASSETS</b>	<b>218,788</b>	<b>245,917</b>	<b>(27,129)</b>	<b>(11%)</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2020 · AP Farmers Market	2,934	12,929	(9,995)	(77%)
2000 · Accounts Payable	13,570	18,892	(5,322)	(28%)
<b>Total Accounts Payable</b>	<b>16,504</b>	<b>31,821</b>	<b>(15,317)</b>	<b>(48%)</b>
<b>Credit Cards</b>				
US Bank	(450)	(291)	(159)	(55%)
<b>Total Credit Cards</b>	<b>(450)</b>	<b>(291)</b>	<b>(159)</b>	<b>(55%)</b>
<b>Other Current Liabilities</b>				
Payroll Payable	(625)	0	(625)	(100%)
<b>Total Other Current Liabilities</b>	<b>(625)</b>	<b>0</b>	<b>(625)</b>	<b>(100%)</b>

Discover Pacific Beach  
**Balance Sheet**  
As of April 30, 2025

	Apr 30, 25	Apr 30, 24	\$ Change	% Change
Total Current Liabilities	15,429	31,530	(16,101)	(51%)
Total Liabilities	15,429	31,530	(16,101)	(51%)
Equity				
1110 · Retained Earnings	223,783	210,193	13,590	6%
3000 · Opening Bal Equity	35,272	35,423	(151)	(0%)
Net Income	(55,696)	(31,228)	(24,468)	(78%)
Total Equity	203,359	214,388	(11,029)	(5%)
TOTAL LIABILITIES & EQUITY	218,788	245,918	(27,130)	(11%)

# Discover Pacific Beach

## Profit & Loss

April 2025

	Apr 25	Apr 24	Jul '24 - Apr 25
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4430 · Clean and Safe Program	0	0	1,106
4110 · Grants	15,220	0	57,775
4115 · Beach Area Community Court	500	2,200	10,200
4120 · SBEP	0	205	36,217
4220 · BID	14,055	14,083	136,760
4250 · Parking District	1,051	0	12,876
4300 · Special Events			
4377 · Wild Rides	0	0	(415)
4310 · Annual Dinner			
4312 · Raffle	0	1,860	1,422
4313 · Ticket Sales	0	1,500	14,975
4310 · Annual Dinner - Other	0	0	300
Total 4310 · Annual Dinner	0	3,360	16,697
4335 · Coast Walk	1,915	0	2,420
4340 · Community Events	0	0	2,000
4370 · Heart of PB Rest Walk	0	3,105	7,771
4375 · Christmas on Crystal Pier	0	0	2,040
4376 · Holiday Parade	0	0	5,221
Total 4300 · Special Events	1,915	6,465	35,734
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
Consessions	0	0	158
Fish Taco Challenge	0	0	10,135
Food booth	0	0	8,576
Merchant Booth	0	0	3,080
Sponsors	0	1,715	35,366
Total 4320 · Beachfest	0	1,715	84,062
4400 · Other Income			
4460 · Merchandise	0	0	675
4470 · Miscellaneous Income	0	0	1,000
4486 · Mixers Business	0	5	0
Total 4400 · Other Income	0	5	1,675
4410 · Banner District	0	0	(2,250)
4510 · Farmers Market	28,729	24,030	202,429
7010 · Interest Income	0	471	3,443
<b>Total Income</b>	<b>61,470</b>	<b>49,174</b>	<b>580,027</b>
<b>Gross Profit</b>	<b>61,470</b>	<b>49,174</b>	<b>580,027</b>
<b>Expense</b>			
6100 · Operating			

# Discover Pacific Beach

## Profit & Loss

### April 2025

	Apr 25	Apr 24	Jul '24 - Apr 25
6105 · Auto Expense	250	250	2,500
6110 · Bank Fees-CC/LF/Service	734	928	7,153
6120 · Building Repairs / Maint	918	0	2,138
6135 · Insurance-Liability	0	0	7,600
6155 · Meals	317	107	1,846
6156 · Training and Conferences	1,500	0	4,975
6160 · Office Supplies/Equip	678	133	3,761
6170 · Postage and Delivery	10	0	10
6175 · Printing and Reproduction	286	283	3,058
6180 · Rent	4,588	3,660	37,530
6182 · Tax-Business	0	0	280
6185 · Telephone-Cell/Office	603	307	3,180
6190 · Utilities-GEW/Sanitation/Refuse	0	1,201	25,282
6195 · Payroll Expense			
Staff-Executive Director	8,664	8,251	86,432
Staff-Admin Support	6,293	5,373	58,502
Employer Tax	3,431	1,576	20,213
Processing Fee	95	95	980
Insurance-Health	950	950	9,500
Insurance-Work Comp	0	0	2,138
Total 6195 · Payroll Expense	19,433	16,245	177,765
6199 · Miscellaneous	0	0	205
6205 · Accounting	1,600	1,275	22,130
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	30,917	24,389	299,713
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	51,850
Total 6323 · Clean and Safe Program	6,100	6,100	52,058
6305 · Banner	0	0	270
6310 · Beach area community court	0	0	594
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	7,166	6,841	77,154
6315 · Farmers Market Expenses - Other	2,895	9,916	24,102
Total 6315 · Farmers Market Expenses	10,061	16,757	101,256
6345 · Wages	743	0	3,644
Total 6300 · Design & Improvements	16,904	22,857	157,822
6500 · Special Events Promotions			
6210 · Annual Dinner	0	7,601	13,712
6515 · Coast Walk	1,377	540	1,562
6519 · Christmas on Crystal Pier	0	0	5,520
6520 · Holiday Parade	0	0	3,627
6540 · Heart Walk	0	0	3,854

# Discover Pacific Beach

## Profit & Loss

April 2025

	Apr 25	Apr 24	Jul '24 - Apr 25
<b>6510 · Beachfest</b>			
Beer Garden	0	0	2,371
City & County Fees	0	0	18,189
Entertainment	0	0	15,800
Equipment Rental	0	0	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.	0	0	4,006
T Shirts	0	0	5,821
<b>Total 6510 · Beachfest</b>	<b>0</b>	<b>0</b>	<b>138,318</b>
<b>Total 6500 · Special Events Promotions</b>	<b>1,377</b>	<b>8,141</b>	<b>166,593</b>
<b>6600 · Outreach</b>			
6220 · Contributions	0	0	500
6235 · Election	0	0	2,333
6505 · Advertising - Marketing	0	0	695
6551 · Mixers	0	0	1,333
6615 · Business Development	0	0	700
6650 · Newsletter	245	227	2,414
6651 · Marketing & Promotions	0	0	2,548
6600 · Outreach - Other	0	0	65
<b>Total 6600 · Outreach</b>	<b>245</b>	<b>227</b>	<b>10,588</b>
<b>8010 · Contingency</b>	<b>0</b>	<b>0</b>	<b>1,008</b>
<b>Total Expense</b>	<b>49,443</b>	<b>55,614</b>	<b>635,724</b>
<b>Net Ordinary Income</b>	<b>12,027</b>	<b>(6,440)</b>	<b>(55,697)</b>
<b>Net Income</b>	<b>12,027</b>	<b>(6,440)</b>	<b>(55,697)</b>



Discover Pacific Beach  
**A/R Aging Summary**  
As of April 30, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of San Diego	1,051	1,793				2,844
Ecology Center	4,906			7,924		12,830
Irv's Burgers					500	500
TOTAL	5,957	1,793		7,924	500	16,174

**Discover Pacific Beach**  
**A/P Aging Summary**  
**As of April 30, 2025**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>AT&amp;T</b>	126	168	0	0	0	294
<b>City Treasurer</b>	0	570	0	0	146	716
<b>National Conflict Resolution Center</b>	0	1,500	0	0	0	1,500
<b>Nestle Pure Life</b>	0	20	0	0	0	20
<b>North Shore Printery</b>	0	352	444	0	0	796
<b>Platinum Event Rentals</b>	0	0	0	3,815	0	3,815
<b>Safiros Sanitation</b>	1,568	0	0	0	0	1,568
<b>SG Bookkeeping Services, LLC</b>	1,695	0	0	0	0	1,695
<b>Shoreline Community Services</b>	0	6,100	0	0	0	6,100
<b>TOTAL</b>	<b>3,389</b>	<b>8,710</b>	<b>444</b>	<b>3,815</b>	<b>146</b>	<b>16,504</b>

## Discover Pacific Beach Associate Membership Policy

### Overview:

The Associate Membership program with Discover Pacific Beach is designed for businesses that want to be actively involved in the community while benefiting from exclusive resources and visibility. This membership tier is open to all businesses located in or serving the Pacific Beach area.

### Membership Benefits:

Associate Members enjoy full access to Discover PB benefits, including:

- Eligibility to run for a seat on the Discover PB Board of Directors
- Participation in Discover PB promotional campaigns
- Unlimited newsletter mentions
- Invitations to mixers, workshops, and member-only events
- Inclusion in the PB Merchants Area at Pacific BeachFest
- Opportunities to engage in local improvement projects
- Featured spotlights on social media
- Business listing in the online member directory
- Advocacy, safety updates, and community alerts

### Board Participation:

Associate Members may run for election to the Discover PB Board of Directors. If elected, they will serve a full term equal in length and responsibility to that of regular Board Members.

### Annual Dues:

Membership dues are based on business size and are billed annually:

- Businesses with **10 or fewer employees**: \$250/year
- Businesses with **more than 10 employees**: \$500/year

### How to Join:

Interested businesses can apply for Associate Membership through the Discover PB office or website. Membership is activated upon payment of dues and remains valid for one calendar year.

### Contact Us:

For questions or to get started, please contact:

**Sunny Lee**

Executive Director

Discover Pacific Beach

[sunny@pacificbeach.org](mailto:sunny@pacificbeach.org) | 858-273-3303 | [pacificbeach.org](http://pacificbeach.org)

**Discover Pacific Beach**  
**Business Improvement District**  
1503 Garnet Ave,  
San Diego, California  
92109



August 1, 2025

To: Pacific Beach Business Improvement Businesses and Associate Supporters

From: Rebekah Winn, Secretary

RE: Nomination for 2025-2026 Elections to the Discover Pacific Beach Board of Directors and Annual Meeting

The Pacific Beach Community Development Corporation d.b.a. Discover Pacific Beach (DPB) is holding its annual election for the members of its Board of Directors. Representatives of businesses in the Pacific Beach Business District are eligible for election to the Board\*. Board membership requires attending at least one Board meeting and one committee meeting per month. Board training is provided to all Board members.

Nominations are being solicited for **five (5) of the fifteen (15)** board member positions. Each director serves a three-year term. An interested person may be nominated by:

- 1) The DPB Nomination Committee; or
- 2) Submitting a petition signed by 20 businesses nominating him or her. A copy of the petition is available by request – email [sunny@pacificbeach.org](mailto:sunny@pacificbeach.org) for more information. Petitions can be submitted to the DPB office at 1001 Garnet Avenue Suite 200, Pacific Beach, CA 92109 (by appointment only). Petitions must be received by **August 25, 2025 at 5pm**; or
- 3) Submitting a letter to DPB expressing his or her interest in becoming a board member. Letters can be submitted to the DPB Office. Letters expressing interest must be received by **August 25, 2025 at 5pm**; and
- 4) Attending the DPB Board of Directors meeting at 12 noon on Tuesday, **September 2, 2025**, and announcing his or her interest in becoming a candidate. The Board of Directors meets at the DPB Offices.

At the September Board of Directors meeting, the Board will formally accept nominations from interested parties once the Board has confirmed eligibility. The Board of Directors will also review the list of business and rental property license holders to confirm their representative's eligibility to be voting delegates for the election. Discover Pacific Beach will mail written ballots to all Pacific Beach Business Improvement District businesses and eligible Associate Supporters. Ballots must be received or postmarked by October 6, 2025, to be counted. Members may also vote in person at the Annual Meeting. Only one person per business tax certificate may cast a vote.

Discover Pacific Beach's Annual Meeting shall be held on **October 21th 2025** at 5:00pm at The Catamaran Resort and Spa.

DPB works towards the economic revitalization of Pacific Beach. You can learn more about our programs and accomplishments in our 2024-2025 annual report and at our annual dinner.

Very truly yours,

Rebekah Winn, Secretary