

Discover Pacific Beach
Fundraising Committee Meeting Agenda

Date: March 25, 2026

Time: 10:00 a.m.

Location: The Duck Dive – 4650 Mission Blvd

Agenda

1. Call to Order and Introductions

Todd Barnett, Chair, Board Treasurer

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. Trash Cans

Sunny Lee, Executive Director

4. Website Redesign

Sunny Lee, Executive Director

5. Sponsorship Goals for Key Events

Todd Barnett, Chair, Board Treasurer

- a. BeachFest update
- b. Restaurant Walk update
- c. Casino Night update

7. Action Items and Recommendations

Todd Barnett, Chair, Board Treasurer

8. Adjourn

Todd Barnett, Chair, Board Treasurer

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.

Fundraising Committee Meeting

Date: 2026-02-25 10:09:27

Location: Duck Dive, 4650 Mission Blvd.

Participants: T. Barnett, D. Rodger, S. Hales, S. Sullivan, A. Stavig, V. Bernal, S. Lee

Meeting Notes

Public Items & Announcements

- A member encouraged everyone to enjoy the benches on the bay or beach.
- An announcement was made regarding a potential summer event on Ocean Boulevard.
 - Katie Machet at “Beautiful PB” is organizing a street closure for seniors.
 - The event may include food and other activities.
 - A discussion will be held later to determine participation, contributions, and the budget for the street closure.

Fundraising Priority: Trash Cans

- The group discussed replacing lids for 28 existing trash cans, estimated at about \$30,000.
 - The current cans are roughly 10 years old.
 - Shipping is a major cost driver, so a bulk order may be more economical.
- The group debated replacing lids versus phasing in entirely new cans.
 - New industrial cans from suppliers like Uline might be easier and cheaper to maintain.
 - A tiered approach was suggested: identify high-use cans and replace them one by one instead of buying all new lids first.
- Fundraising and sponsorship options were discussed.
 - Applying for grants was mentioned as a first step.
 - Sponsorship opportunities could allow businesses to have their names on the cans, similar to programs in Little Italy.
 - The legality of placing advertisements on different types of cans needs to be researched.

Fundraising Priority: Website Redesign

- The current website (built in 2017) is outdated and needs an upgrade to appeal to sponsors and visitors.
- The original designer charges about \$200/hour for changes or consultations.
 - The last redesign quote was about \$5,000.
- The group explored more cost-effective options.
 - A member will get a quote from a PBRC developer who might offer a cheaper solution.
 - Building on Canva, Squarespace, or Wix was considered but deemed too time-consuming for the team.

Fundraising Priority: Intern Support

- Hiring an SDSU intern for three months at about \$5,000 was discussed.
- The intern would work 20–30 hours per week at 19 –23/hour.
- The executive committee tabled this for now.
 - They will offer volunteer opportunities to lower-classmen who need hours, providing support without cost.

Event Sponsorship Strategy

- The group reviewed sponsorship strategies for Restaurant Walk, Zombie Walk, and Beach Fest.
- For Beach Fest, increasing the presenting sponsor level from \$15,000 to \$30,000 was proposed.
 - The Taylor family, the previous sponsor, could be grandfathered at their current level and honored as “in honor of.”
 - This opens the door for larger corporate sponsors.
- A general outreach strategy was discussed, including templates for donation requests and vendor outreach.
 - One vendor still owes \$15,000 from last year’s Beach Fest.
 - Another sponsor from the Zombie Walk has not paid and will not be engaged again.

Sponsorship and PR Plan

- The team will create bundled sponsorship packages for businesses interested in multiple events.
- A more structured PR plan is being developed.
 - A template will define a clear timeline for each event.
 - This ensures all marketing materials and press releases are prepared and sent well in advance on a predictable schedule.

2026



MARKETING PROPOSAL



WWW.ICATCHGROUP.COM
TIM@ICATCHGROUP.COM

THE

INTRODUCTION

Dear Sunny,

On behalf of the entire team here at iCatch, I want to thank you for the opportunity to earn your business as your provider of online marketing services.

It was great talking to you about the challenges and opportunities of strategic online market research and marketing execution.

Based on the conversations I had with you, we have created a strategy that we believe will greatly improve your overall branding.

At iCatch, we believe in standing out. We stand out as a branding and online marketing company by insisting on pushing the boundaries of website performance and delivering work of the highest quality on time and on budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand thrive in a crowded market in a sea of hungry competitors.

I've included a lot of details in this proposal regarding your project, our processes, testimonials from past iCatch Marketing clients, and detailed project pricing.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of agreement at the end, and your signature turns it into a binding contract, allowing us to move forward with your project immediately.

Thanks again for the opportunity, and we look forward to work for you.



Chris Wieseler
Co-Founder, iCatch Marketing

ABOUT ICATCH



We believe that every client has a different brand and a different strategy. Therefore, a standardized process cannot provide a target-aimed and strategic adaptation of online marketing services.

A successful online marketing campaign has to offer more than just basic search engine marketing processes. iCatch's campaigns are creative, innovative, and designed to target each company's audience. iCatch integrates all marketing channels including social media, and search engines to create a holistic, targeted marketing strategy for each business.

iCatch Group is a research-based Branding and Online Marketing Company located in San Diego, California, that provides holistic online marketing solutions, i.e.

combines all available and successful online measures to increase traffic and conversions to help build each brand.

With our collaborators in South Africa and Germany, we have built a team to serve the holistic needs of our customers and offer 360° branding and online marketing solutions.

While some companies offer packaged online marketing, iCatch offers a specific approach tailored to each business.

“

**ART IS OUR
EXPRESSION**

**ROI IS OUR
BENCHMARK**

”

MEET YOUR PROJECT MANAGERS



Founder and Strategist

Tim Prüsener, MBA is the Co-Founder of iCatch Marketing. He holds a Master of Science in Business Administration and an MBA. In combination with his bachelor's degree in corporate finance and vast experience in consulting and finance his education delivers the expertise needed to make sure all campaigns are delivered on time, on budget and built towards a positive ROI.



Google Marketing Coordinator

Miguel Padilla is a Google Marketing Coordinator for iCatch Marketing. He holds a Bachelor of Science Degree in Business Administration with a focus on Marketing. He has extensive experience in the financial industry. Miguel's skills and education give him the proficiency needed to provide innovative solutions and increase digital presence.



Key Account Manager

Gianna Belsito is known for her sharp attention to detail, clear communication, and ability to manage complex projects with precision and focus. She's committed to building lasting client relationships and ensuring every initiative runs smoothly, stays on schedule, and aligns with strategic goals. With a strong background in both strategy and execution, Gianna is a vital force behind successful outcomes—for our clients and the iCatch team alike.



Creative Director

Valeriia Tulovska is the link between market research and customer engagement. Her vast experience in print and digital branding allows her to create brands that are both convincing and recognizable. Valeriia is able to visualize user experiences based on market research and marketing science.



Co-Founder & Head of Development

Christopher Wieseler, MBA is the Co-Founder and head of Web Development of iCatch. With over 7 years of experience in executing complex projects, he ensures that iCatch's talent is efficiently used for every project while always keeping an eye on the client's goals. His masters degree in business and marketing builds the foundation for his skill set.

YOUR

STATEMENT OF WORK

Website Design & Development

After gaining knowledge of your market and competitors we will have an exact understanding of what your potential customer is looking for and what it takes to seal the deal.

We will make it abundantly clear that Discover PB offers the EXACT experience that hungry patrons are looking for and make it EASY for a user to become a paying customer.

Initial Planning

The first order of business is to sit down with our team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the design process and are based on the initial market research and analysis, while keeping an eye on your specific target group.

Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout. This is an internal process.

Mockups

Once all wireframes are completed and approved, we'll proceed with site mockups. These add color and a bit more detail than the initial wireframes, giving us a stronger visual representation of the final product.

Development

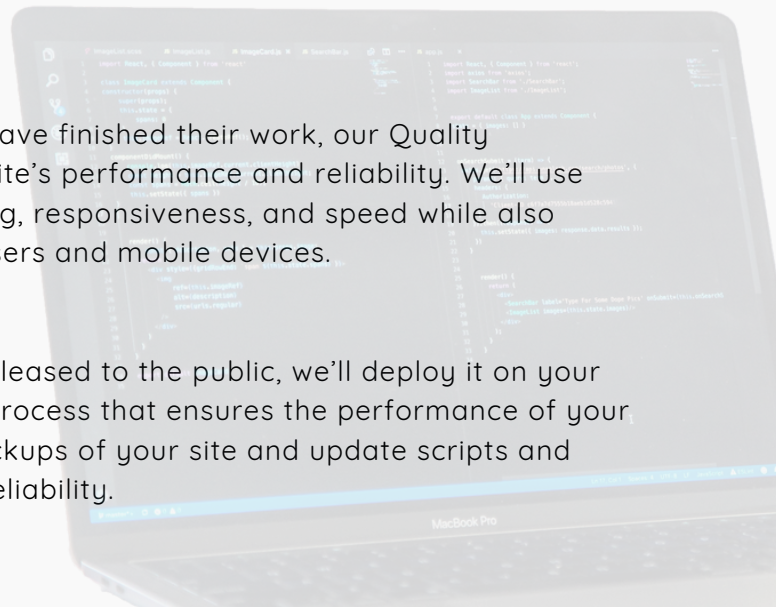
At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

Testing

Once our creative, designers, and developers have finished their work, our Quality Assurance Team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a support process that ensures the performance of your website. If hosted with us, we'll create daily backups of your site and update scripts and plugins if necessary to maintain security and reliability.



YOUR

STATEMENT OF WORK

URL Structure and Backend Setup (iCatch needs access to current sites and servers)

- URL structure analysis and implementation
- 301 redirects
- Server forwarding and redirects
- Meta description analysis and transfer
- Site indexing (3-6 months)

General Website Features

- Update & Create a new Business Directory. Include all new and existing business in Pacific Beach Area
- Build new about page & Mission Statement Page
- Donation Feature
- Integrate all current subpages for each location in the new design
- Manage headers and footers individually for all locations
- Third-party integration of
 - newsletters
 - social media,
 - Youtube
 - email marketing
 - reviews
- E-commerce Integration
 - Payment Integration With PayPal, Stripe
 - Woocommerce
 - Coupons & Discounts
- ADA compliance plugin
- Create an intuitive backend management system that allows individual location page management of:
 - All images and text
 - Business Directory Management
 - Individual Listings of Business Directory Management
 - Events
 - Promotions
 - Fundraiser requests
 - Donation requests
 - Sponsorship requests
 - Contact us
 - Farmers Market Subpages
- Integration of 2 further Websites into the new one for Santa Run &



YOUR PRICING

The table below details the costs associated with your project.

DEVELOPMENT STAGE	PRICE*
Market Research & Planning	\$1,500
Wireframing	\$5,500
Mockups	\$9,500
Web Development Discover PB	\$12,500
Backend Structure & Redirects Setup	\$4,500
3 rd Party Integration	<u>\$2,500</u>
Total	\$36,000
Donation to Discover PB	<u>\$11,000</u>
New Total	\$25,000

Payment schedule for website project

Due at signing - Stage 1	\$8,333
Due with approval of mockups - Stage 2	\$8,333
Due when website is delivered - Stage 3	\$8,333

Target timeline (this is just an estimate) 120 Days
Duration Time

*Prices do not include hosting. The hosting fee with iCatch is \$150 / month.

** Local Search Management price is discounted to \$500 / month

WORDS OF ENCOURAGEMENT

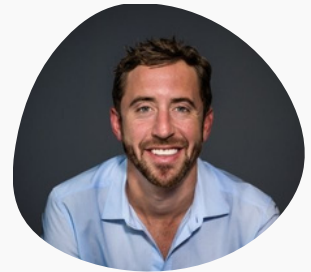
Nothing is more precious to us than an encouraging word from one of our clients. Rather than simply telling you how dedicated and skilled the iCatch team is, I'd like to offer you a few examples of what our past branding and online marketing clients have had to say about us:



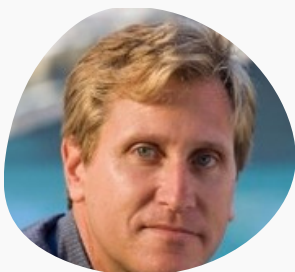
"I can't say enough great things about iCatch Marketing. My hotel has seen the highest ROI it has ever seen for the past 12 years from their efforts!"

- Elvin Lai, [Ocean Park Inn Hotel](#)

"Love iCatch Marketing! They have been such a supporting member of the Pacific Beach community and have provided strategic guidance on numerous community efforts along with effective and measurable results. We would HIGHLY recommend working with them!"



- Eric Marenburg, [Discover Pacific Beach](#)



"I have been through multiple web designers, graphic designers and marketing professionals over the last 15 years of business and have been extremely disappointed until now. Tim identified our issues and worked relentlessly to resolve our website conflicts and has done nothing but impress us. He constantly kept an open communication on progress with perfect results. I will trust them with all my future business.

Finally a firm with the client as number one."

- Mark Morris, [OASIS Architecture & Design](#)

We are proud to be the online marketing agency chosen by brands who want to take charge of their growth, including:

UBER | HD Supply | Deccan International | Discover Pacific Beach | Unique Solar

YOUR PROJECT TERMS



iCatch will build a website for Discover PB according to the description laid out in this proposal. Any additional features or other changes to project requirements may affect the timeline and costs laid out in the tables above and will require a separate change order document.

Invoices for the website project are generated at the beginning of every stage and are due according to the payment schedule laid out above.

Invoices for marketing services will be generated monthly, upfront, and are due within 30 days of receipt by Discover PB. Payments may be made by wire transfer, check, or credit card. All prices are cash prices. Debit and credit card payments are subject to an additional 5% convenience fee. Payments past an invoice's due date are subject to a 5% late fee.

All works produced as a result of the above-described project will become the sole intellectual property of Discover PB. iCatch Marketing reserves the right to use visual representations of the final product as part of our project portfolio.

Acceptance

By signing this document, Discover PB accepts iCatch Marketing's Service Agreement, which is available upon your request. Your signature below indicates acceptance of this proposal. Your initial payment per the terms above will also represent acceptance of this proposal and entrance into a contractual agreement with iCatch Marketing LLC.

Discover PB

Sunny Lee

Title:

Date:

YOUR

SERVICE AGREEMENT

1. Terms & Conditions

The following Terms and Conditions are exclusively an integral part of all contractual relationships with ICATCH MARKETING LLC (referred to as ICATCH) for the service of Web Development, Search Engine Optimization, Paid Search, Digital Marketing, and Software Development with the contract client above (hereinafter referred to as "the Client").

This agreement will be construed in accordance with and governed by the laws of the California. The parties hereto hereby consent to personal jurisdiction and venue exclusively in the State of California, County of San Diego, with respect to any action or proceeding relating to this Agreement.

This agreement, including and together with any related Statements of Work, exhibits, schedules, attachments and appendices, and similar, constitutes the sole and entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations and warranties, both written and oral, regarding such subject matter.

2. Quotes & Rights

2.1. ICATCH is not obliged to accept signed proposals, offers, quotes and/or SOWs four weeks after they have been provided.

2.2. Employees, representatives or contractors of ICATCH are not entitled to make any agreements which differ from these terms or any other agreements, such as performance or quote agreements, guarantees or promises for any services, and similar. Amendments and deviating agreements require the written approval of the top management such as the managing partners, members of the incorporation, or the CEO.

3. Client Obligations

3. 1. The Client shall respond promptly to any reasonable requests from ICATCH for instructions, information or approvals required by ICATCH to provide the services. The Client shall cooperate with ICATCH in its performance of the services and provide access to the Client's premises (e.g. accounts, logins, website hosting) that are required to enable ICATCH to provide the services and take all steps necessary, including obtaining any required licenses or consents, to prevent the Client-caused delays in ICATCH's provision of the services.

3. 2. The Client has a duty to cooperate throughout the campaign. This includes regular calls (at least once a month if required by ICATCH) as well as decisions, responses, access to accounts, and more. If the Client does not cooperate partially or in full, which leads to an impairment of the production/deliverables, this does not release the Client from payment obligations.

YOUR

SERVICE AGREEMENT

3. 3. The Client must respond (including approvals) to requests, inquiries, deliverables and similar in a timely manner in order to support the intended timelines. Expected times for feedback are 3-5 work days. If the Client does not respond in a timely manner, and the project exceeds the intended timeline, the Client is obligated to pay the whole sum of the project by the end of the intended timeline. The intended timeline and the Client's obligation to pay the whole sum can be exceeded, if ICATCH accepts the delays and provides (or has provided) a buffer to support the Client.

3. 4. Upon request, the Client must complete a questionnaire containing questions about the invoicing office, billing address, company address, company data (such as EIN, registration location, legal form), contact persons and/or similar. Without a correctly and completed questionnaire, ICATCH has no obligations to provide any services.

4. Fees and Expenses

4.1. Except for invoiced payments that the Client has successfully disputed, all late payments shall bear interest at the lesser of the rate of 5% per month, calculated daily and compounded monthly. The Client shall also reimburse ICATCH for all reasonable costs incurred in collecting any late payments, including, without limitation, attorneys' fees, and bill collector's fees. In addition to all other remedies available under this agreement or at law (which ICATCH does not waive by the exercise of any rights hereunder), ICATCH shall be entitled to suspend the provision of any services if the Client fails to pay any fees when due hereunder and such failure continues for 30 days following written notice thereof.

4.2. Paid Search campaign fees only include ICATCH's fees and not the budget or budget spent for ads to third parties such as Google, and others.

5. Services

5.1. ICATCH retains the exclusive rights to created keywords, web pages and sites, images, other content or media, processes, algorithms, computer codes, and campaigns.

5.2. ICATCH reserves the right to modify web properties of the Client in such a way that they meet the optimization requirements set by ICATCH and support the Client's objectives. If the Client has instructions by external service providers (e.g. an external web or marketing agency) not to modify web properties, a written agreement must be made beforehand. If no agreement is made, ICATCH assumes conscientious changes to the existing web properties are in the interests of the Client.

5.3. The goal is to increase visibility in the web. For this reason, no specific number of search engines are agreed with the client for which an optimization must or should take place.

YOUR

SERVICE AGREEMENT

5.6. ICATCH may, in addition to the services mentioned here, add further services which correspond to the optimization and objectives of the Client.

5.7. Termination of Services: ICATCH may suspend or terminate services with prior written notice to the Client if necessary due to operational, legal, or other valid reasons. In such cases, the Client will receive a pro-rated refund for any prepaid services not yet rendered. The Client waives claims for damages except in cases of gross negligence, willful misconduct, or fraud by ICATCH.

5.8. In all cases where ICATCH provides outlines, drafts, layouts, sketches, designs (including wireframes) or similar, the number of deliverables is not infinite; ICATCH will deliver a maximum number of 3 versions within each sprint or phase of work. If ICATCH decides to provide further iterations or versions than 3, then these are considered voluntary and by no means to be understood as a new scope or promise.

6. Warranty, Guarantees, and Limitation of Liability

6.1. Algorithms of search engines change continuously. Furthermore, search engines are subject to their own decision criteria, and ICATCH has no influence on this. The Client therefore takes note of this and is also informed of the risks that an exclusion (partially or fully) from search engines or any other external web resources can happen any time. ICATCH therefore assumes no liability or warranty if one or more websites or any of the web properties of the Client is/are excluded from one or more search engines. ICATCH scrupulously exploits all technical possibilities to prevent such exclusions.

6.2. ICATCH cannot guarantee that third party services, such as web hosting services, search engines, search services, servers, computer codes work error-free or bug-free or free of interruptions. The Client agrees that ICATCH shall have no liability for any interruptions or errors. Such errors or interruptions, bugs or even system failures, which are the cause or defects of third parties, lie outside the services of ICATCH.

6.3. The Client acknowledges and accepts that websites may nonetheless become compromised, including without limitation, by hackers, Internet viruses, worms or/and trojan horses, updates, or the like. The Client agrees that ICATCH shall have no liability for any damage or loss. The Client further acknowledges and agrees that it is solely responsible for backing-up its online properties.

6.4. ICATCH does not guarantee results or provides any timeframes according to which success is measurable, as ICATCH has no influence on the processes of the search engines. ICATCH advises the Client conscientiously about when and what results can be expected based on experience if requested by the Client.

6.5. In no event shall ICATCH be liable to the client or to any third party for any loss of use, revenue, or profit or loss of data or diminution in value, or for any consequential, incidental, indirect, exemplary, special, or punitive damages whether arising out of breach of contract, tort (including negligence), or otherwise, regardless of whether such damage was foreseeable and whether or not ICATCH has been advised of the possibility of such damages, and notwithstanding the failure of any agreed or other remedy of its essential purpose.

YOUR

SERVICE AGREEMENT

6. ICATCH is not liable for copyright disputes overall. ICATCH makes efforts to avoid copyright disputes by diligently checking the rights and licenses of media (e. g. images, videos, music, including text). Ultimately, however, the Client must ensure that all media and content used are properly licensed. ICATCH performs all work on behalf of the Client and is in principle not responsible and cannot be held liable for licenses or other copyright matters, disputes or similar.

7. Intellectual Property

7.1. ICATCH hereby grants the Client a license to use all intellectual property rights in the Deliverables free of additional charge and on a non-exclusive, worldwide, non-transferable, non-sublicensable, fully paid-up, royalty-free and perpetual basis to the extent necessary to enable the Client to make reasonable use of the Deliverables and the services.

8. Term, and Termination.

8.1. This Agreement shall commence as of the Effective Date and shall continue thereafter until the completion of the services under all Statements of Work, unless sooner terminated pursuant to Section 8.2 or Section 8.3.

8.2. Either Party may terminate this Agreement, effective upon written notice to the other Party (the "Defaulting Party"), if the Defaulting Party:

- (a) Becomes insolvent or admits its inability to pay its debts generally as they become due.
- (b) Becomes subject, voluntarily or involuntarily, to any proceeding under any domestic or foreign bankruptcy or insolvency law.
- (c) Is dissolved or liquidated or takes any corporate action for such purpose.
- (d) Makes a general assignment for the benefit of creditors.

8.3. Notwithstanding anything to the contrary in Section 8.2, ICATCH may terminate this Agreement before the expiration date of the Term on written notice if the Client fails to pay any amount when due hereunder: and such failure continues for 30 days after the Client's receipt of written notice of nonpayment.

9. Severability

If any term or provision of this Agreement is found by a court of competent jurisdiction to be invalid, illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction.

YOUR

SERVICE AGREEMENT

10. Assignment

The Client shall not assign, transfer, delegate or subcontract any of its rights or delegate any of its obligations under this Agreement without the prior written consent of ICATCH. Any purported assignment or delegation in violation of this Section shall be null and void. No assignment or delegation shall relieve the Client of any of its obligations under this Agreement.

11. Successors, Assigns & Relationship

11.1. This Agreement is binding on and inures to the benefit of the Parties to this Agreement and their respective permitted successors and permitted assigns.

11.2. The relationship between the parties is that of independent contractors. Nothing contained in this Agreement shall be construed as creating any agency, partnership, joint venture or other form of joint enterprise, employment or fiduciary relationship between the parties.

12. Force Majeure

ICATCH shall not be liable or responsible to the Client, nor be deemed to have defaulted or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement when and to the extent such failure or delay is caused by or results from acts or circumstances beyond the reasonable control of ICATCH including, without limitation, acts of God, flood, fire, earthquake, explosion, governmental actions, war, invasion or hostilities (whether war is declared or not), terrorist threats or acts, riot, or other civil unrest, national emergency, revolution, insurrection, epidemic, lock-outs, strikes or other labor disputes (whether or not relating to either party's workforce), or restraints or delays affecting carriers or inability or delay in obtaining supplies of adequate or suitable materials, materials or telecommunication breakdown or power outage, provided that, if the event in question continues for a continuous period in excess of fifteen days, the Client shall be entitled to give notice in writing to ICATCH to terminate this Agreement.