



BOARD OF DIRECTORS MEETING
August 5, 2025 - Woodstock's 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)** **Info Item**
Items will be added to a future agenda
4. **Political Representative's Reports (10 minutes)** **Info Item**

District 1 – Cambria Head	77 th Assembly District – Ross Tritt
Mayor's Office- Fatima Maciel	Senate District 38 – Aurora Livingston
County Supervisor – Meghan Elledge-LeVota	Northern Division – Tom Cairns
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. **President's Report (3 minutes)** **Info Item**

a) Community Mixer – August 14th – Mavericks Beach Club	
b) Heart of PB Restaurant Walk – September 10 th	
7. **Executive Director Report (3 minutes)** **Action Item**

a) PB Arts Center Update	
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8. **Approval of the June 3, 2025 Meeting Minutes** **Action Item**
9. **Approval of the June 3, 2025 Meeting Minutes** - Closed Session **Action Item**
10. **Approval of the July 1, 2025 Meeting Minutes** **Action Item**
11. **Financial Report (3 mins)**
Review and approve the financials of May 2025 **Action Item**
12. **Committee Reports (30 mins)**
 - a) **Organization Committee** **Action Item**
 - Associate Member Policy **Info Item**
 - Recap of Executive Director Performance Matrix and Priorities **Info Item**
 - Board Elections – Update **Info Item**
 - Nomination of new board member to fill vacancy **Tabled**
 - i. Nomination of New Board member (s) to fill vacancies
 1. 3 Vacancies (2 years) – to be filled
 - b) **Fundraising Committee** **Info Item**
 - Update
 - Next Meeting - Thursday, August 27, 2025 | 9AM
 - c) **Parking Advisory Board – update** **Info Item**
 - Parking District Budget Update
 - Next Meeting – August 12, 2025

d) **BeachFest**

- Budget Update
- Sponsorship Update - \$40,500 confirmed
Thank you!
 - Taylor Family
 - AirBnB
 - Diamond Parking
 - Duck Dive
 - Filippi's Pizza Grotto
 - And More...
- Entertainment Line up – Update

13. **Vice President: Shylah Hales**

Info Item

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

14. **Adjourn**

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BOARD OF DIRECTORS MEETING
June 3, 2025 *Woodstock Pizza – 1221 Garnet Avenue
12:00 p.m.
MINUTES

Call to Order:

12:03p.m.

1. Introductions

Sign in: Randal E., Margy G., Rebekah W., Krista M., Jennifer N., Shylah H., Wilber L., Eric M., David R., Cambria H., Fatima M., Mai N., Alex S., Karl J., Sunny L. & Vanessa B.

2. Public Comment/Non Agenda Announcements

Mavericks Beach Club is now available for pickleball, futsal, and basketball.

- a) The property, previously underutilized, has been converted to include two futsal courts, basketball courts, and a super bench.
- b) This marks a significant week for the facility.

3. Additions to Agenda (3 minutes) None Info Item

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

District 1 – Cambria Head

1. Budget and Trash Vote:

- All approvals and decisions are scheduled for July.
- Trash vote to take place on Monday, June 9th.
- The outcome and opposition details will be known post-vote.

○ SBEP Budget:

- Council voted to accept SBEP.
- Deadline for public letters has passed; final memos are being released.
- Members can still send comments to the office; instructions will be provided.

Mayor's Office- Fatima Maciel

1. Parking Policy:

- Dynamic parking changes will be implemented for certain city dates.
- Rollout will not occur immediately; further updates pending.

○ ADU (Accessory Dwelling Unit) Scheme:

- Ongoing issues with implementation; further updates expected, especially around June 15th.

○ Public Safety:

- Police department continues to focus on safety in operations.

○ Sanctuary City Status:

- Uncertainty regarding the city's current sanctuary status; no clear council decision reported.

○ Parking Regulations:

- Local regulations must comply with state law, especially in sensitive zones.
- No local override possible for certain parking requirements.
- Recent meter increases were passed; funding implications to be confirmed.

○ S-PET Opposition:

- A letter of opposition was submitted but the measure passed.

Northern Division – Tom Cairns

July 4th Staffing:

- Officers will be on 12-hour shifts, doubling the usual presence.
- Memorial Weekend:
 - 147,838 out-of-call sites reported, with most issues at the beach.
- RV and Homeless Enforcement:
 - Neighborhood policing is ongoing; H barracks have opened but parking issues persist.
 - Enforcement is limited; warnings and flyers are being issued.
 - Residents encouraged to use the "Get It Done" app to report issues.
 - Concerns raised about the accuracy of the city's homeless count (reported as 3,200–3,300), with allegations of manipulation prior to official counts.

Economic Development – Alex Southard

- Minimum Wage Inquiry:
 - Questions raised about minimum wage for hotel jobs and union status of positions.
 - No detailed response recorded.

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers' Market
- Farmers Market and Market Match Program
 - The market match program grant was fully funded for the year.
 - Program matches \$10 in EBT with \$10 in market dollars.
 - Funding covers staff time, materials (banners, signs), and conference attendance for further learning.
 - Conference location is near San Francisco.
- Beautiful PB and Arts District Proposal
 - Discussion on integrating the beautiful PB proposal with parking and arts district initiatives.

6. President's Report (3 minutes)

Info Item

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

7. Executive Director Report (3 minutes)

Action Item

- a) Small Business Advisory Board
- b) SBEP Advocacy – Update
- c) Letters of advocacy for SBEP have been sent; further public comment instructions will be provided for upcoming meetings.
- d) PB Arts District Proposal
 - Discover PB is considering submitting a proposal to operate the PB Arts Center in partnership with Beautiful PB and YMCA.

Shylah made motion to approve the creation of a PB Arts District Proposal, Rebekah seconded the motion, unanimous approval.

8. Approval of the May 6, 2025 Meeting Minutes

Action Item

Shylah made motion to approve the May 6, 2025 Meeting Minutes, Rebekah seconded the motion. Unanimous approval.

9. Financial Report (3 mins)

Review and approve the financials of March 2025

Action Item

Shylah made motion to approve the financials of March 2025, Dave seconded the motion. Unanimous approval.

10. **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. 3 Vacancies (2 years) – to be filled
 - 2. 2 Vacancies (End of Term) – Hold for elections
 - ii. Nomination of officer positions **Action Item**
 - 1. Secretary
 - 2. Treasurer

Shylah made motion to approve Rebekah as Secretary and Krista as Treasurer, Eric seconded the motion. Unanimous approval.

b) **Fundraising Committee**

Info Item

- Committee Priorities and format for submitting new ideas
- New Process: All new fundraising ideas must be submitted as a fleshed-out proposal, preferably in PowerPoint format.
 - i. Assistance is available from Sunny or other board/committee members to help prepare proposals.
 - ii. Proposals are submitted to Sunny to be added to the fundraising committee agenda, which then makes recommendations to the board for approval.
- Fundraising Event Ideas and Planning
- Discussion of six mini monthly events after summer, including:
 - i. Ice cream passport
 - ii. Mini market
 - iii. Goal: Even \$1,000 per month from these events would contribute meaningfully to the budget and community engagement.
- Mission: Activities should drive people into local businesses, aligning with the organization's mission.
- Example: Suggestion to use pickleball courts for fundraising, with event fees supporting the organization.
- Next Meeting - Thursday, June 28, 2025 | 9AM

c) **Parking Advisory Board – update**

Info Item

- Parking District Advocacy

Emergency Meeting and Advocacy

- An emergency meeting was held (on the 14th) to draft an advocacy letter opposing changes to Council Policy 100-18.
- Key Issue: The parking district was supposed to receive an advance of \$250,000, which was diverted elsewhere. No administrative funds were received.
- Some parking districts are being denied reimbursement for previously approved projects, e.g., Gaslamp's \$200,000 promenade project.

Financial Transparency and Budgeting Concerns

- Lack of transparency from the city regarding meter revenue and budget allocations.
 - i. The city provides only estimated budgets (e.g., \$50,000), not actual revenue figures.
 - ii. Administrative expenses are capped at 15% of project budgets, which is insufficient for smaller districts (e.g., \$5,500 for a \$50,000 budget).
 - iii. New requirements mandate detailed project planning a year in advance.

Community Response and Legal Actions

- Community parking districts are frustrated and feel the city is trying to take control away from local boards.

- There is a collective effort to continue advocating for local control.
- The county grand jury is conducting a full accounting of parking district funds, which may provide additional transparency.
- Ongoing lawsuits and public records requests are being pursued to obtain financial data.
- Bike Everywhere Day – Recap
- Next Meeting – June 10, 2025

d) BeachFest

- Budget Update
- Title sponsor secured: \$50,000 from the Taylor family in honor of Earl and Birdie Taylor.
- Additional \$1,000 sponsorship from Diamond Parking, bringing their total to \$6,000.
- Current confirmed sponsorship total: \$21,000.
- Budget updates:
 - i. 2024 actuals and 2025 budget have been updated.
 - ii. \$40,000 projected for sponsors in 2025, with a goal to secure an additional \$20,000 from new sponsors.
- Sponsorship Update - \$20,000 confirmed – Thank you Diamond Parking and the Taylor Family
- Layout and activities update

Event Enhancements and Marketing

- New, modernized event map and updated logos for the Beach Fest, fish taco contest, and beer garden (“Oasis at Pacific Beach Fest”).
- Plans to enhance the beer garden with lounge-style décor, DJs, and improved signage.
- Beer prices will be reduced from \$10 to \$7, with only canned cocktails and beer served for simplicity.
- A new marketing campaign and social media activation are planned, including partnership with a radio station.

Revenue Strategies and Partnerships

Fish taco contest ticket price will be raised to \$5

11. Vice President: Shylah Hales

Info Item

a) Activity – Board Member Outreach Pt. 2

12. Adjourn 1:10 p.m.

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BOARD OF DIRECTORS MEETING
CLOSED SESSION
June 3, 2025 1:00 p.m. * Woodstock's Pizza 1221 Garnet Ave
AGENDA

1. **Called to Order: 1:05 p.m.**
2. **Present:**
Randall E., Margy G., Rebekah W., Krista M., Jennifer N., Shylah H., Wilber L., Eric M., David R., S. Lee.
3. **Public Comment/Non Agenda Announcements**
NA
4. **Executive Director Review** **Action Item**
Motion to approve salary increase for the Executive Director made my E. Marenburg. Seconded by D. Rodger.
Motion passed unanimously.
5. **Adjourned: 2:11 p.m.**

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BOARD OF DIRECTORS MEETING

July 1, 2025 *Woodstock Pizza – 1221 Garnet Avenue

12:00 p.m.

MINUTES

1. Call to Order: 12:07pm

2. **Introductions**

Sign in: DAVID R., TODD B., RANDALL E., SHYLAH H., JENNIFER N., MARGY G., WILBER L., ALEX S., KRISTA M., ERIC M.

STAFF: SUNNY L., & VANESSA BERNAL

3. **Public Comment/Non Agenda Announcements**

A member of the public, Russell, a San Diego native who works at Breakpoint, proposed creating a new sobriety-focused community festival in PB. He noted the deterioration of events since the pandemic and recalled the former "PB Block Party," which was lost due to alcohol law changes. The event would aim to celebrate local businesses, entrepreneurs, and youth, moving away from the alcohol-centric model of the former "PB Block Party"

4. **Additions to Agenda (3 minutes)**

Info Item

The board will add an item to the next meeting's agenda to discuss sending a formal letter to the City of San Diego's Special Events department.

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

Info Item

- District 1 – Cambria Head: Cambria, a political representative, will be available to answer resident questions at the farmer's market next Tuesday, July 8th, 2025, from 2 to 7 PM.
 - She will be accompanied by summer interns and encouraged residents to reach out with questions, even if immediate answers are not available.
- Mayor's Office- Fatima Maciel : A bill has passed the state senate and is now in the transportation committee to streamline the process for addressing homeless encampments on CalTrans property. This is an issue across the state, not only in San Diego.
 - The H barracks facility is now open and has been operating since last year, providing outreach and educational opportunities. However, it was noted that the facility is "half of what it was" but has "overtaken so much that people can't visit." While they are moving during the day, the issue persists because they are legally not "camped" there.
- Northern Division – Tom Cairns: The San Diego Police Department (NPD) will assign one or two officers to overnight shifts to address issues related to the Vehicle Habitation Ordinance (VHO). Officers will give flyers and direct individuals to available spots, though often there are none.
 - Officers will issue citations for oversized vehicles that are immobile, such as those with four flat tires, which cannot be moved or cycled.

Economic Development – Alex Southard: SBEP was approved for 700,000 partially funded from previous years.

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

Info Item

- a) PB Tuesday Farmers' Market: A new lemonade vendor is starting today, July 1st, which Art was excited about. The vendor squeezes fresh fruit on-site and shakes it up in a machine. The market is now pushing
- b) PB Art Center: There was an update last week regarding the PB Art Center. Beautiful PB has received the keys to the old YMCA building by the middle school and will be renovating that space to create an art center.

7. President's Report (3 minutes)

Info Item

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

8. Executive Director Report (3 minutes)

Action Item

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

Shylah approved to apply for County CEP and NRP grants, Krista seconded the motion. Unanimous approval.

9. Approval of the June 3, 2025 Meeting Minutes

Tabled

10. Approval of the June 3, 2025 Meeting Minutes

- Closed Session

Tabled

11. Financial Report (3 mins)

Review and approve the financials of April 2025

Action Item

Shylah made motion to approve financials for April 2025, Krista seconded the motion. Unanimous approval.

12. Committee Reports (30 mins)

a) Organization Committee

- Associate Member Policy **Action Item**
 - i. The board unanimously voted to change this year's election from a mail-in ballot to an in-person method.
- Recap of Executive Director Performance Matrix and Priorities **Info Item**
- Board Elections **Action Item**
 - 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**
 - 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.

Krista made motion to approve Associate Member Policy, Board Election Timeline and In Person elections, Margy seconded the motion. Unanimous approval

- 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

Eric made a motion to appoint Todd as a new board member; Shylah seconded the motion. Unanimous approval.

b) Fundraising Committee

Info Item

Previous meeting was cancelled. Members were strongly encouraged to attend, as it is an important meeting for networking and will include updates on Beach Fest and sponsorships.

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

c) Parking Advisory Board – update

Info Item

- Parking District Advocacy

The final draft of the budget was submitted yesterday, and it is hoped that this will be the last round of revisions.

- 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
 - i. The headliner will be the B-side Players, a 10-piece Hispanic reggae band, with a fee of \$5,000. Negotiations are ongoing regarding their performance rider and other extras. They are ready for the date.
 - ii. Other confirmed acts include a DJ (early in the morning), the 80s band Rock of Ages (also in the morning), and a local band called Fishing for Chips (for the afternoon, right before the headliners). Their fees range from \$500 to \$2,000.
 - iii. There is one more main stage space available. Sunny is also considering a psychedelic dance group that performed at Lightning in a Bottle, who are asking for a \$3,000 fee.

13. Vice President: Shylah Hales

Info Item

a) Activity – Board Member Outreach Pt. 2

14. Adjourn 1:11p.m.

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Discover Pacific Beach

Balance Sheet

As of May 31, 2025

	May 31, 25	May 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	(110,668)	(67,735)	(42,933)	(63%)
Total 1000 · Discover PB Operating (4991)	21,820	64,753	(42,933)	(66%)
1008 · Paypal	8,831	9,026	(195)	(2%)
1009 · Paypal - BACC	1,385	2,866	(1,481)	(52%)
1006 · Farmers Market # 6739	49,379	62,666	(13,287)	(21%)
1025 · Merrill Lynch	123,660	119,144	4,516	4%
1030 · Petty Cash	55	75	(20)	(27%)
Total Checking/Savings	205,130	258,530	(53,400)	(21%)
Accounts Receivable				
1200 · Accounts Receivable	23,239	23,058	181	1%
Total Accounts Receivable	23,239	23,058	181	1%
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	230,019	283,038	(53,019)	(19%)
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	362	(762)	1,124	148%
Total Other Assets	362	(762)	1,124	148%
TOTAL ASSETS	234,102	285,997	(51,895)	(18%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	6,595	4,863	1,732	36%
2000 · Accounts Payable	34,133	27,366	6,767	25%
Total Accounts Payable	40,728	32,229	8,499	26%
Credit Cards				
US Bank	494	609	(115)	(19%)
Total Credit Cards	494	609	(115)	(19%)
Total Current Liabilities	41,222	32,838	8,384	26%
Total Liabilities	41,222	32,838	8,384	26%
Equity				

Discover Pacific Beach
Balance Sheet
As of May 31, 2025

	May 31, 25	May 31, 24	\$ Change	% Change
1110 · Retained Earnings	223,783	210,193	13,590	6%
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	(66,174)	7,694	(73,868)	(960%)
Total Equity	192,881	253,159	(60,278)	(24%)
TOTAL LIABILITIES & EQUITY	234,103	285,997	(51,894)	(18%)

Discover Pacific Beach

Profit & Loss

May 2025

	May 25	May 24	Jul '24 - May 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	0	1,106
4110 · Grants	0	25,000	57,775
4115 · Beach Area Community Court	1,450	3,000	11,650
4120 · SBEP	0	0	36,217
4220 · BID	11,506	12,436	152,821
4250 · Parking District	1,469	0	14,344
4300 · Special Events			
4377 · Wild Rides	0	0	(415)
4310 · Annual Dinner			
4312 · Raffle	0	0	1,422
4313 · Ticket Sales	0	0	14,975
4310 · Annual Dinner - Other	0	0	300
Total 4310 · Annual Dinner	0	0	16,697
4335 · Coast Walk	10,165	11,940	12,810
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	0	5,221
Total 4300 · Special Events	10,165	11,940	46,124
4320 · Beachfest			
Action Sports	0	0	2,500
Artist Booth	0	0	9,461
Beer Garden	0	0	14,182
Community Group	75	0	679
Consessions	0	0	158
Fish Taco Challenge	0	0	10,135
Food booth	400	0	8,976
Kids	91	0	91
Merchant Booth	0	0	3,080
Sponsors	0	15,715	35,366
Total 4320 · Beachfest	566	15,715	84,628
4400 · Other Income			
4440 · Membership Dues(Banks)	1,200	0	1,200
4460 · Merchandise	0	0	675
4470 · Miscellaneous Income	0	4	1,000
Total 4400 · Other Income	1,200	4	2,875
4410 · Banner District	0	0	(2,250)
4510 · Farmers Market	25,089	20,198	224,911
7010 · Interest Income	341	432	4,124
Total Income	51,786	88,725	634,325
Gross Profit	51,786	88,725	634,325
Expense			

Discover Pacific Beach

Profit & Loss

May 2025

	May 25	May 24	Jul '24 - May 25
6100 · Operating			
6105 · Auto Expense	250	250	2,750
6110 · Bank Fees-CC/LF/Service	991	1,003	8,150
6120 · Building Repairs / Maint	0	0	2,138
6135 · Insurance-Liability	0	1,311	7,600
6155 · Meals	68	9	1,996
6156 · Training and Conferences	0	0	4,975
6160 · Office Supplies/Equip	1,142	1,405	4,903
6170 · Postage and Delivery	0	0	10
6175 · Printing and Reproduction	285	310	3,343
6180 · Rent	1,500	3,660	39,030
6182 · Tax-Business	(30)	0	250
6185 · Telephone-Cell/Office	426	273	3,606
6190 · Utilities-GEW/Sanitation/Refuse	1,359	1,201	28,000
6195 · Payroll Expense			
Staff-Executive Director	8,664	8,251	95,096
Staff-Admin Support	6,461	5,373	64,963
Employer Tax	1,973	1,600	22,118
Processing Fee	95	95	1,075
Insurance-Health	950	950	10,450
Insurance-Work Comp	0	0	2,138
Total 6195 · Payroll Expense	18,143	16,269	195,840
6199 · Miscellaneous	0	40	205
6205 · Accounting	1,600	1,238	23,730
6225 · Dues and Subscriptions	268	0	568
Total 6100 · Operating	26,002	26,969	327,094
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	208
6323 · Clean and Safe Program - Other	12,200	6,100	64,050
Total 6323 · Clean and Safe Program	12,200	6,100	64,258
6305 · Banner	0	0	270
6310 · Beach area community court	0	0	594
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,061	6,879	85,388
6315 · Farmers Market Expenses - Other	1,337	1,061	25,708
Total 6315 · Farmers Market Expenses	9,398	7,940	111,096
6345 · Wages	729	0	4,373
Total 6300 · Design & Improvements	22,327	14,040	180,591
6500 · Special Events Promotions			
6210 · Annual Dinner	0	0	14,231
6515 · Coast Walk	331	1,377	2,393
6519 · Christmas on Crystal Pier	0	0	5,520
6520 · Holiday Parade	0	756	16,385

Discover Pacific Beach

Profit & Loss

May 2025

	May 25	May 24	Jul '24 - May 25
6540 · Heart Walk	0	0	3,854
6510 · Beachfest			
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	748	10,861
Professional Orgainzers	0	5,285	19,416
Staging	0	0	29,279
Supplies and Misc.	0	370	4,050
T Shirts	0	0	5,821
Total 6510 · Beachfest	0	6,403	138,362
Total 6500 · Special Events Promotions	331	8,536	180,745
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	2,333
6505 · Advertising - Marketing	67	0	762
6551 · Mixers	0	0	1,333
6615 · Business Development	0	0	700
6650 · Newsletter	245	227	2,659
6651 · Marketing & Promotions	162	32	2,710
6600 · Outreach - Other	0	0	65
Total 6600 · Outreach	474	259	11,062
8010 · Contingency	0	0	1,008
Total Expense	49,134	49,804	700,500
Net Ordinary Income	2,652	38,921	(66,175)
Net Income	2,652	38,921	(66,175)

Tips for updating QuickBooks L

You can export a report, change certain format

QuickBooks will update and keep these changes

- 1 Renamed report titles
- 2 Font, Fill, and Number formatting
(in row & column headers only)
- 3 Resized columns
- 4 Renamed column & row headers
- 5 Inserted rows & columns
You must enter text or a formula in the row to preserve it.
- 6 New Excel formulas
The updated report must contain the row associated with y
- 7 Inserted text
Make your new text always appear next to a particular row
the text as a formula (e.g. ="inserted text")

QuickBooks will NOT
support these changes:

- Font formatting in r
- Inserted rows that c
- Moved data cells

Desktop report in Excel

Editing or add new formulas, and then update it with new QuickBooks data

	A	B	C	D	E	F	G	H
1						My Company P&L		
2						Profit & Loss		
3						July through August 2012		
4							07/16/12	Aug 16
5						Ordinary Income/Expense		
6						MONEY IN (aka Income)		
7						40100 • Construction Income		
8						40110 • Design Income	3,054.02	3,900.00
9						40199 • Less Discounts given	0.00	-48.35
10						Total 40100 • Construction Income	3,054.02	3,751.65
11						40500 • Reimbursement Income		
12						40520 • Permit Reimbursement Income	0.00	487.00
13						Total 40500 • Reimbursement Income	0.00	487.00
14						Total Income	3,054.02	29,197.65
15						* Labor Income less Design Income	3,054.02	13,227.00
16						Cost of Goods Sold		

non-header cells*
are left empty

- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

- User-defined supported in updated to t

a.

I	J
TOTAL	
6,954.02	
-48.35	*
6,905.67	
487.00	
487.00	
46,343.45	
21,596.71	Labor Diff

7

Formulas may not be
collapsed reports when
the same excel sheet

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Catamaran Resort	1,000					1,000
City of San Diego	1,469		1,051	1,793		4,313
Ecology Center	4,396		4,906		7,924	17,226
Irv's Burgers					500	500
San Diego Running Co		200				200
TOTAL	5,865	1,200	5,957	1,793	8,424	23,239

Discover Pacific Beach

A/P Aging Summary

As of May 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	426	0	0	0	426
City Treasurer	0	0	12,759	0	269	13,028
Da-Le Ranch	293	372	0	0	0	665
EDCO Disposal Corporation	1,359	1,359	0	0	0	2,718
Herritage Family Farms	690	472	0	0	0	1,162
JR Organics	841	800	0	0	0	1,641
Mannis Communications	0	500	0	0	0	500
Moises Family Farm	582	963	0	0	0	1,545
Platinum Event Rentals	0	0	0	0	3,815	3,815
Primo Brands	20	0	0	0	0	20
Rodney Kawano Farm	59	0	0	0	0	59
Safiros Sanitation	1,254	0	0	0	0	1,254
SG Bookkeeping Services, LLC	1,695	0	0	0	0	1,695
Shoreline Community Services	6,100	6,100	0	0	0	12,200
TOTAL	12,893	10,992	12,759	0	4,084	40,728

Discover Pacific Beach

A/R Aging Detail

As of May 31, 2025

	Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current								
	Invoice	05/31/2025	053125-PKG	City of San Diego	05/31/2025	Parking		1,468.57
	Invoice	05/31/2025	053125-FM	Ecology Center	05/31/2025	Farmers Market		4,396.00
Total Current								<u>5,864.57</u>
1 - 30								
	Invoice	05/15/2025	051525-01	San Diego Running Co	05/15/2025	Other	16	200.00
	Invoice	05/15/2025	051525-02	Catamaran Resort	05/15/2025	Other	16	1,000.00
Total 1 - 30								<u>1,200.00</u>
31 - 60								
	Invoice	04/30/2025	043025-FM	Ecology Center	04/30/2025	Farmers Market	31	4,905.75
	Invoice	04/30/2025	043025-PKG	City of San Diego	04/30/2025	Parking	31	1,051.39
Total 31 - 60								<u>5,957.14</u>
61 - 90								
	Invoice	03/31/2025	033125-PKG	City of San Diego	03/31/2025	Parking	61	1,792.78
Total 61 - 90								<u>1,792.78</u>
> 90								
	Invoice	08/21/2024	082127-BFS	Irv's Burgers	08/21/2024	Beachfest	283	500.00
	Invoice	01/31/2025	013125-FM	Ecology Center	01/31/2025	Farmers Market	120	3,668.00
	Invoice	02/28/2025	022825-FM	Ecology Center	02/28/2025	Farmers Market	92	4,256.45
Total > 90								<u>8,424.45</u>
TOTAL								<u><u>23,238.94</u></u>

5:57 PM

07/02/25

Accrual Basis

Discover Pacific Beach
Profit & Loss by Class - Parking District
May 2025

	May 25	Jul '24 - May 25
Ordinary Income/Expense		
Income		
4250 · Parking District	1,468.57	14,344.07
Total Income	1,468.57	14,344.07
Gross Profit	1,468.57	14,344.07
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	605.00
6180 · Rent	350.00	2,850.00
6185 · Telephone-Cell/Office	125.00	1,501.45
6190 · Utilities-GEW/Sanitation/Refuse	0.00	309.48
6195 · Payroll Expense		
Staff-Executive Director	384.00	4,224.00
Processing Fee	95.00	190.00
Insurance-Work Comp	0.00	400.00
Total 6195 · Payroll Expense	479.00	4,814.00
6205 · Accounting	166.00	1,826.00
Total 6100 · Operating	1,161.00	13,085.81
6600 · Outreach		
6505 · Advertising - Marketing	0.00	247.50
6650 · Newsletter	83.00	830.00
6651 · Marketing & Promotions	150.76	150.76
Total 6600 · Outreach	233.76	1,228.26
Total Expense	1,394.76	14,314.07
Net Ordinary Income	73.81	30.00
Net Income	73.81	30.00