# Discover Pacific Beach
# Executive Committee Meeting Agenda

**Date:** Friday, January 16, 2026
**Time:** 9:30–10:30 AM
**Location:** 1001 Garnet Avenue Suite 200

## Agenda

### 1. Call to Order and Welcome (9:30–9:35 AM)

### 2. Strategic Planning Focus (9:35–9:50 AM)

- **From Stability to Scale – Building Discover PB's Next Five Years**

### 4. Budget Overview and Financial Discussion (9:50–10:15 AM)

- FY26 budget updates
- FY27 budget planning
- Grant outlook and replacement revenue strategies
- Sponsorship pricing framework
- Financial reporting and transparency

### 5. Alignment with Board Retreat (10:15–10:25 AM)

- Strategic topics to advance to the full board
- Pre-work or materials needed
- Executive Committee recommendations

### 6. Next Steps and Assignments (10:25–10:30 AM)

- Action items and owners
- Timeline for follow-ups
- Confirmation of next meeting

### 7. Adjourn

# 11-10 Executive Committee Meeting

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## Meeting Information

> Date: 2025-11-10 09:04:58
> Location: 1001 Garnet Avenue Suite 200
> Participants: S. Hales, K. Marcheschi, R. Winn, T. Barnett, S. Lee, D. Roger

## Meeting Notes

### Board Officer Roles and Responsibilities

- President (Shylah): Provides overall leadership; presides over board and executive meetings; collaborates with Executive Director on agendas and priorities; represents Discover Pacific Beach publicly; supports fundraising; appoints committee chairs; serves ex-officio on all committees; oversees Executive Director evaluation and goals.
- Vice President: Supports President; acts in President's absence; oversees committees and initiatives; collaborates on strategic planning and partnerships; guides committee chairs and ensures engagement.
- Treasurer: Ensures transparent financial management; reviews monthly financials and budgets with Executive Director and bookkeeper; presents reports to board; monitors cash flow and funding sources; assists with annual budget and audit; ensures compliance; signatory on accounts.
- Secretary: Maintains records and compliance; records minutes; manages official documents; distributes notices and materials; maintains board rosters, elections, terms; custodian of organizational documents.
- Past President: Provides continuity and mentorship; supports leadership transitions; assists in board development and recruitment; serves on special committees; represents organization when requested.
- General Board: Represents community interests; provides oversight; attends meetings and serves on at least one committee or event group; promotes DiscoverPB; supports fundraising and membership; reviews reports; contributes expertise; recruits new board members.

Conclusion:

- Add "Recruit at least one new board member by the end of each term" to general board member responsibilities.

### Committee Structure and Finance Oversight

- Finance topics will be incorporated into executive committee meetings to streamline discussions; executive committee will make recommendations, with final decisions by the board.
- Add finance as a standing monthly agenda item; proposal for monthly finance check-ins.
- Treasurer to meet on Wednesdays at 11 a.m. with the on-site bookkeeper and bring recommendations; consider periodic accountant participation with cost awareness.
- Transparency: Improve public notices (website/newsletter) for meeting dates, times, and topics, including finance; current executive meeting listings need updating.

Conclusion:

- Combine finance discussions into executive meetings and commit to improved public notice practices.

## Current Committees and Consolidation

- Active committees: fundraising and executive.
- Former committees (parking, hospitality, special events) are inactive; events are proposed and approved within regular meetings.
- Fundraising covers event performance, lessons, and next steps; events roll under fundraising strategy.

Conclusion:

- Keep fundraising and executive committees; manage events through fundraising and regular meetings.

## Budget Overview, Capacity Goals, and Revenue Targets

- FY26 budget context:
    - BID assessments stable.
    - SBEP funding reduced (~$34{,}000 to$ 17,000).
    - Farmer's Market revenue increased (~$180{,}000 to$ 230,000 over two years).
    - BACC program ~ $25,000 (COVID fluctuations).
    - Beach Fest revised upward after reconciliation; SCFC contributed $3,500 to beer garden shortfall.
    - Eliminate parking district revenue line for FY26.
    - Special events include restaurant walks, casino night, parade, trick-or-treat.
    - Carry-forward includes prior-year BID surplus.
    - Banner program to restart with display fee and nonprofit discounts.
    - Event grant ($40,000) will not recur; arts & culture grant reduced to ~ $7,000; new grant application due Wednesday.
    - PV Run counted within Beach Fest.

- Capacity building goals incorporated into quarterly reviews; begin FY27 budget planning.
- Financial stability target: grow annual revenue from ~ $750,000 toward $1,000,000; aspirational million-dollar budget timeline debated (2–3 years vs. FY2028/2029), favoring under-promise 3-year horizon.

Conclusion:

- Update FY26 to remove parking revenue; start FY27 planning; align capacity goals with revenue growth; plan to offset lost grants via banners and sponsorships.

## Farmer's Market Revenue Expansion

- Current revenue: vendor fees, market match grants; grants cover match, marketing, staff time; occasional sponsorships.
- New revenue ideas: banner advertising around the market; title sponsorship.

Conclusion:

- Focus on sponsorship development for the market in 2026, including banner ads and potential title sponsor.

## Banner Program Strategy

- Outreach targets: sports teams (Padres, SDFC), theaters (Civic, Balboa), large productions, small businesses; Town Council 75th anniversary eligible for nonprofit pricing.
- Inventory: ~80 locations; main corridor high demand; east/north sides available.
- Use standardized offer letters; first-come approach to drive urgency.
- Revenue goal: pursue $30,000 annually; banners can rotate (e.g., quarterly).

Conclusion:

- Launch proactive outreach using standardized offer letters; set $30,000 goal and define rotation cadence.

## Sponsorship Pricing Strategy

- Implement tiered sponsorship pricing by company size (employee count); differentiate local small businesses vs. large corporate sponsors.
- Remodel pricing across 2026 events; prefer standard materials to reduce custom work.

Conclusion:

- Draft 2026 sponsorship packages with tiered pricing for review at next strategic planning.

## Fundraising Approach and Low-Lift Events

- Staff: three full-time employees; weekly efforts centered on events; farmer's market performing well.
- Pursue low upfront cost events (e.g., restaurant walk) with minimal spend; secure sponsorships to improve net.

Conclusion:

- Expand low-lift fundraising and sponsorships to boost net revenue.

## PB Demographics and Sponsor Repositioning

- Median age ~36; reposition messaging from "college party" to family-oriented, outdoor-focused, tourism-friendly; emphasize inclusivity and safety.
- Target larger regional brands; assess locally headquartered businesses.

Conclusion:

- Update sponsor-facing messaging to reflect current demographics and values.

## Capacity Building and Board Momentum

- Five-year plan centers on fundraising, outreach, membership growth; reduce reliance on grants; grow unrestricted funds; board is aligned and driven.

Conclusion:

- Proceed with five-year capacity-building plan with fundraising and outreach focus.

## Community Outreach Tactics

- Initiate ribbon cuttings for local businesses; council member participation available; example outreach: "Maddie" soft opening.

Conclusion:

- Launch ribbon cutting program and begin outreach.

## Staff Development, Delegation, and Interns

- Delegation increases staff capacity (e.g., Beach Fest permitting delegated to Vanessa); aim to fully transition event permitting to events staff next year to free capacity for sponsorships and relationships.
- Consider increasing hours for part-time staff (name to be clarified) if funding allows; recruit interns via SDSU (contact "Candy") for outreach, marketing, and content.
- Create clear intern descriptions; discuss delegable tasks in weekly Wednesday meetings.

Conclusion:

- Expand staff responsibilities; pursue interns and potential hour increases to scale operations.

## Social Media Strategy

- Focus on Instagram; consider TikTok; youth-led for authenticity; consistent posting cadence (weekly or twice monthly).
- Emphasize user-generated content and simple interview-style videos for business collaboration and reposts.

Conclusion:

- Build a youth-led social media pipeline with consistent content to improve engagement and sponsorship value.

## Board Retreat Planning and Strategic Session

- Maintain streamlined agenda; brief new member (Ashley) on funding/budgets pre-retreat; keep Q&A open; consider short Economic Development update (Alex); include Brown Act resources.
- Prefer unified, fast-paced brainstorming (e.g., game-like) over small breakouts; focus on high-ROI event ideas and contact collection (1–3 per attendee with permissions); invite contacts to January mixer.
- Include an open brainstorming hour to encourage idea sharing; lunch follows; ensure breakfast sauces are available.
- Policies, procedures, and bylaws to be reviewed and circulated in advance; last bylaw change allows officers three one-year terms before a break; vote on updates at strategic planning.
- Replace duplicate goals report with FY27 budget review at 2:00; fundraising committee to present; approve 2026 calendar of events; add finance item to executive agenda; increase public notice of agendas and times.
- Casino Night date moved and confirmed: March 26.
- Event Expo scheduled: Mavericks, February 5, 6:00–8:00 p.m., with outdoor/indoor contingencies.

Conclusion:

- Confirm strategic planning components, event calendar updates, and logistics; proceed with event expo and Casino Night scheduling.

## Staff Holiday Appreciation

- Provide $300 net bonus per staff member and host a luncheon around December 15; consider Mavericks as host; include all staff; encourage festive attire.

Conclusion:

- Issue bonuses and plan luncheon mid-December.

## Christmas Parade Funding and Revenue

- External party covers parade costs (stage, closures, permits, police); organization earns modest float revenue; parade is cost-neutral; recorded under special events.

Conclusion:

- Keep parade as cost-neutral with limited revenue upside.

## Operations: Trash Can Lid Procurement

- Two different can sizes complicate lid sourcing; ~40 lids priced at ~$4,700 found but sizes may not fit both; incorrect lids trap rainwater and increase bag weight.
- Check Rose Canyon operation lids; obtain samples of both sizes; test near Duck Dive; explore adapters; assess fit and rainfall impact before committing.

Conclusion:

- Acquire and test sample lids; evaluate adapters; engage Shoreline on pragmatic solutions.

## Website Redesign and Event Analytics

- Rebuild website to be more tourist-focused with a member section; current site is difficult to update; evaluate template platforms (e.g., Squarespace) versus developer options; present examples and recommendations at the board retreat.
- Interest in event analytics (e.g., Placer.ai) for attendance/demographics; pricing around $10,000/year offered, with higher quotes elsewhere; explore 2–3 alternative vendors and ex-Google contacts for lower-cost solutions; pair data with event video highlights showcasing sponsor visibility.

Conclusion:

- Compare analytics vendors for cost and fit; produce sponsor-ready event materials; prepare website platform recommendations for retreat.

Discover Pacific Beach Board Retreat
January 23, 2026
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109
(Agenda posted at Catamaran Catering Office)
9:00am-4:00pm

**Agenda**

**Board Meeting /Administrative**

1. **9:00 a.m. - Introductions/Ice Breaker (S.Hales) –**
   Sign in

2. **9:20 a.m. - 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. **9:30 a.m. - Board Member vacancy report** ***Info Item***

4. **9:35 a.m. - Presidential Report- Review of 2025 Goals and Accomplishments (S. Hales)** ***Info Item***
   FY25 Goals/Accomplishments ***Info Item***
   2025 Business Nominations
   2026 Volunteer Opportunities

5. **9:50 a.m. - Review FY 27 budget draft (S. Lee)** ***Info Item***
   a) *How are we funded?*
   b) *FY27 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*

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

**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*

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

*a. Approve bylaw amendments*

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

- **a. Discover PB Priorities**
  - **i. Fundraising**
  - **ii. Community Outreach**
  - **iii. Events**

**11. 2:30 p.m. Approve FY 27 Budget for submission to the City of San Diego** ***Action Item***

**Committee Presentations**

**12. Organization Committee/Executive Committee**

- **a. Capacity Building/Budget Goal – 5 Year Plan**
- **b. Committee Restructuring**
- **c.**

**13. Fundraising Committee**

- *a. Review and approve 2026 Calendar of Events* ***Action Item***
  - *i. Annual Dinner (March?), North (Apr) Coast (May) and Heart (Sept.) of PB Restaurant Walks, Pacific BeachFest (Oct), Zombie Walk and Trick or Treat(Oct), Christmas on Crystal Pier/Holiday Market (Dec), PB Holiday Parade (Dec).*

**14. 3:15 p.m. - Wrap Up**

**15. 3:30 p.m. - Adjourn**

DRAFT FY2027 BID
Budget Discover
Pacific Beach

| | | | | | BID | SBEP | Farmers Market | BACC | Beachfest | Special Events | Parking District | Banner Program | CCSD | Other | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Income | | | | | | | | | | | | | | | | |
| | 4430 · Clean and Safe Program | | | | | | | | | | | | | | $ - | |
| | 4110 · Grants | | | | | | | | | | | | $ 14,000.00 | | $ 14,000.00 | |
| | 4115 · Beach Area Community Court | | | | | | | $ 25,000.00 | | | | | | | $ 25,000.00 | 3% |
| | 4120 · SBEP | | | | | $ 14,118.00 | | | | | | | | | $ 14,118.00 | 2% |
| | 4220 · BID | | | | $ 160,036.08 | | | | | | | | | | $ 160,036.08 | 20% |
| | 4300 · Special Events | | | | | | | | | $ 110,250.00 | | | | | $ 110,250.00 | 14% |
| | 4320 · Beachfest | | | | | | | | $ 186,278.00 | | | | | | $ 186,278.00 | 23% |
| | Parking District | | | | | | | | | | | | | | $ - | 0% |
| | Carry Forward | | | | 7,398.63 | | | | | | | | | | $ 7,398.63 | 1% |
| | 4400 · Other Income | | | | | | | | | | | | | $ 20,000.00 | $ 20,000.00 | 3% |
| | 4510 · Farmers Market | | | | | | $ 230,000.00 | | | | | | | | $ 230,000.00 | 29% |
| | | | | | | | | | | | | | | | $ - | 0% |
| | Banner Program | | | | | | | | | | | $ 30,000.00 | | | $ 30,000.00 | 4% |
| Total Income | | | | | $ 167,434.71 | $ 14,118.00 | $ 230,000.00 | $ 25,000.00 | $ 186,278.00 | $ 110,250.00 | $ - | $ 30,000.00 | $ 14,000.00 | $ 20,000.00 | $ 797,080.71 | 98% |
| | | | | | | | | | | | | | | | $ - | |
| Expense | | | | | | | | | | | | | | | $ - | |
| | 6100 · Operating | | | | | | | | | | | | | | $ - | |
| | | Payroll Expenses | | | | | | | | | | | | | $ - | |
| | 0% | 6105 · Auto Expense | | | $ (2,000.00) | | | | | $ (1,000.00) | | | | | $ (3,000.00) | |
| | 0% | 6110 · Bank Fees-CC/LF/Service | | | $ (2,000.00) | | | | | | | | | | $ (2,000.00) | |
| | 0% | 6120 · Building Repairs / Maint | | | | | | | | | | | | | $ - | |
| | 1% | 6135 · Insurance-Liability | | | $ (2,000.00) | | $ (7,000.00) | | | | | | | | $ (9,000.00) | |
| | 0% | 6150 · Janitorial | | | | | | | | | | | | | $ - | |
| | 0% | 6155 · Meals | | | | | $ (1,800.00) | | | | | | | | $ (1,800.00) | |
| | 1% | 6156 · Training and Conferences | | | $ (1,309.13) | | $ (3,500.00) | | | | | | | $ (700.00) | $ (5,509.13) | |
| | 1% | 6160 · Office Supplies/Equip | | | $ (1,000.00) | $ (816.00) | $ (1,500.00) | | | | | | | $ (2,000.00) | $ (5,316.00) | |
| | 3% | 6180 · Rent | | | $ (20,000.00) | | | | | | | | | | $ (20,000.00) | |
| | 0% | 6182 · Tax-Business | | | | | | | | $ (250.00) | | | | | $ (250.00) | |
| | 1% | 6185 · Telephone-Cell/Office | | | $ (4,100.00) | | | | | | | | | | $ (4,100.00) | |
| | 0% | 6190 · Utilities-GEW/Sanitation/Refuse | | | | | | | | | | | | | $ - | |
| | 0% | 6195 · Payroll Expense | | | | | | | | | | | | | $ - | |
| | 15% | | Staff-Executive Director | | $ (54,345.08) | $ (8,000.00) | $ (2,700.00) | $ (10,500.00) | $ (26,000.00) | $ (12,068.00) | | $ (5,000.00) | | $ (1,000.00) | $ (119,613.08) | |
| | 22% | | Staff-Admin Support | | $ (29,180.50) | | $ (81,399.02) | $ (5,000.00) | $ (40,214.95) | $ (11,622.00) | | | | $ (7,300.00) | $ (174,716.47) | |
| | 3% | | Employer Tax | | $ (17,000.00) | | $ (2,710.98) | $ (4,200.00) | | | | | | $ (1,000.00) | $ (24,910.98) | |
| | 0% | | Processing Fee | | | | | $ (800.00) | | | | | | | $ (800.00) | |
| | 2% | | Insurance-Health | | $ (5,000.00) | | | | $ (6,368.00) | $ (4,432.00) | | | | | $ (15,800.00) | |
| | 0% | | Insurance-Work Comp | | $ (2,500.00) | | | | | | | | | | $ (2,500.00) | |
| | 3% | 6205 · Accounting | | | $ (10,000.00) | $ (1,224.00) | $ (9,000.00) | | | | | | | | $ (20,224.00) | |
| | 0% | 6225 · Dues and Subscriptions | | | | | $ (500.00) | | | | | | | | $ (500.00) | |
| | 10% | 6323 · Clean and Safe Program | | | | | $ (45,000.00) | $ (4,500.00) | | $ (24,400.00) | | | | $ (6,500.00) | $ (80,400.00) | |
| | 3% | 6305 · Banner | | | | | | | | | | $ (25,000.00) | | | $ (25,000.00) | |
| | 0% | 6310 · Beach area community court | | | | | | | | | | | | | $ - | |
| | 7% | Total 6315 · Farmers Market Expenses | | | | | $ (54,390.00) | | | | | | | | $ (54,390.00) | |
| | 0% | Friday Market Expenses | | | | | | | | | | | | | $ - | |
| | 0% | 6325 · Design other | | | | | | | | | | | | | $ - | |
| | 0% | 6340 · Tree/Garden/ Maintenance | | | | | | | | | | | | | $ - | |
| | 17% | 6510 · Beachfest | | | | $ (4,078.00) | | | $ (113,695.05) | | | | $ (14,000.00) | | $ (131,773.05) | |
| | 7% | Special Events | | | | | | | | $ (56,478.00) | | | | | $ (56,478.00) | |
| | 0% | 6220 · Contributions | | | | | $ (1,000.00) | | | | | | | | $ (1,000.00) | |
| | 0% | 6235 · Election | | | $ (2,000.00) | | | | | | | | | | $ (2,000.00) | |
| | | | | | | | | | | | | | | | | |
| | 0% | 6551 · Mixers | | | | | | | | | | | | | $ - | |
| | 1% | 6615 · Business Development | | | | | $ (4,500.00) | | | | | | | | $ (4,500.00) | |
| | 0% | 6650 · Newsletter | | | | | | | | | | | | $ (1,500.00) | $ (1,500.00) | |
| | Total 6600 · Outreach | | | | | | | | | | | | | | $ - | |
| | Contingency | | | | $ (15,000.00) | | $ (15,000.00) | | | | | | | | $ (30,000.00) | |
| Total Revenue | | | | | $ 167,434.71 | $ 14,118.00 | $ 230,000.00 | $ 25,000.00 | $ 186,278.00 | $ 110,250.00 | $ - | $ 30,000.00 | $ 14,000.00 | $ 20,000.00 | $ 797,080.71 | 96% |
| Total Expense | | | | | $ (167,434.71) | $ (14,118.00) | $ (230,000.00) | $ (25,000.00) | $ (186,278.00) | $ (110,250.00) | $ - | $ (30,000.00) | $ (14,000.00) | $ (20,000.00) | $ (797,080.71) | |
| Net Revenue (deficit | | | | | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | $ - | |