

**Discover Pacific Beach
Executive Committee Meeting Agenda**

Date: February 18, 2026

Time: 9:30 a.m.

Location: Mavericks Beach Club – 860 Garnet Avenue

Agenda

1. Call to Order and Introductions

Shylah Hales, President

2. Non-Agenda Public Comment

- a. Public comment may be made on any non-agenda topic in the committee's area of responsibility.
- b. The Chair will call on those who wish to give public comment. (Public comments are limited to 2 minutes per speaker.)

3. Guest Presentation: Shoreline Community Services

Caryn Blanton, Executive Director, Shoreline Community Services

4. Financial Reports and Budget Check-In

Todd Barnett, Treasurer

5. Board Code of Conduct Discussion

Shylah Hales, President

6. Community Outreach Proposal

Sunny Lee, Executive Director

7. Internship and Volunteer Opportunities

Sunny Lee, Executive Director

8. Website Overhaul Discussion

Sunny Lee, Executive Director

9. Action Items and Recommendations

Shylah Hales, President

10. Adjourn

Shylah Hales, President

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 Executive Committee Meeting: January 16, 2026

[00:23-01:03] The Executive Committee meeting was called to order with introductions from all attendees.

- The meeting was officially called to order by Shylah Hales.
- Attendees introduced themselves for the recording:
 - Shylah Hales, Diamond Parking, President of Discover PB.
 - Krista Marcheschi, Mavericks Beach Club, Vice President of Discover PB.
 - Rebekah Winn, The Duck Dive, Secretary of Discover PB.
 - Todd Barnett, Pacific Beach Rowing Club, Treasurer of Discover PB.
 - David Rodger, Fillipi's Pizzeria, Guest.
 - Sunny Lee, Executive Director.

[01:05-04:47] The agenda and format for the upcoming all-day strategic planning meeting were reviewed and adjusted.

- Sunny Lee presented a revised agenda for the strategic planning meeting, based on formats from previous years but with a new structure.
 - Key Decision: The board decided against having a guest speaker from the city present on topics like MAD and the Brown Act. - The rationale is that the current board is already well-versed in these topics, and the time would be more valuable for the strategic session itself.

[04:50-07:45] The strategic planning meeting will include a review of past performance, budget framing, and collaborative breakout sessions.

- Shylah will present highlights from the previous year and outline the focus for the coming years, centered on the theme "from stability to scale."
- The breakout session format will be changed to pairs due to the small number of board members.
 - Key Decision: Breakout groups will be formed by "Board Buddies" who will choose their own partners. - This was preferred over random assignment.
 - These pairs will be given a set of questions to facilitate in-depth conversation, which they will then present to the larger group.

[07:46-10:03] The strategic planning agenda includes policy review, committee chair assignments, and outlining a five-year vision.

- The policy handbook review, typically led by Vanessa, will be presented by a board member instead.
 - Action Item: @Krista Marcheschi - Present the organization's policies and handbook at the strategic planning meeting. - Sunny will provide the materials and speaking points ahead of time.
- Committee alignment and strategy will be discussed, including a leadership transition for the fundraising committee.
 - Shylah will present on the Executive Committee.

- Key Decision: Todd will become the new chair of the Fundraising Committee, taking over for Shylah. - The rationale is that this role aligns well with his position as Treasurer.
- As Todd will be absent, Shylah will announce this transition on his behalf.
- Sunny will deliver a presentation on the five-year vision and capacity building.
- The meeting will conclude with a “Board Ownership and Call to Action” session, where each member will be assigned a task or mission to focus on post-meeting.

[10:05-11:18] A new initiative to increase social media transparency and content creation was announced.

- Sunny plans to significantly increase content creation and posting in the coming year to enhance transparency.
- He will be capturing footage at the upcoming installation dinner, including a planned interview with Charlie for a social media reel.
- Sunny requested that all board members be active on the organization’s social media channels.
- Board members should expect to be asked for interviews, and Sunny will ensure they are always prepared ahead of time.

[11:29-13:34] The committee discussed outstanding payments from past events and the need for formal sponsorship contracts.

- The audit for 2025 is not yet complete, though the 990 tax form has been received.
- There are significant outstanding payments from Beach Fest sponsors.
- The group discussed the lack of formal contracts for smaller sponsorships like the one for the Halloween event.
 - Key Decision: Formal contracts will be created and required for all sponsorships for future events, including Halloween. - This decision was made to prevent future collection issues.
 - Action Item: @Sunny Lee - Create a contract template to be used for all sponsorships, regardless of the amount, starting with next year's Halloween event. - No due date mentioned.

[13:34-14:47] Sponsorship invoicing processes were clarified, with notes made for future improvements.

- It was confirmed that the organization possesses a standard contract template. Todd Barnett affirmed that even small sponsorships (\$150) should have a contract for tax purposes.
- The current process involves a sponsor filling out an online form, which Sunny treats as a contract. An invoice is then immediately emailed, with payment due upon receipt.
- A key issue identified is that the organization does not require payment before a sponsor’s branding is used at an event.
- For the Halloween event, this was attributed to the quick turnaround and decision to hold the event in the same year.
- Key Decision: For future events, notes were made to improve the process, implying a potential shift to requiring payment before benefits are rendered. - Stated as "notes for next year."

[15:12-17:31] The draft budget for Fiscal Year 2027 was reviewed, noting changes in revenue and confirming the removal of a potential Friday night market.

- The FY2027 draft budget was previously emailed to the committee. It includes the new fundraising goals for banners and BeachFest.
- Positive financial updates:
 - BID (Business Improvement District) assessments are projected to increase by approximately \$5,000.
 - Carry-forward funds increased by about \$6,000.
- Negative financial update:
 - SBEP (Small Business Enhancement Program) contributions decreased.
- Sunny has already submitted the first draft of the budget to the city as required. The final version with board approval minutes will be submitted after the retreat.
- A line item for a “Friday Market” was noted to be zeroed out.
 - This was a previously considered idea for a Friday evening night market.
 - Key Decision: The organization will not pursue a Friday night market at this time. - The rationale is that there was not enough time to properly plan and advertise the holiday market, and the current focus should be on growing existing, successful programs like the Tuesday Farmers Market before adding new ones.

[17:33-18:55] Clarifications were made on several line items in the budget, including maintenance, community court, and the Clean & Safe program.

- The group agreed that there is still significant room to grow profitability from the existing Farmers Market.
- A budget line for “Tree garden maintenance” was questioned. Sunny confirmed there have been no such expenses during his tenure; it is a legacy line item.
- The “Community Court” line item (BACC) has no direct expenses.
 - Associated costs, like printing and a holiday potluck for first responders, are absorbed into the general printing and operational budgets.
- It was confirmed that the “Clean and Safe program” expense of \$80,400 represents the payment to the Shoreline program.
 - The monthly payment to this program is approximately \$6,000.

[18:58-20:35] Concerns are raised regarding the performance and perceived lack of appreciation from a partner program.

- Sunny has been actively trying to give the program more recognition, including mentions in the newsletter and social media posts, after the program’s representative expressed feeling underappreciated.
- The partner program was asked to deliver performance numbers (e.g., hours worked) but only did so for a short time before stopping.
- There is a discrepancy between the partner’s claim of cutting back hours and the organization continuing to pay the full amount, leading to questions about what the payment covers.
- A general observation was made that the streets are not consistently clean.

[27:27-28:58] Sunny has proactively initiated preliminary steps for the Maintenance Assessment District (MAD) formation.

- Although the project was officially on the “back burner,” Sunny has taken small, preparatory actions to ensure readiness when the project is prioritized again.
- Action Item: @[Sunny] - Set a meeting with the city (including Joe LaCava’s office) to begin discussions on forming the MAD.
- Action Item: @[Sunny] - Conduct a photo inventory of the neighborhood to document its current state.
- The planned next steps include:
 1. Completing the photo inventory.
 2. Drafting a “statement of purpose” based on the inventory’s findings.
 3. Conducting a “temperature check” with a few key property owners.
- 2. The strategy is to advance the project through small, manageable steps to make the overall effort feel less overwhelming and potentially happen more naturally over time.

[29:37-30:22] The team confirmed the established process for any other groups attempting to form a Maintenance Assessment District (MAD).

- Dave inquired about the status of other groups, including “La Cava,” that were reportedly trying to form a MAD.
- Sunny confirmed that the City has not heard from these groups, and Sunny has not heard from La Cava on this specific topic.
- It was established that the proper procedure for any group planning a MAD is to go through the Economic Development department, which would then direct them back to this team since their interest is already on record.

[32:05-34:16] The group debated the pros and cons of their current office space versus finding a new, more visible storefront location.

- The team expressed a desire to remain in the current building for the rest of the year to save money.
- However, a strong consensus emerged that the current location lacks visibility and a “front-facing” presence in the community, making it difficult for the public to access and for the organization to feel integrated.
- The current space is perceived as unwelcoming and not conducive to walk-in traffic, unlike a traditional storefront which is seen as necessary for visibility and accessibility.
- Challenges of a storefront were noted, including the lack of a front desk staff and potential security concerns with the public walking in, though it was suggested that having locked doors with specified open hours could be a solution.
- The group acknowledged that the organization was previously a staple in the community when it had a visible location.

[34:18-35:10] The team reviewed the process for finalizing the budget, focusing on payroll and compensation details.

- Todd will provide recommendations on proposed staff raises by comparing them to industry standards and the organization’s growth, as they will not be at the upcoming meeting.
- Sunny has prepared a chart detailing total payroll compensation packages, which includes salary plus reimbursements, to provide a complete financial picture.
- Action Item: @[Sunny] - Send payroll compensation information to Todd.
- Key Decision: Sunny will include the comprehensive payroll chart in the meeting packet for board approval, as the budget document itself does not show the full compensation picture.

[35:10-35:51] **The group confirmed that new fundraising goals and proposed staff pay increases are included in the budget to be reviewed at the meeting.**

- Shylah verified that the new fundraising goals and proposed staff increases for July are both included in the budget documentation.
- The team agreed to review the proposed staff increases during the upcoming meeting.

[50:37-51:19] **The team decided to review and update the sponsorship pricing framework.**

- Sunny stated they have nothing to review today but will add the sponsorship framework to the agenda for the next fundraising committee meeting.
- Action Item: @Sunny - Print out the old sponsorship framework and prepare a new proposal for the next fundraising committee meeting to review and amend. - [No Due Date Mentioned].
- The team agreed this review is necessary, as they had previously discussed raising prices for various sponsorships, including for Beach Fest and the fair.
- There is now sponsor interest for the large BeachFest banner, making the pricing update timely.

[51:19-53:57] **The immediate priority is to contact the Del Mar Fair about requiring payment for banner displays.**

- The fair is scheduled to begin photo shoots for banners on the 27th of the month.
- Sunny will handle the initial outreach to the fair contact. They must do this today (the day of the meeting).
- Action Item: @Sunny - Contact the Del Mar Fair today to inform them that payment is required for the banners. - [Due Date: Today].

[53:58-54:32] **The team reflected on the success of the recent parade and issues with a disruptive low rider car club.**

- The group unanimously agreed that the parade was significantly better and easier to manage this year.
- A low rider car club that was “almost running people over” has been told they are not allowed back. The team clarified that there are two clubs, and only one was problematic.

[54:33-01:00:18] **The team discussed a banner strategy, including proactive sales and the feasibility of a large cross-street banner.**

- **Proactive Sales:** Krista suggested reaching out to the new lacrosse (Seals) and soccer (SDSC) teams, as they are actively buying banners downtown.
 - Krista provided contact information for “Liv” at the San Diego Seals, noting they have a large marketing budget this year.
 - Action Item: @Sunny - Send an advertisement for banner space to the sports team contacts provided by Krista. - [Due Date: Next week].
 - Action Item: @Krista - Text the contact "Liv" to let her know Sunny will be calling about partnership opportunities. - [No Due Date Mentioned].
- **Banner Strategy:** If banner sales prove to be more work than they are worth, Todd proposed using the banners to promote the organization’s own major events, like the Farmers Market and Beach Fest, for extended periods. This is seen as a better use of the space than the generic “Discover PB” message, which does not clearly identify the organization.
- **Cross-Street Banner:** The group discussed the logistics of installing a large banner across Garnett Ave, similar to what other areas like Little Italy and OB have. Research indicated that Little Italy’s poles were installed long ago via a special grant at a cost of \$80,000 for two. It

was noted that a simpler, less expensive pulley system could be used on existing light poles, but the poles to facilitate this might not exist.

- **Next Steps:** The banner program and sponsorship framework will be agenda items for the next fundraising committee meeting.

[01:03:36-01:11:00] **The group decided on new meeting times and locations for the executive committee, board, and fundraising meetings.**

- Sunny needs to update the website with new meeting times and locations.
- **Board Meetings:**
 - Key Decision: Board meetings will be held at the library for the entire year, with two potential exceptions.
- **Fundraising Meetings:**
 - Fundraising meetings will continue to be held at Duck Dive.
- **Executive Committee (Exec) Meetings:**
 - Key Decision: Executive Committee meetings will now be held at Mavericks.
- **Meeting Schedule:**
 - Key Decision: The Executive Committee meeting will be on the third Wednesday at 9:30 AM.
 - Key Decision: The Fundraising meeting will be the forth Wednesday at 11:00 AM.

[01:11:12-01:11:43] **The next Executive Committee meeting is scheduled.**

- Key Decision: The next Executive Committee meeting will take place on February 18th at 9:30 AM at Mavericks.



This is a proposed Memorandum of Understanding between Discover Pacific Beach (DPB) and Shoreline Community Services (SCS), as a response to the Request for Quote of Services released May 5, 2023.

GENERAL SCOPE OF PROGRAM:

- 4 days per week including at least one weekend day – schedule to be agreed upon by DPB and SCS.
- Service area primarily includes the Business Improvement District boundaries, an 18-block area from Mission Blvd. to Ingraham St. along Garnet Ave. and portions of Cass St., Bayard St. and Mission Blvd. from Grand Ave. to Felspar St. Other areas may also be determined between DPB and SCS as deemed necessary.

DESCRIPTION OF SERVICES:

Cleaning Duties:

- Sweep and remove litter from sidewalks, right-of-ways, curbs and business/store front gutters
- Remove and replace trash liners and dispose trash bags in a container provided by DPB
- Remove any temporary signage on public structures (playbills, fliers, political signage, etc.)
- Maintain cleanliness of trash receptacles
- Light graffiti removal on public structures as needed using environmentally safe solvents
- Maintain Pacific Beach tree wells and planters, keeping them free of weeds
- Weed sidewalk cracks as needed
- Keep DPB informed of necessary repairs and/or damage in the district
- After training, collect and track data with DPB CRM
- Equipment and supplies to be provided by SCS

Liaison with Community Members:

- Improve physical and social environment of Pacific Beach Business District
- Provide additional eyes and ears on the street and maintain open communication with DPB, security and police
- Provide local resources to unsheltered and/or transient community – provided by SCS
- Interact with local unsheltered community to serve as trouble shooters and offer referrals to community members and local businesses

- Crew Members will be trained in CPR/AED and basic First Aid techniques
- Crew Members will carry mobile phones to report emergencies as needed

COMPENSATION:

Payments shall be made to Shoreline Community Services, a 501 (c)(3) organization in San Diego, California 92109

Fixed Price Project \$6100.00 per month

PAYMENT TERMS:

SCS will submit bi-monthly invoices to DPB for services rendered, Net 15 terms.

CONFIDENTIALITY:

Shoreline Community Services, and its employees, agents, representatives or volunteers will not at any time or in any manner, either directly or indirectly, use for the personal benefit of SCS, or divulge, disclose or communicate in any manner, any information that is proprietary to Discover Pacific Beach. SCS and its employees, agents, representatives or volunteers will protect such information and treat it as confidential. This provision will continue to be effective after the termination of this MOU.

Upon termination of this MOU, SCS will return to Discover Pacific Beach all records, notes, documentation and other items that were used, created or controlled by SCS during the term of this agreement.

WARRANTY:

SCS shall provide its services and meet its obligations under this MOU in a timely and professional manner, using knowledge and recommendations for performing the services which meet generally acceptable standards in the community and region, and will provide a standard of care equal to, or superior to, care used by service providers similar to SCS on similar projects.

AMENDMENT:

This MOU may be modified or amended in writing, if the writing is signed by the parties obligated under the amendment.

GOVERNING LAW:

This MOU shall be construed in accordance with the laws of the State of California.

IN WITNESS WHEREOF, the parties hereto have caused the Agreement to be executed by their duly authorized representatives as of the date written.

Service Recipient:

Discover Pacific Beach

By:  _____

Title: Executive Director

Date: 06/06/2023

Service Provider:

Shoreline Community Services

By: _____

Title: _____

Date: _____

HOUSED/SELF SUFFICIENT

Direction
A

Direction
B

Direction
C

Direction
D

Direction
E

Direction
F

WORK

- Continue work at 25+ hours
- Leadership training
 - Strengths Finders
 - Purpose Conversation

- Increased work hours (25+ hours)
- Temporary housing **depending on availability**
- Pay Increase

- Increased work hours (20-25 hours)
- Retention Bonus after 90 days with potential pay increase

- Increased work hours (17-20 hours)
- Possible pay increase

- Introductory period
- Street Cleaning
 - \$17.25/hr-\$18.25/hr
 - 12-20 hours/week
 - Gym Membership

CASE MANAGEMENT & LIFE SKILLS

- Implement employment plan
- Site visits to possible transitional programs

- Commit to savings plan
- Begin considering housing options **depending on availability**
 - CCC Housing if available
- Commit to employment plan

- Re-evaluation of Needs Assessment
- Re-evaluation of housing needs
- SDWP enrollment
- Connect to Career Navigator
- Begin savings plan for housing
- Address past challenges and barriers

- Reassess needs
- Address addictions/abuses
- SDWP eligibility
- Address housing needs
- Open bank account/direct deposit

- CM Assessment
- Short-term goal setting to attain mailing address, EBT, Medi-Cal, Housing List, birth certificate, VI-SPDAT
- Identify addictions/abuses
- Initial SDWP registration
- Staff Development/Life Skills
- "Dreaming Conversation"

6-9 MONTHS

3-5 MONTHS

60-90 DAYS

30-60 DAYS

30 DAYS



community care crew



WORK PROPOSAL Discover PB July 2025



Budget:

Costs:

Labor Actual: \$8,256/month
(@\$40.00 covers supervision)
4 People 3-hour shift 4 days/week

Direct Cost: \$820
Bags
Supplies
Uniforms

Overhead: (70%): \$589
Truck
Gas
Insurance
Other

Total Monthly Costs: \$9665

Monthly Payment: \$6,100

-\$3,565

1. Increase fees to be commensurate with the work
2. Reduce time: Will impact leaf pick-up mostly
3. Outlier cans 10 minutes each (20 minutes/shift): Turquoise and La Cima
 - a. Eliminate
 - b. Move to Garnet where they are needed
 - c. Empty outlier cans once per week? (not heavy use but not sure once a week is enough)

OTHER NEEDS:

Lids (80% damaged or missing) – Big issue during rainy season and birds

Dumpster: Current location allows for mid-trip dump. Been working well always empty when we use it. Assume we'll need a new location.

Can Maintenance: No time for cleaning nasty cans and liners

"Harnessing the Power of Community Relationships"

www.shorelinecs.org

(858) 900-7024

EIN: 47-4016591

♦ 1004 Chalcedony St. ♦ San Diego, CA 92109 ♦



**Community Care Crew
Discover PB
February 2026**

Budget:

Costs:

Labor Actual: \$/month

(@\$40.00 covers supervision)

4 People 2.5 hours x 3 days x 4 weeks x \$40.00 = \$4,800.00

2 People 2 hours x 1 day x 4 weeks x \$40.00 = \$640

Total: 5,440.00

Direct Cost: \$820

Bags

Supplies

Uniforms

Overhead: (70%): \$589

Truck

Gas

Insurance

Other

Total Monthly Costs: \$6,849

Monthly Payment: \$6,100

-\$749.

OTHER NEEDS:

Lids (100% damaged or missing) – Big issue during rainy season and birds

Dumpster: Current location allows for mid-trip dump. Been working well always empty when we use it. Assume we'll need a new location.

Can Maintenance: No time for cleaning nasty cans and liners



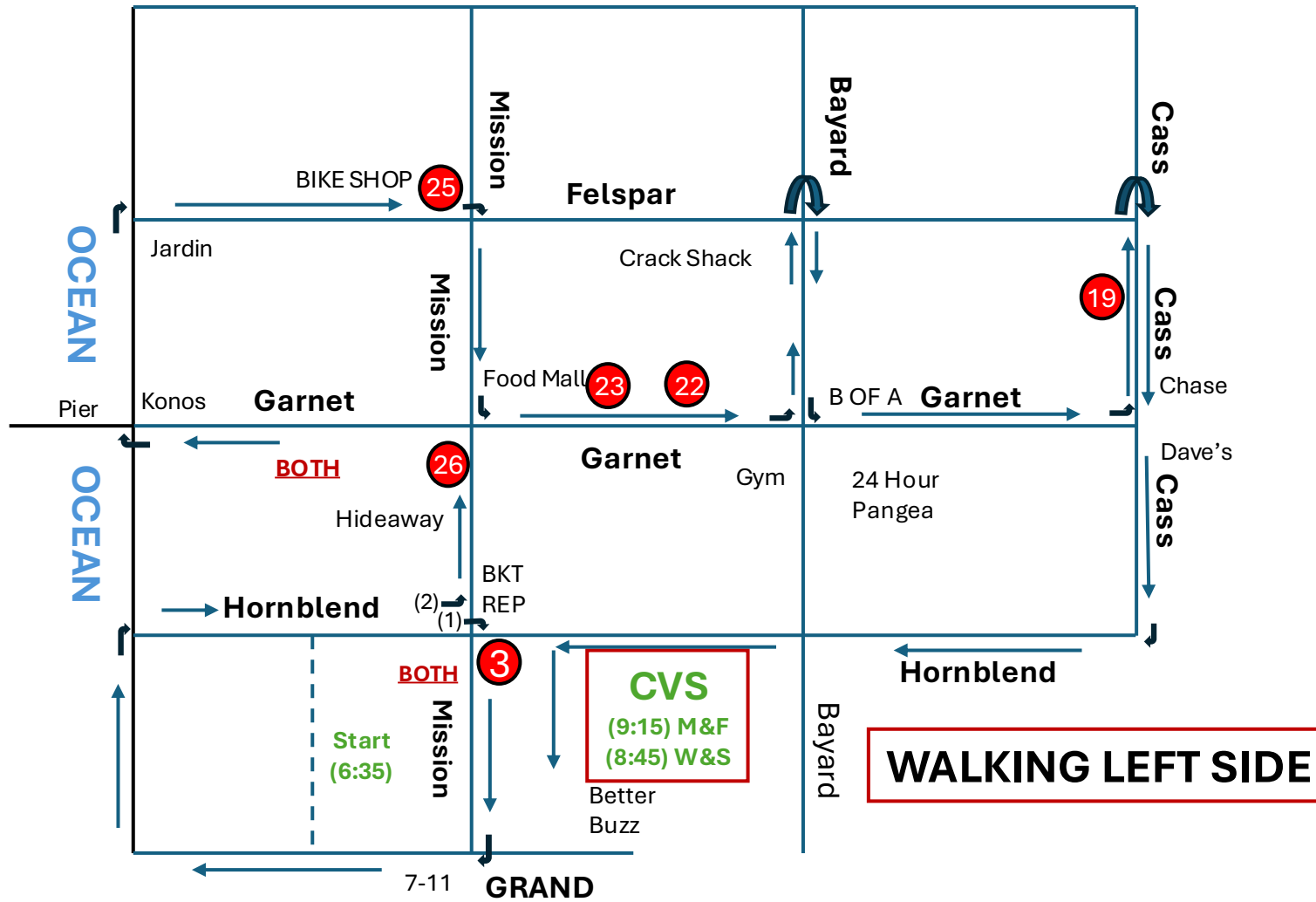
"Harnessing the Power of Community Relationships"

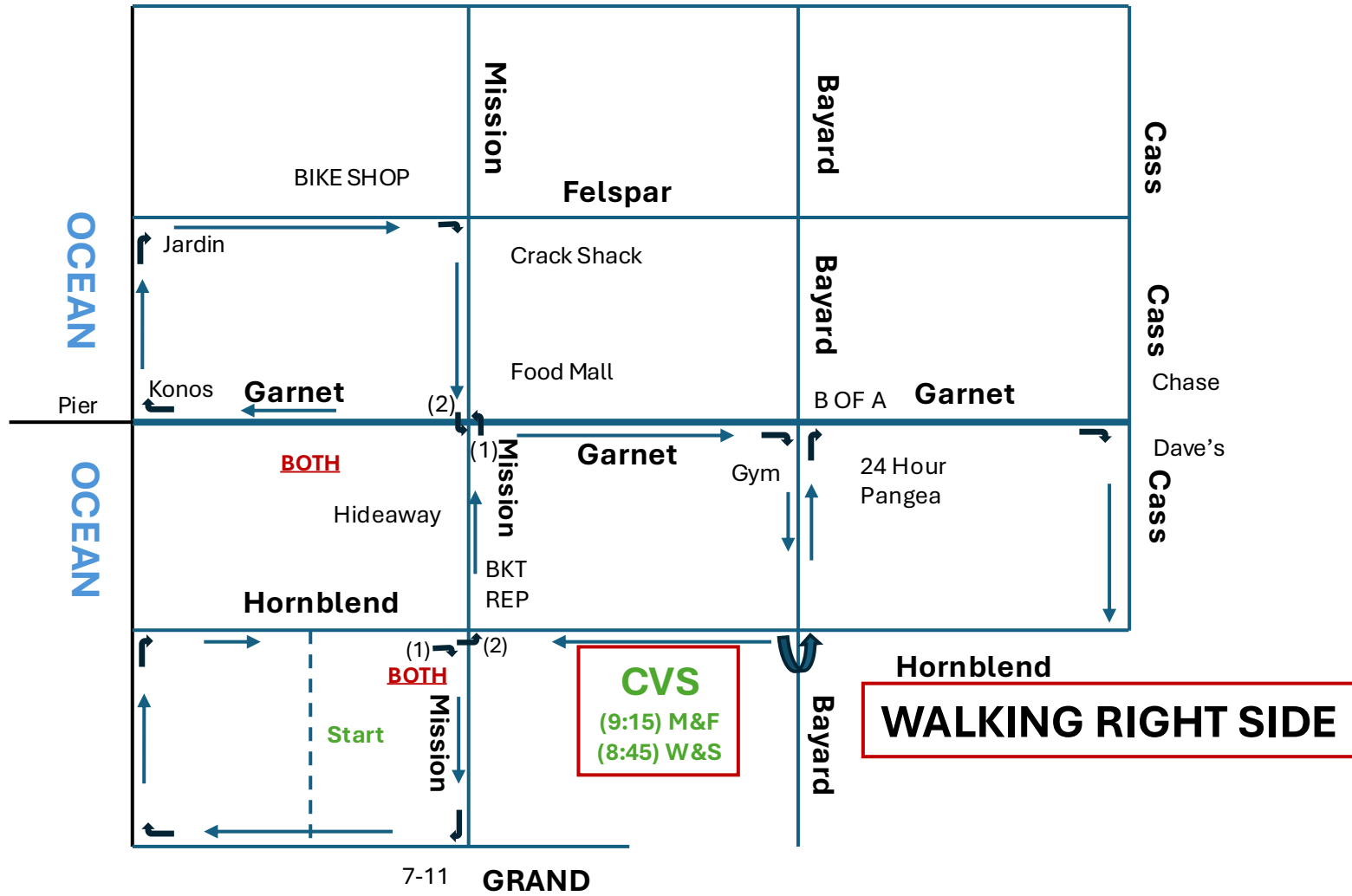
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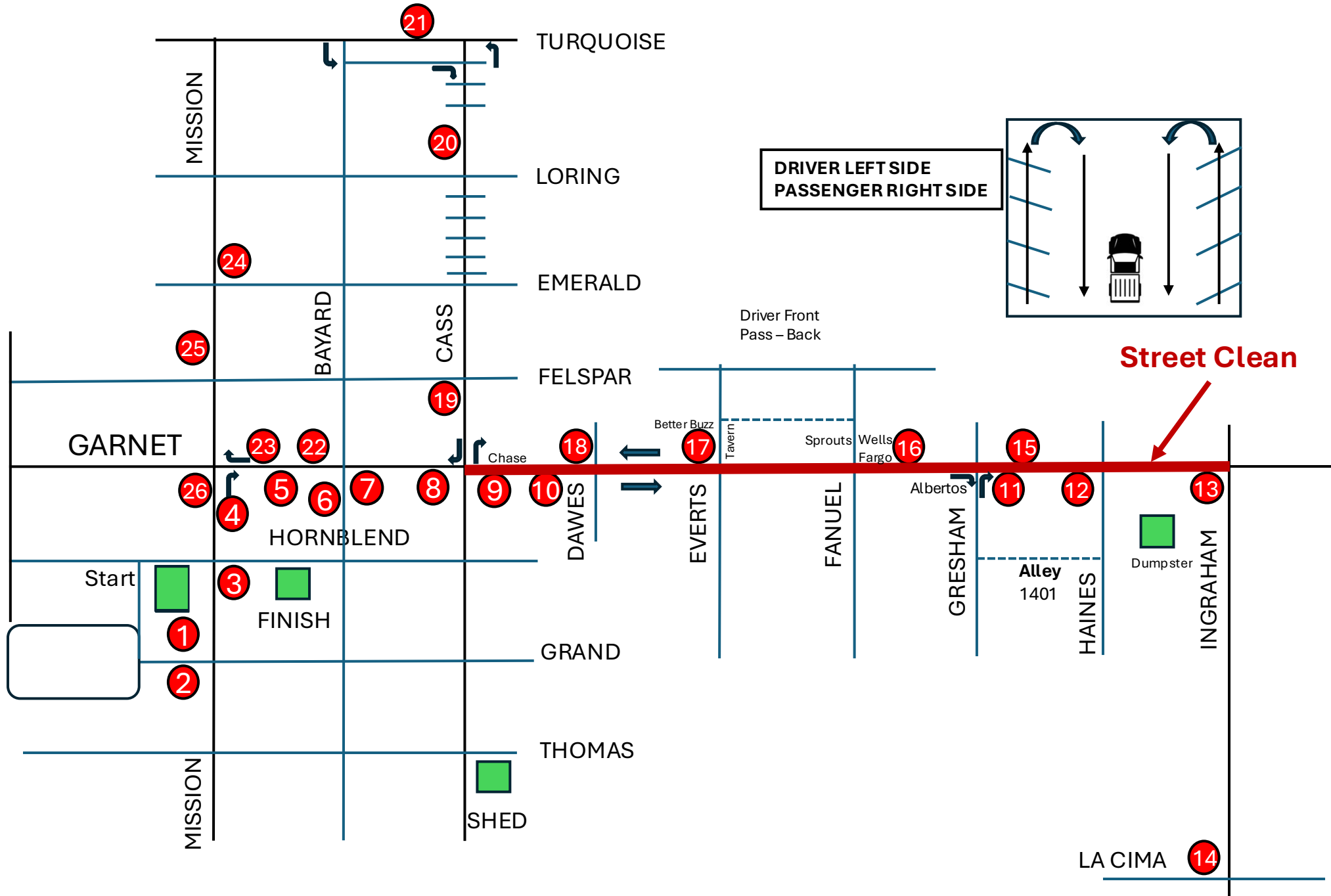
♦ 1004 Chalcedony St. ♦ San Diego, CA 92109 ♦

EIN: 47-4016591





PACIFIC OCEAN



Discover Pacific Beach

Balance Sheet

As of October 31, 2025

	Oct 31, 25	Oct 31, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	84,517	131,012	(46,495)	(35%)
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(64,048)	(106,650)	42,602	40%
Total 1000 · Discover PB Operating (4991)	30,382	34,275	(3,893)	(11%)
1008 · Paypal	649	3,158	(2,509)	(79%)
1009 · Paypal - BACC	1,194	860	334	39%
1006 · Farmers Market # 6739	62,438	38,991	23,447	60%
1025 · Merrill Lynch	125,392	121,238	4,154	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	220,110	198,577	21,533	11%
Accounts Receivable				
1200 · Accounts Receivable	61,620	85,414	(23,794)	(28%)
Total Accounts Receivable	61,620	85,414	(23,794)	(28%)
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	283,380	285,441	(2,061)	(1%)
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	0	49,388	(49,388)	(100%)
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	0	(49,388)	49,388	100%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	(17,335)	(543)	(16,792)	(3,092%)
Total Other Assets	(17,335)	(543)	(16,792)	(3,092%)
TOTAL ASSETS	269,766	288,619	(18,853)	(7%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	2,743	3,371	(628)	(19%)
2000 · Accounts Payable	14,832	19,049	(4,217)	(22%)
Total Accounts Payable	17,575	22,420	(4,845)	(22%)
Credit Cards				
US Bank	(158)	23	(181)	(787%)
Total Credit Cards	(158)	23	(181)	(787%)
Other Current Liabilities				

Discover Pacific Beach

Balance Sheet

As of October 31, 2025

	Oct 31, 25	Oct 31, 24	\$ Change	% Change
Deferred Income SBEP	17,297	38,467	(21,170)	(55%)
Total Other Current Liabilities	17,297	38,467	(21,170)	(55%)
Total Current Liabilities	34,714	60,910	(26,196)	(43%)
Total Liabilities	34,714	60,910	(26,196)	(43%)
Equity				
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	22,493	(31,344)	53,837	172%
Total Equity	235,053	227,711	7,342	3%
TOTAL LIABILITIES & EQUITY	269,767	288,621	(18,854)	(7%)

Discover Pacific Beach

Profit & Loss

October 2025

	Oct 25	Oct 24	Jul - Oct 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	5	0	5
4110 · Grants	2,686	0	44,960
4115 · Beach Area Community Court	1,250	900	4,800
4220 · BID	11,839	12,834	47,155
4250 · Parking District	0	1,651	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	2,755	0	5,755
4310 · Annual Dinner	0	0	1,250
4340 · Community Events	0	0	2,571
4350 · Contributions Income	209	0	209
4370 · Heart of PB Rest Walk	120	40	9,415
4376 · Holiday Parade	425	350	425
Total 4300 · Special Events	3,509	390	19,625
4320 · Beachfest			
Action Sports	0	2,500	5,000
Artist Booth	0	1,181	14,655
Beer Garden	15,479	14,182	15,479
Community Group	0	154	511
Consessions	75	158	75
Fish Taco Challenge	15,420	8,385	17,170
Food booth	0	1,226	6,435
Merchant Booth	0	205	2,153
Sponsors	15,577	10,715	72,502
Total 4320 · Beachfest	46,551	38,706	133,980
4400 · Other Income			
4440 · Membership Dues(Banks)	250	0	250
4460 · Merchandise	275	675	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	525	675	895
4510 · Farmers Market	2,384	20,284	85,933
7010 · Interest Income	332	392	1,378
Total Income	69,081	75,832	338,731
Gross Profit	69,081	75,832	338,731
Expense			
6544 · Zombie Walk	3,204	0	3,204
6100 · Operating			
6105 · Auto Expense	250	250	1,000
6110 · Bank Fees-CC/LF/Service	1,077	1,362	4,417
6120 · Building Repairs / Maint	0	132	0
6135 · Insurance-Liability	6,495	5,775	7,872

Discover Pacific Beach

Profit & Loss

October 2025

	Oct 25	Oct 24	Jul - Oct 25
6155 · Meals	1,284	143	2,226
6156 · Training and Conferences	0	0	370
6160 · Office Supplies/Equip	102	210	962
6175 · Printing and Reproduction	300	280	1,371
6180 · Rent	1,672	3,660	6,688
6182 · Tax-Business	0	0	189
6185 · Telephone-Cell/Office	215	283	791
6190 · Utilities-GEW/Sanitation/Refuse	1,470	1,359	5,714
6195 · Payroll Expense			
Staff-Executive Director	9,097	8,664	36,329
Staff-Admin Support	7,599	5,642	28,042
Employer Tax	1,977	1,872	8,345
Processing Fee	95	125	380
Insurance-Health	950	950	3,800
Insurance-Work Comp	0	0	122
Total 6195 · Payroll Expense	19,718	17,253	77,018
6199 · Miscellaneous	429	0	429
6205 · Accounting	1,848	1,600	7,056
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	34,860	32,307	116,403
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,100	6,100	24,400
6310 · Beach area community court	0	0	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,370	9,269	37,484
6315 · Farmers Market Expenses - Other	1,504	1,810	10,058
Total 6315 · Farmers Market Expenses	9,874	11,079	47,542
Total 6300 · Design & Improvements	15,974	17,179	72,082
6500 · Special Events Promotions			
6540 · Heart Walk	0	182	892
6510 · Beachfest			
Beer Garden	8,964	2,371	8,964
City & County Fees	1,481	2,209	4,471
Entertainment	1,700	2,600	12,225
Equipment Rental	12,170	13,991	20,102
Kids	0	625	625
Marketing / Printing	6,785	3,323	13,481
Professional Orgainzers	2,000	19,416	28,391
Staging	0	2,479	26,102
Supplies and Misc.	329	1,535	1,913
T Shirts	0	0	4,448
Total 6510 · Beachfest	33,429	48,549	120,722

Discover Pacific Beach
Profit & Loss
October 2025

	Oct 25	Oct 24	Jul - Oct 25
Total 6500 · Special Events Promotions	33,429	48,731	121,614
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6615 · Business Development	0	0	61
6650 · Newsletter	275	245	1,100
Total 6600 · Outreach	275	245	2,935
Total Expense	87,742	98,462	316,238
Net Ordinary Income	(18,661)	(22,630)	22,493
Net Income	(18,661)	(22,630)	22,493

Discover Pacific Beach

A/R Aging Summary

As of October 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alvy's World Smoke Ship		2,500				2,500
Broken Yolk Cafe			1,000			1,000
City of San Diego (Bid Reimb)	11,839					11,839
Diamond Parking - C			500		857	1,357
Ecology Center			4,476			4,476
Filippis Pizza Grotto			1,000			1,000
Gallo		10,424	6,000			16,424
Hotel Santa Clara, LLC		250				250
Irv's Burgers					500	500
McDonald's - C		500				500
San Diego FC			10,000			10,000
San Diego Running Co	7,903		2,500			10,403
The Duck Dive			350			350
Vavi Inc		1,022				1,022
TOTAL	19,742	14,696	25,826		1,357	61,621

Discover Pacific Beach

A/P Aging Summary

As of October 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	215	0	0	0	215
City Treasurer	926	0	0	0	0	926
Da-Le Ranch	571	0	0	0	0	571
EDCO Disposal Corporation	1,411	0	0	0	0	1,411
Herritage Family Farms	122	0	0	0	0	122
Josh Baesler	700	0	0	0	0	700
JR Organics	271	0	0	0	0	271
North Shore Printery	1,898	0	0	0	0	1,898
Number Six, LLC	0	1,000	0	0	0	1,000
Onofre Farm	275	0	0	0	0	275
Platinum Event Rentals	0	0	0	0	639	639
R&L Farms	134	0	0	0	0	134
Rodney Kawano Farm	116	0	0	0	0	116
Safiros Sanitation	1,254	0	0	0	0	1,254
SG Bookkeeping Services, LLC	1,943	0	0	0	0	1,943
Shoreline Community Services	6,100	0	0	0	0	6,100
TOTAL	15,721	1,215	0	0	639	17,575

Discover Pacific Beach

A/R Aging Detail

As of October 31, 2025

	Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current								
	Invoice	10/31/2025	2025-10BID	City of San Diego (Bid Reimb)	10/31/2025	BID		11,839.27
	Invoice	10/31/2025	2025-10BF	San Diego Running Co	10/31/2025	Beachfest		7,902.50
Total Current								19,741.77
1 - 30								
	Invoice	10/14/2025	2025-0925ZW	McDonald's - C	10/14/2025	Special Events	17	500.00
	Invoice	10/16/2025	2025-1017BF	Vavi Inc	10/16/2025	Beachfest	15	1,022.00
	Invoice	10/23/2025	2025-1023ZW	Alvy's World Smoke Ship	10/23/2025	Special Events	8	2,500.00
	Invoice	10/27/2025	2025-1027	Hotel Santa Clara, LLC	10/27/2025	Other	4	250.00
	Invoice	10/29/2025	2025-1029	Gallo	10/29/2025	Beachfest	2	10,424.00
Total 1 - 30								14,696.00
31 - 60								
	Invoice	09/04/2025	2025-0904ZW	Filippis Pizza Grotto	09/04/2025	Special Events	57	1,000.00
	Invoice	09/04/2025	2025-0904BF	San Diego FC	09/04/2025	Beachfest	57	10,000.00
	Invoice	09/04/2025	2025-0904BF	Gallo	09/04/2025	Beachfest	57	6,000.00
	Invoice	09/04/2025	2025-0905BF	Broken Yolk Cafe	09/04/2025	Beachfest	57	1,000.00
	Invoice	09/04/2025	2025-0904BF	San Diego Running Co	09/04/2025	Beachfest	57	2,500.00
	Invoice	09/24/2025	2025-0924BF	The Duck Dive	09/24/2025	Beachfest	37	350.00
	Invoice	09/29/2025	2025-0929ZW	Diamond Parking - C	09/29/2025	Special Events	32	500.00
	Invoice	09/30/2025	2025-0930FM	Ecology Center	09/30/2025	Farmers Market	31	4,475.50
Total 31 - 60								25,825.50
61 - 90								
Total 61 - 90								
> 90								
	Invoice	08/21/2024	082127-BFS	Irv's Burgers	08/21/2024	Beachfest	436	500.00
	Invoice	07/18/2025	2025-0718	Diamond Parking - C	07/18/2025	Special Events	105	857.00
Total > 90								1,357.00
TOTAL								61,620.27

Discover Pacific Beach

Balance Sheet

As of November 30, 2025

	Nov 30, 25	Nov 30, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	84,517	131,012	(46,495)	(35%)
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(72,359)	(78,332)	5,973	8%
Total 1000 · Discover PB Operating (4991)	22,071	62,593	(40,522)	(65%)
1008 · Paypal	4,185	5,408	(1,223)	(23%)
1009 · Paypal - BACC	1,910	1,862	48	3%
1006 · Farmers Market # 6739	77,279	52,811	24,468	46%
1025 · Merrill Lynch	125,670	121,590	4,080	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	231,170	244,319	(13,149)	(5%)
Accounts Receivable				
1200 · Accounts Receivable	41,854	31,702	10,152	32%
Total Accounts Receivable	41,854	31,702	10,152	32%
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	274,674	277,471	(2,797)	(1%)
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	0	49,388	(49,388)	(100%)
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	0	(49,388)	49,388	100%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	296	(839)	1,135	135%
Total Other Assets	296	(839)	1,135	135%
TOTAL ASSETS	278,691	280,353	(1,662)	(1%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	2,970	3,541	(571)	(16%)
2000 · Accounts Payable	15,958	13,996	1,962	14%
Total Accounts Payable	18,928	17,537	1,391	8%
Credit Cards				
US Bank	(158)	20	(178)	(890%)
Total Credit Cards	(158)	20	(178)	(890%)
Other Current Liabilities				

Discover Pacific Beach

Balance Sheet

As of November 30, 2025

	Nov 30, 25	Nov 30, 24	\$ Change	% Change
Deferred Income SBEP	12,400	29,140	(16,740)	(57%)
Total Other Current Liabilities	12,400	29,140	(16,740)	(57%)
Total Current Liabilities	31,170	46,697	(15,527)	(33%)
Total Liabilities	31,170	46,697	(15,527)	(33%)
Equity				
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	34,963	(25,399)	60,362	238%
Total Equity	247,523	233,656	13,867	6%
TOTAL LIABILITIES & EQUITY	278,693	280,353	(1,660)	(1%)

Discover Pacific Beach

Profit & Loss

November 2025

	Nov 25	Nov 24	Jul - Nov 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	35	5
4110 · Grants	0	0	44,960
4115 · Beach Area Community Court	750	1,150	5,550
4120 · SBEP	4,897	9,327	4,897
4220 · BID	12,193	15,243	59,349
4250 · Parking District	0	1,120	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	120	0	5,875
4310 · Annual Dinner	0	0	1,250
4340 · Community Events	0	0	2,571
4350 · Contributions Income	0	0	209
4370 · Heart of PB Rest Walk	0	0	9,415
4375 · Christmas on Crystal Pier	2,160	0	2,160
4376 · Holiday Parade	1,870	2,725	2,295
Total 4300 · Special Events	4,150	2,725	23,775
4320 · Beachfest			
Action Sports	0	0	5,000
Artist Booth	0	0	14,655
Beer Garden	3,500	0	18,979
Community Group	0	0	511
Consessions	0	0	75
Fish Taco Challenge	0	0	17,170
Food booth	0	0	6,435
Merchant Booth	0	0	2,153
Sponsors	0	3,371	72,502
Total 4320 · Beachfest	3,500	3,371	137,480
4400 · Other Income			
4440 · Membership Dues(Banks)	258	0	508
4460 · Merchandise	0	0	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	258	0	1,153
4510 · Farmers Market	23,008	18,058	130,504
7010 · Interest Income	279	352	1,657
Total Income	49,035	51,381	409,330
Gross Profit	49,035	51,381	409,330
Expense			
6544 · Zombie Walk	3,030	0	6,234
6100 · Operating			
6105 · Auto Expense	250	250	1,250
6110 · Bank Fees-CC/LF/Service	756	628	5,840

Discover Pacific Beach

Profit & Loss

November 2025

	Nov 25	Nov 24	Jul - Nov 25
6120 · Building Repairs / Maint	0	280	0
6135 · Insurance-Liability	0	0	7,872
6155 · Meals	624	0	2,850
6156 · Training and Conferences	995	0	1,365
6160 · Office Supplies/Equip	342	350	1,304
6175 · Printing and Reproduction	344	328	1,715
6180 · Rent	1,771	3,660	8,459
6182 · Tax-Business	0	0	189
6185 · Telephone-Cell/Office	201	285	991
6190 · Utilities-GEW/Sanitation/Refuse	1,411	1,359	7,125
6195 · Payroll Expense			
Staff-Executive Director	9,097	8,664	45,426
Staff-Admin Support	7,225	6,163	35,267
Employer Tax	1,998	1,798	10,344
Processing Fee	115	95	495
Insurance-Health	950	950	4,750
Insurance-Work Comp	0	0	122
Total 6195 · Payroll Expense	19,385	17,670	96,404
6199 · Miscellaneous	125	0	554
6205 · Accounting	1,722	1,520	8,778
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	27,926	26,330	144,996
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,504	6,100	30,904
6310 · Beach area community court	0	0	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	9,135	8,126	46,620
6315 · Farmers Market Expenses - Other	2,123	1,827	12,182
Total 6315 · Farmers Market Expenses	11,258	9,953	58,802
Total 6300 · Design & Improvements	17,762	16,053	89,846
6500 · Special Events Promotions			
6519 · Christmas on Crystal Pier	170	2,232	170
6520 · Holiday Parade	3,297	510	3,297
6540 · Heart Walk	0	0	892
6510 · Beachfest			
Beer Garden	0	0	8,964
City & County Fees	0	0	4,471
Entertainment	0	0	12,225
Equipment Rental	0	0	20,102
Kids	0	0	625
Marketing / Printing	0	0	13,481
Professional Orgainzers	0	0	28,391

Discover Pacific Beach

Profit & Loss

November 2025

	Nov 25	Nov 24	Jul - Nov 25
Staging	0	0	26,102
Supplies and Misc.	0	0	1,913
T Shirts	0	0	4,448
Total 6510 · Beachfest	0	0	120,722
Total 6500 · Special Events Promotions	3,467	2,742	125,081
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6505 · Advertising - Marketing	5,000	0	5,000
6551 · Mixers	0	65	0
6615 · Business Development	0	0	61
6650 · Newsletter	275	245	1,375
Total 6600 · Outreach	5,275	310	8,210
Total Expense	57,460	45,435	374,367
Net Ordinary Income	(8,425)	5,946	34,963
Net Income	(8,425)	5,946	34,963

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alvy's World Smoke Ship			2,500			2,500
City of San Diego (Bid Reimb)		11,839				11,839
Diamond Parking - C					857	857
Ecology Center	3,993	3,469				7,462
Filippis Pizza Grotto				1,000		1,000
Gallo		10,424	6,000			16,424
Hotel Santa Clara, LLC			250			250
Irv's Burgers					500	500
Vavi Inc			1,022			1,022
TOTAL	3,993	15,308	14,196	7,000	1,357	41,854

Discover Pacific Beach

A/P Aging Summary

As of November 30, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Acme Safety & Supply Corp.	0	2,946	0	0	0	2,946
AT&T	201	0	0	0	0	201
City Treasurer	0	926	0	0	0	926
Da-Le Ranch	507	0	0	0	0	507
EDCO Disposal Corporation	1,411	0	0	0	0	1,411
Herritage Family Farms	52	0	0	0	0	52
JR Organics	175	0	0	0	0	175
North Shore Printery	0	2,602	0	0	0	2,602
Onofre Farm	220	0	0	0	0	220
Platinum Event Rentals	0	0	0	0	639	639
R&L Farms	58	0	0	0	0	58
Safiros Sanitation	1,254	0	0	0	0	1,254
SG Bookkeeping Services, LLC	1,837	0	0	0	0	1,837
Shoreline Community Services	6,100	0	0	0	0	6,100
TOTAL	11,815	6,474	0	0	639	18,928

Discover Pacific Beach
A/R Aging Detail
As of November 30, 2025

	Type	Date	Num	P. O. #	Name	Terms	Due Date	Class
Current								
	Invoice	11/30/2025	2025-1130FM		Ecology Center		11/30/2025	Farmers Market
Total Current								
1 - 30								
	Invoice	10/31/2025	2025-10BID		City of San Diego (Bid Reimb)	Due on receipt	10/31/2025	BID
	Invoice	10/31/2025	2025-1031FM		Ecology Center		10/31/2025	Farmers Market
Total 1 - 30								
31 - 60								
	Invoice	10/16/2025	2025-1017BF		Vavi Inc	Due on receipt	10/16/2025	Beachfest
	Invoice	10/23/2025	2025-1023ZW		Alvy's World Smoke Ship	Due on receipt	10/23/2025	Special Events
	Invoice	10/27/2025	2025-1027		Hotel Santa Clara, LLC		10/27/2025	Other
	Invoice	10/29/2025	2025-1029		Gallo	Due on receipt	10/29/2025	Beachfest
Total 31 - 60								
61 - 90								
	Invoice	09/04/2025	2025-0904ZW		Filippis Pizza Grotto	Due on receipt	09/04/2025	Special Events
	Invoice	09/04/2025	2025-0904BF		Gallo	Due on receipt	09/04/2025	Beachfest
Total 61 - 90								
> 90								
	Invoice	08/21/2024	082127-BFS		Irv's Burgers	Due on receipt	08/21/2024	Beachfest
	Invoice	07/18/2025	2025-0718		Diamond Parking - C	Due on receipt	07/18/2025	Special Events
Total > 90								
TOTAL								

Discover Pacific Beach
A/R Aging Detail
As of November 30, 2025

	<u>Aging</u>	<u>Open Balance</u>
Current		
		3,992.50
Total Current		3,992.50
1 - 30		
	30	11,839.27
	30	3,469.00
Total 1 - 30		15,308.27
31 - 60		
	45	1,022.00
	38	2,500.00
	34	250.00
	32	10,424.00
Total 31 - 60		14,196.00
61 - 90		
	87	1,000.00
	87	6,000.00
Total 61 - 90		7,000.00
> 90		
	466	500.00
	135	857.00
Total > 90		1,357.00
TOTAL		41,853.77

Code of Professional Conduct

Discover Pacific Beach Code of Professional Conduct requires that all who represent the organization including Board Members, staff, independent contractors and agents will follow these guidelines when acting on the Discover Pacific Beach's behalf:

- Behave in a manner consistent with the values, integrity and good reputation of the organization
- Treat everyone with respect and courtesy
- Behave and conduct themselves in a professional business manner
- Behave honestly, openly and with integrity at all times
- Act with care and diligence while performing their scope of responsibility
- Maintain appropriate confidentiality concerning any organizational information that may be deemed sensitive
- Bring any/all concerns, issues, questions or situations to the appropriate person(s). If a grievance is filed, follow the grievance process as set forth by the current policies and procedures.
- Disclose, and take reasonable steps to avoid, any conflict of interest (real or apparent) in connection with any activities within the organization.
- Avoid providing false or misleading information in response to a request for information

Discover Pacific Beach will not tolerate:

- Any conduct that may be deemed harassing or intimidating, hostile, verbally offensive or disruptive
- Any conduct that undermines the core values, goals or mission of the organization
- Any conduct considered blatant insubordination
- Any conduct that may be considered improper use of one's role, duties, status or authority, in order to gain, or seek to gain, a benefit or advantage for yourself or for another person.

Failure to adhere to these core people principles will result in immediate and appropriate action.

Discover Pacific Beach Outreach Proposal

Program Name: DPB Winter–Spring Business Walk Outreach

Prepared by: Vanessa Bernal

Timeline: February–May 2026

Frequency: 2 walks per month, 1-2 hours each

Target Areas: North PB/Cass St, Crown Point, Grand Ave, Garnet West, Garnet East

Estimated Budget: Low-cost / staff- and board-time driven.

Projected Impact: Higher participation in BID programs, stronger relationships, improved communication, and increased visibility heading into peak event and program season.

Overview & Rationale

Winter and early spring present a strategic opportunity to deepen relationships with PB businesses when day-to-day operations are less hectic and owners are more available for conversation. By implementing a structured walking outreach program, board members and staff can proactively introduce Discover PB, highlight our value, share the 2026 Event Roster, and invite businesses into ongoing dialogue through mixers, workshops, and executive roundtable meetings.

This initiative prioritizes **face-to-face engagement**, reinforcing trust, visibility, and collaboration across the district.

Goals & Objectives

Program Goals

- Build authentic, face-to-face relationships with PB businesses
- Increase awareness of Discover PB's role, leadership, and value
- Unite businesses across corridors through shared programming and dialogue

Primary Goals

- **Connect:** Establish direct, personal contact with businesses across all targeted PB corridors.
- **Engage:** Increase awareness of PB BID programs, events, and leadership.
- **Unite:** Foster a sense of shared community and encourage active participation.

Key Objectives

- Introduce Discover PB's mission, board, staff, and role within the district.
- Present the **2026 Event Roster** and opportunities for involvement.
- Invite business owners/managers to:
 - Executive Director roundtable meetings

- Business mixers
- Educational workshops
- Gather informal feedback, concerns, and ideas from businesses.
- Strengthen visibility and approachability of Discover PB's leadership.

Target Areas & Phasing

Outreach will be phased geographically to ensure coverage and consistency before May.

Outreach Proposed Calendar

Dates will be confirmed according to the Board Member's availability.

February

- Walk 1: North PB / Cass St
- Walk 2: Crown Point

March

- Walk 3: Garnet West – Ocean Blvd to Dawes St
- Walk 4: Garnet West – Ocean Blvd to Dawes St

April

- Walk 5: Garnet East – Lamont St to Dawes St
- Walk 6: Garnet East – Lamont St to Dawes St

May

- Walk 7: Grand Ave.

Outreach Structure & Schedule

- **Frequency:** 2 times per month
- **Duration:** 2 hours per walk
- **Total Commitment:** Approximately 4 hours per month
- **Participants:**
 - PB BID staff
 - Rotating board members (when available)

Each walk will be pre-planned by corridor, with a short briefing beforehand and a brief debrief afterward to capture notes and follow-ups.

Outreach Approach

In-Person Engagement

During each visit, the team will:

- Introduce themselves and PB BID
- Share a concise overview of:

- PB BID services and advocacy
- 2026 Event Roster
- Personally invite businesses to upcoming:
 - Roundtable meetings with the Executive Director
 - Business mixers
 - Workshops and trainings

Materials

- One-page PB BID overview
- 2026 Event Roster handout
- Save-the-date cards for mixers and roundtables
- Contact card or QR code for follow-up

Board & Staff Involvement

This initiative provides a structured way for board members to:

- Be visible ambassadors of Discover PB
- Build direct relationships with constituents
- Better understand business needs across corridors

Program Manager will:

- Coordinate schedules and routes
- Track outreach progress
- Manage follow-up communications

Tracking & Follow-Up

To maximize impact, we will:

- Log businesses visited by corridor
- Track expressed interests (events, mixers, workshops, committees)
- Schedule follow-up emails or calls within one week
- Compile recurring themes or concerns for leadership review

A short summary report can be shared monthly with the Executive Director.

Projected Impact & Outcomes

Short-Term Impact (Winter–Spring)

- Increased awareness of Discover PB's programs and leadership
- Direct engagement with businesses across all targeted corridors
- Stronger attendance at mixers, workshops, and roundtables

Long-Term Impact (Peak Season & Beyond)

- Improved trust and communication between PB businesses

- Higher business participation in events and initiatives
- Better-informed programming aligned with business needs
- A more unified, connected PB business district
- Increased awareness of Discover PB programs and leadership
- Higher attendance at mixers, workshops, and roundtables
- Stronger relationships between businesses, board members, and staff
- Improved alignment between Discover PB initiatives and business needs
- A more unified and engaged district heading into peak season

Estimated Budget

This initiative is designed as a **low-cost, high-impact program**.

Estimated Costs:

- Printed materials (one-pagers, save-the-dates): \$250–\$500
- Staff coordination time: Existing workload
- Board participation: Volunteer time

Total Estimated Budget: \$250–\$500

Recommendation

Approve the Winter–Spring 2026 Business Outreach Walking Program as a strategic, low-cost investment that leverages the slower season to strengthen relationships, increase engagement, and position Discover PB for a more connected and collaborative year ahead.

Discover Pacific Beach

Internship Opportunities

Work Location Pacific Beach, San Diego

(required by SDSU)

Pay \$19–\$23 per hour

Hours 20–30+ hours per week

Duration Approximately 15 weeks

Semester Availability Spring, Summer, Fall

Events and Community Operations Intern

Role Overview

The Events and Community Operations Intern supports the planning, coordination, and execution of meetings, events, and community activations managed by Discover Pacific Beach. This role focuses on administrative and operational support within the meetings and events industry, including event logistics, business coordination, and stakeholder communication.

- **Key Responsibilities**

- Assist with event planning, timelines, and logistics for meetings, festivals, networking events, and community programs
- Support administrative preparation for events including run of show documents, vendor lists, permits, signage, and event materials
- Assist with coordination of vendors, volunteers, and business participants
- Support on site event operations including setup, check in, and breakdown
- Conduct outreach to local businesses to encourage participation in events and programs
- Maintain and update contact lists, participation tracking, and post event documentation
- Support internal meetings, notes, and follow up related to events and operations

- **Skills and Experience Gained**

- Meetings and events operations
 - Event logistics and coordination
 - Business and stakeholder engagement
 - Nonprofit and district management experience
-

Social Media and Event Marketing Intern

On Camera and Community Facing Role

Role Overview

The Social Media and Event Marketing Intern supports Discover Pacific Beach’s event marketing, digital communications, and business promotion efforts. This is an administrative and operational role within the meetings and events industry, with a focus on event marketing, on camera storytelling, and community engagement.

- **Key Responsibilities**

- Support marketing and promotional efforts for meetings, events, and community programs
- Appear on camera for short form video content related to events, business spotlights, and community updates
- Assist with planning and scheduling event marketing content
- Capture photos and videos during events, meetings, and activations
- Conduct outreach to local businesses to coordinate promotional content and participation
- Assist with drafting captions, messaging, and event promotions

- Track engagement metrics and assist with reporting on marketing performance
- Support administrative coordination between events, marketing, and business outreach

- **Required Qualifications**

- Comfortable appearing on camera and speaking in short form video
- Strong communication and interpersonal skills
- Interest in meetings, events, marketing, or community engagement

- **Skills and Experience Gained**

- Event marketing and promotions
- On camera hosting and interviewing
- Digital storytelling and brand communications
- Business outreach within a meetings and events environment

Website Redesign Proposal

Discover Pacific Beach

Current Challenges

- Difficult to update quickly
- Outdated content and visuals
- Navigation is confusing for multiple audiences
- Limited ability to showcase impact
- Not optimized for sponsors or fundraising
- Hard to highlight governance transparency

Goals for the New Website

- Feel welcoming and community-centered
- Clearly explain what Discover PB does
- Improve transparency
- Showcase events, programs, and partnerships
- Support sponsorship and fundraising
- Be easy for staff to maintain internally
- Function seamlessly on mobile devices

Key Features and Content Priorities

Homepage

- Clear mission statement
- Strong visuals from Pacific Beach events
- Upcoming events preview
- Quick access to Support Local and Get Involved

Core Sections

- Events calendar
- Business directory
- Programs and impact
- Governance and board information
- Sponsorship opportunities
- News and updates

Technical Features

- Mobile friendly
- Newsletter integration
- Event pages with registration links
- Simple internal editing capabilities
- Scalable structure for future growth

Platform Strategy

- No ongoing developer dependency
- Staff can update events and content easily
- Cost-effective subscription model
- Scalable as the organization grows

Budget Considerations

- Platform subscription
- Optional design support
- Staff time for content migration

7. Strategic Rationale

A strong website serves as core infrastructure for Discover Pacific Beach and supports:

- Brand visibility
- Community trust
- Sponsorship growth
- Board recruitment
- Business engagement
- Operational efficiency

This redesign positions Discover Pacific Beach for long-term sustainability and growth.