**EXECUTIVE COMMITTEE MEETING**

**September 17, 2025 9:00 a.m. 1001 Garnet Avenue Suite 200 – Discover Pacific Beach**

**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 items

3. **Additions to Agenda (3 minutes)**
   Items will be added to a future agenda

4. **Block Buddy Program**
5. **Upcoming Events**
   a) Pacific BeachFest – Update
      i. Sponsor Update
      ii. Stage Update
   b) HeART of PB Restaurant Walk – Recap
   c) Mini events – 1st event – Trick or Treat – October 30, 2025
   d) North PB Restaurant Walk – February

6. **Quarterly Executive Director Review Check-in Prep**
   a) **Goals:**
      i. Fundraising
      ii. Community Engagement
      iii. Formation of MAD
   **b) Staff – Roles and responsibilities**

7. **Fundraising**
   a) FY2026 Updated Budget

8. **Parking District**
   a) Parking Budget Update

9. **PB Arts District – Update**

10. **Board Elections & Annual Meeting**
    a) Election Update
    b) Vacancies
       i. 2 – 2 year vacancies
    c) Honoring our board members who will be stepping down

11. **Outreach Update**
    a) **New Business Outreach**

12. **Member Comments**

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.

# 08-20 Meeting: Event Planning, Board Engagement, and Sponsorship Updates

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> Date & Time: 2025-08-20 09:03:50
> Location: VentureBeach Cowork, 1001 Garnet Ave., Suite 200
> Attendees: David Rodger, Rebekah Winn, Randall Engstrom, Shylah Hales, Krista Marcheschi

- Event Introductions and Public Comments
    - The meeting began with quick introductions and confirmation of the recording process.
    - A public comment highlighted San Diego Restaurant Week, scheduled from September 14th to 21st, and discussed potential promotional tie-ins between Discover PB and local restaurants.
- Beach Fest and Beer Garden Logistics
    - A comprehensive sponsor update was provided, listing sponsors like the Taylor family (platinum), San Diego Mojo, Airbnb at $10,000, Diamond Parking at $6,000, and others. Negotiations with Surfside shifted in favor of Gallo, increasing sponsorship from $1,500 cans/$1,500 to $6,000 cans/$6,000, with totals of $60,250 compared to $48,000 last year.
    - The team reviewed stage and venue logistics for Beach Fest, noting the need for three DJs for the Beer Garden, discussing decoration options, addressing the upcoming demolition of Shore Club’s deck after Labor Day, the placement of storage containers in the parking lot, and seeking a smaller refrigerator truck for 6,000 cans.
- Heart of PB Restaurant Walk and Promotional Activities
    - Updates confirmed that the restaurant walk includes about 14 participating restaurants, with four new additions and ongoing social media promotions.
    - Discussion centered on securing a new setup location—potentially at the old office space provided by a board member—and logistical considerations regarding signage and physical space.
    - Additional conversation covered artist participation, including outreach to a known beach fest artist (Crystal Dyer) and potential involvement from local businesses such as a new thrift store and established venues.
- Event Permit and Timeline

    - A permit for the October 30 event, aiming to close a portion of Garnet Street for the zombie walk, is targeted for submission by the end of the week.
    - Discussions included coordinating street closures (possibly from 4:00 to 7:00 or 7:30) and transitioning to the bar crawl starting around 9:00 PM after the zombie walk.
- Zombie Walk and Safety Considerations
    - The zombie walk is planned as a later, spooky event, with participants encouraged to engage in trick-or-treating earlier in the day.
    - Emphasis was placed on safety due to heavy traffic, with plans for extensive signage and notification; prior experiences suggest minimal police cost if managed properly.
- Bar Crawl Planning and Ticketing Strategy
    - A bar crawl will follow the zombie walk, offering discounted promotions at participating bars, which may include buy-one-get-one offers or set discount amounts.
    - Ticket pricing discussions ranged from $20 to $25 per ticket, with mentions of lanyards, drink tickets, maps of specials, and potential swag from liquor companies.
- Business Collaboration and Promotions
    - Outreach will begin on Monday to local bars to gather information on available discount promotions.
    - Ideas included setting up tables on Verna for businesses during the event.
- Board Member's Metrics Request
    - A board member raised concerns about tracking engagement metrics, requesting detailed ratios between nearly 1,900 businesses and those actively engaged.
    - Her corporate background influenced her suggestions, despite the organization's small staff of three making such detailed statistics challenging.
- Engagement Tracking and CRM Usage
    - Discussion covered using PBID Manager—a CRM tool originally for contact information—to track emails, phone calls, and in-person meetings.
    - Concerns were raised about the manual effort required to update the system, risking overburdening staff and delaying accurate results.
- Business Outreach and Volunteer Efforts
    - There was consensus on the importance of direct engagement with 15 to 1,900 businesses, especially brick-and-mortar establishments, with suggestions for each board member to oversee about 12 businesses.

    - Enhancing community efforts such as ribbon cuttings for new business openings was also discussed, linking these initiatives to sponsorship and fundraising.
- Reporting, Numbers, and Board Involvement
    - The group noted that current updates on budgets, meetings, and quarterly reviews already offered performance insights.
    - Frustration was expressed over a board member's lack of engagement at meetings, which contrasted with high expectations for data and metrics.
- Business Outreach and Board Engagement
    - Members discussed the importance of welcoming new businesses by distributing business packets, inviting them to mixers, and scheduling follow-up meetings for relationship building.
    - A suggestion was made to assign a PB block buddy role to improve localized engagement, emphasizing that all board members should participate actively.
- Metrics Reporting and Fundraising
    - The need for additional metrics reporting versus maintaining a quarterly report was debated, with some advocating a single-page summary of the past year's metrics.
    - The discussion linked manageable metrics reporting to effective fundraising.
- Addressing Board Tension and Internal Communication
    - Concerns were raised about increasing negativity and tension at board meetings, affecting volunteer morale and possibly leading to board member attrition.
    - Recommendations included arranging one-on-one meetings with contentious members to resolve issues privately.
- Budget and Parking Project Update
    - An updated budget of 17,296 was shared, with a detailed breakdown of new allocations.
    - It was noted that the parking project was initially denied, with a resubmission planned for September and a meeting scheduled on Monday with the council president and another board member.
- City Signage and Project Identity
    - Discussion centered on transportation feedback that all signage must adhere to city standards, potentially conflicting with efforts to promote a unique business district identity.
    - Participants debated whether the city's role in infrastructure precluded separate project fundraising or individualized signage.
- Board Elections and Member Updates

    - Board elections are underway—with nomination letters sent and the annual meeting scheduled for October at the Catamaran, featuring in-person voting only.
    - Updates included confirmation that Todd completed onboarding and is actively engaged, while Eric will step down early due to relocation and family commitments, with a consensus to honor his contributions.
- Event Sponsorships and Media Initiatives
    - A recap of recent business mixer events highlighted positive feedback, and discussions on upcoming events like Beach Fest and networking mixers were held.
    - Contract statuses were reviewed, including finalizing a social media campaign contract with 91X and upcoming talks with local sponsors such as Gabriella's street team and the SDFC soccer team.
- Staffing and Operational Enhancements
    - A discussion took place about possibly creating an assistant director role to support operations, with budget and job description details slated for a future executive committee meeting.
    - The group also explored new social media strategies, including a schedule to highlight bands, sponsors, and event highlights inspired by "Building Your Story Brand 2.0."

**Discover PB Block Buddy Program**
*"Neighbors Supporting Neighbors for a Cleaner, More Welcoming Pacific Beach"*

**Program Overview**
The Block Buddy Program pairs or groups businesses on the same street or corridor to work together in keeping their block clean, safe, and welcoming. By committing to shared standards, businesses hold each other accountable for day-to-day upkeep while fostering a stronger sense of community.

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**Goals**

1. Improve the overall cleanliness and curb appeal of the business district.
2. Encourage collaboration and accountability among businesses.
3. Support Discover PB's mission of promoting a thriving, attractive destination for residents and visitors.
4. Reduce costs and labor by spreading responsibility across business partners.

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**How It Works**

1. **Pairing Businesses**
    - Businesses are grouped by block (2–5 "buddies" per block depending on density).
    - Each block has a designated "Block Captain" (rotates quarterly).
2. **Shared Responsibilities**
    - Sweep storefronts and sidewalks daily.
    - Remove graffiti and report vandalism quickly.
    - Maintain planters, signage, and lighting.
    - Participate in monthly "Block Walks" with Discover PB staff.
3. **Accountability System**
    - Buddies check in with each other weekly to ensure standards are met.
    - Each quarter, blocks are recognized for their efforts (social media shoutouts, window decals, newsletter highlights).
    - Discover PB staff provide support, supplies (trash bags, gloves, brooms), and act as a neutral mediator when needed.
4. **Recognition & Incentives**
    - Quarterly **"Clean Block Awards"** with small prizes or certificates.
    - Feature top-performing blocks in Discover PB marketing.
    - Consider small business fee credits or sponsorship perks for consistent participation.

**Roles & Responsibilities**

**Businesses**

- Keep their storefront and adjacent sidewalk clean.
- Partner with their "Block Buddy" to coordinate weekly tasks.
- Participate in quarterly recognition events.

**Discover PB**

- Provide supplies and resources.
- Conduct quarterly "Block Buddy Walks" to review progress.
- Publicly recognize outstanding blocks through marketing and awards.

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**Program Launch Plan**

1. **Announce program** at a community mixer and via newsletter/social media.
2. **Recruit first 10 pilot blocks** (focus on Garnet & Mission corridors).
3. **Provide starter kits** (brooms, trash bags, graffiti wipes, decals).
4. **Kickoff Block Walk** to set baseline photos of each block.
5. **Review & recognize** after 90 days with first Clean Block Awards.

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**Messaging to Businesses**

*"Your business doesn't stand alone — together we define the look and feel of our community. Join the Block Buddy Program and commit to keeping Pacific Beach clean, safe, and welcoming. By supporting your neighbors, you're strengthening your block and helping attract more customers to our district."*

**DISCOVER PACIFIC BEACH**
**Quarterly Review – Executive Director**

**Employee Name:** Sunny Lee
**Position:** Executive Director
**Board Chair:** _____
**Review Period:** FY 26 | Q1 Q2 Q3 Q4
**Date of Review:** _____

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## SECTION 1: STRATEGIC GOALS & ORGANIZATIONAL LEADERSHIP

| Focus Area | Goal or Benchmark | Notes | Status |
|---|---|---|---|
| **Fundraising & Sponsorships** | *Example: Secure $10,000 in sponsorship commitments for upcoming Discover PB events by the end of the quarter, through outreach to at least 10 new potential sponsors and 3 in-person meetings.* | | |
| **Community Engagement** | *Example: Conduct outreach to 25 new businesses in Pacific Beach this quarter, with the goal of onboarding at least 5 as new members, sponsors, or event participants, and track all contacts.* | | |
| **MAD Formation** | *Example: Complete a MAD planning milestone this quarter by finalizing the draft boundary map and conducting outreach with at least 5 - 10 key property owners, documenting their feedback for inclusion in the proposal* | | |

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## SECTION 2: SELF-REFLECTION

1. **Major accomplishments this quarter:**
   _____
2. **Challenges or barriers to success:**
   _____
3. **Key partnerships, advocacy wins, or operational improvements:**
   _____
4. **Support needed from board or staff:**
   _____

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## SECTION 3: BOARD FEEDBACK

- **Strengths & Notable Successes:**
  _____
- **Areas for Development or Focus:**
  _____
- **Strategic Recommendations:**
  _____
- **Overall Performance Rating:**
  Exceeds Expectations
  Meets Expectations
  Needs Improvement
  Not Evaluated

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## SECTION 4: NEXT QUARTER PRIORITIES

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**Executive Director Signature:** _____ **Date:** _____
**Board Chair Signature:** _____ **Date:** _____

**Assistant Director – Discover Pacific Beach**
**Position Summary**

The Assistant Director works closely with the Executive Director to support the mission of Discover Pacific Beach (DPB). This role is responsible for managing event logistics, coordinating board and committee processes, and overseeing the Beach Area Community Court (BACC). The Assistant Director ensures smooth operations across DPB's major events and initiatives, serving as a central point of coordination for staff, volunteers, businesses, and community partners.

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**Key Responsibilities**

**Event Management**

- Lead planning and logistics for all DPB events (e.g., BeachFest, Restaurant Walks, Zombie Crawl, Holiday Parade, Farmers Market events, mixers).
- Manage permitting processes with the City of San Diego, including street closures, health permits, and alcohol permits.
- Coordinate vendors, sponsors, and activation requirements to ensure successful event execution.
- Oversee event timelines, budgets, and post-event reporting.

**Board & Committee Support**

- Prepare board and committee meeting agendas, board packets, and minutes.
- Track follow-up tasks and ensure timely completion.
- Support board recruitment, onboarding, and engagement activities.
- Assist with scheduling and coordination of committee meetings.

**Community Engagement & BACC Oversight**

- Oversee administration of the Beach Area Community Court (BACC), including scheduling impact panels, coordinating volunteers, scheduling staff and tracking outcomes.
- Serve as the primary liaison for BACC with community stakeholders, city staff, and volunteers.
- Conduct outreach to local businesses to encourage participation in DPB programs and events.

**Organizational Operations**

- Assist the Executive Director with day-to-day operational needs of the office.
- Supervise staff, interns, and volunteers assigned to events and projects.
- Maintain organizational records, reports, and databases as needed.

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**Qualifications**

- Bachelor's degree in Event Management, Business, Nonprofit Management, or related field.

- 3–5 years of experience in event planning, nonprofit administration, or community program management.
- Strong organizational and project management skills with the ability to juggle multiple priorities.
- Excellent written and verbal communication skills.
- Ability to work effectively with a wide range of stakeholders, including businesses, city staff, volunteers, and board members.
- Proficiency in Microsoft Office, Google Suite, and project management tools.
- Flexible schedule with availability for evening and weekend events.

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**Skills & Competencies**

- Highly organized, detail-oriented, and deadline-driven.
- Strong interpersonal and relationship-building skills.
- Confident problem-solver who can manage challenges under pressure.
- Capable of working independently and collaboratively.

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**Executive Director – Discover Pacific Beach**
*(revised with Assistant Director support)*

**Position Summary**
The Executive Director serves as the chief executive of Discover Pacific Beach (DPB), responsible for providing visionary leadership, strategic direction, and overall management of the organization. With the support of the Assistant Director, the Executive Director focuses on fundraising, advocacy, board development, and strategic initiatives that enhance the Pacific Beach business community.

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**Key Responsibilities (Updated)**

**Leadership & Strategy**
- Set the strategic vision and annual goals for Discover PB in partnership with the Board of Directors.
- Oversee implementation of the organization's work plan, delegating operational tasks to the Assistant Director and staff.
- Lead long-term planning initiatives, including organizational growth, new revenue streams, and partnerships.

**Fundraising & Resource Development**
- Lead all fundraising efforts including sponsorship development, grant applications, donor cultivation, and strategic partnerships.
- Serve as the primary relationship manager with high-level sponsors, city officials, and funding partners.
- Oversee development of new revenue-generating programs (e.g. banner program, MAD formation, membership tiers).

**Advocacy & External Relations**
- Act as the primary spokesperson and representative of Discover PB to the City of San Diego, regional partners, and the media.
- Advocate on behalf of the Pacific Beach business community with elected officials and civic agencies.
- Strengthen relationships with community organizations, citywide partners, and stakeholders to advance DPB initiatives.

**Board Relations & Governance**
- Work closely with the Board of Directors to ensure effective governance and strong organizational leadership.
- Support board development through recruitment, training, and engagement strategies.
- Present strategic issues, budgets, and performance updates to the board for decision-making.
- Delegate the preparation of board packets, agendas, and routine reporting to the Assistant Director, while maintaining oversight.

**Programs & Operations (Shifted Responsibilities)**

- Provide high-level oversight of programs and events, with direct execution managed by the Assistant Director.
- Ensure that the Assistant Director and staff have the resources and direction needed for successful implementation.
- Focus on new initiatives (such as the MAD) and long-term community development projects that require executive-level attention.

**Organizational Management**

- Supervise the Assistant Director and senior staff, ensuring strong performance and professional development.
- Manage organizational finances in partnership with the Treasurer, including budget planning, QuickBooks oversight, and fiscal reporting.
- Maintain overall accountability for compliance, contracts, and fiscal responsibility.

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**How This Differs From Before**

- **A step back from event logistics** (permits, vendor coordination, timelines, on-the-ground execution) — those now belong to the Assistant Director.
- **Delegate administrative support** (board packets, agendas, staff management) — you still review and guide, but don't build the packets or manage scheduling.
- **Elevate into big-picture work**: fundraising, advocacy, city partnerships, MAD development, sponsorship strategy, long-term planning.
- **The face of DPB**, while the Assistant Director becomes the operational backbone.

**Program Manager – Events & Social Media**
**Discover Pacific Beach**

**Position Summary**
The Program Manager supports the success of Discover Pacific Beach by assisting with the planning and execution of events, managing social media and marketing efforts, and providing program coordination across the organization. This role works closely with the Assistant Director and Executive Director to ensure DPB's events, campaigns, and communications are delivered professionally and effectively.

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**Key Responsibilities**

**Event Support**
- Assist with planning, coordination, and execution of all Discover PB events (e.g., BeachFest, Restaurant Walks, Zombie Crawl, Holiday Parade, mixers, community activations).
- Manage vendor outreach, volunteer coordination, and event-day logistics.
- Support permitting processes by preparing applications, gathering documents, and tracking deadlines.
- Track event expenses and assist with budget management.

**Social Media & Marketing**
- Manage DPB's social media platforms (Facebook, Instagram, LinkedIn, TikTok if applicable) with consistent, engaging content that promotes events, businesses, and community programs.
- Create graphics, flyers, and digital content using Canva or other design tools.
- Draft and schedule posts, stories, reels, and live coverage during events.
- Track engagement metrics and provide monthly reports on performance and audience growth.
- Collaborate with the Assistant Director on broader marketing campaigns, sponsorship activations, and Discover PB branding.

**Community & Business Outreach**
- Assist with outreach to local businesses to encourage event participation, sponsorships, and promotions.
- Serve as a point of contact for vendors, volunteers, and small business partners.
- Support the Farmers Market and other ongoing programs through vendor communications and promotions.

**General Program Support**
- Maintain an organized calendar of deadlines for permits, social media campaigns, and events.
- Provide on-site support at evening and weekend events as needed.

- Assist with data collection, surveys, and post-event reporting.

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**Qualifications**

- Bachelor's degree in Communications, Marketing, Event Management, or related field (or equivalent experience).
- 1–3 years of experience in event planning, marketing, or nonprofit program support.
- Strong social media management skills with proven experience growing engagement.
- Excellent organizational skills and ability to manage multiple projects at once.
- Creative eye for design and ability to produce professional content.
- Strong written and verbal communication skills.
- Ability to work evenings and weekends for events.

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**Skills & Competencies**

- Tech-savvy with social media scheduling tools, Canva/Adobe, Google Suite, and Microsoft Office.
- Outgoing personality with the ability to connect with businesses, volunteers, and the public.
- Highly organized and detail-oriented.
- Flexible and solution-oriented under pressure.

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**Compensation & Benefits**

- Salary range: **$50,000 – $65,000**, depending on experience.
- Benefits package (health, PTO, retirement) if available.
- Professional growth and development opportunities.

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**How this role fits into your team structure**

- **Executive Director (you):** Focuses on fundraising, advocacy, MAD development, strategic partnerships.
- **Assistant Director:** Oversees all events, board support, BACC, permitting, and high-level operations.
- **Program Manager:** Executes event details, runs social media, supports marketing, vendor/business outreach.

**Market Manager – Discover Pacific Beach**
**Position Summary**

The Market Manager oversees the Pacific Beach Farmers Market, ensuring its successful operation, compliance with all health and agricultural regulations, and alignment with Discover Pacific Beach's mission to support local businesses and community engagement. This position manages vendor relations, administers the Market Match and EBT programs, and ensures all required permits are maintained annually. The Market Manager also supervises market staff, providing leadership and scheduling to ensure smooth weekly operations. In addition, the Market Manager provides hands-on support for Discover PB's larger events, assisting with logistics, labor, and coordination.

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**Key Responsibilities**

**Farmers Market Oversight**

- Manage weekly operations of the Pacific Beach Farmers Market, including vendor setup, compliance checks, and on-site supervision.
- Recruit and retain a diverse mix of vendors to ensure a vibrant and balanced market.
- Serve as the primary point of contact for vendors, customers, and community partners.

**Market Match & EBT Program Administration**

- Administer and track the **Market Match grant program**, ensuring accurate recordkeeping, reporting, and distribution of benefits.
- Oversee the **Electronic Benefits Transfer (EBT) program**, ensuring compliance with state and federal guidelines.
- Train staff on EBT/Market Match processing and maintain accurate transaction records.
- Prepare required reports for Market Match and EBT programs, ensuring timely submission.

**Staff Supervision**

- Supervise, train, and schedule market staff to support setup, breakdown, EBT/Market Match operations, and customer service.
- Provide guidance and feedback to ensure staff meet performance expectations.
- Foster a positive, team-oriented work culture at the market.

**Permits & Compliance**

- Coordinate and maintain annual permits for the Farmers Market, including Health Department, California Department of Food & Agriculture (CDFA), and City of San Diego Special Events permits.
- Ensure all vendor compliance requirements are met, including insurance, certifications, and health guidelines.
- Stay current on local and state regulations affecting farmers markets and community events.

**Event Support**

- Assist with planning and execution of Discover PB's signature events (BeachFest, Restaurant Walks, Zombie Crawl, Holiday Parade, mixers).
- Provide labor support, logistics coordination, and vendor/business outreach as needed.
- Support permitting processes and site setup for special events when assigned.

**Community Engagement**

- Promote the Farmers Market and other DPB events through outreach, partnerships, and collaboration with local businesses.
- Foster a welcoming environment that reflects Discover PB's commitment to community, sustainability, and economic vitality.

**Administrative Duties**

- Maintain accurate records of vendor fees, attendance, market performance, EBT transactions, and Market Match participation.
- Prepare reports for Discover PB leadership and funders.
- Support financial tracking of market-related income and expenses.

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**Qualifications**

- Experience in farmers market management, event coordination, or nonprofit/community program oversight.
- Knowledge of agricultural and health regulations relevant to farmers markets.
- Familiarity with EBT and Market Match program administration strongly preferred.
- Supervisory experience with staff or volunteers.
- Strong organizational skills with the ability to manage multiple priorities.
- Excellent communication and relationship-building skills.
- Ability to work outdoors and lift up to 40 lbs.
- Flexible schedule, with availability for weekly markets and special events (including evenings/weekends).

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**Skills & Competencies**

- Effective team leadership and staff management.
- Detail-oriented with strong follow-through.
- Skilled in vendor relations and customer service.
- Comfortable working independently and collaboratively.
- Knowledge of compliance and reporting requirements for grant-funded programs.