

Discover Pacific Beach
Executive Committee Meeting Agenda

Date: March 18, 2026

Time: 9:30 a.m.

Location: Mavericks Beach Club, 860 Garnet Ave.

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. Shoreline Community Services

Sunny Lee, Executive Director

4. Financial Reports and Budget Check-In

Todd Barnett, Treasurer

5. Website Update

Sunny Lee, Executive Director

6. Advocacy Update

Sunny Lee, Executive Director

7. Place Matters Conference Update

Sunny Lee, Executive Director

8. Bylaws Update

Shylah Hales, President

9. Payroll and Executive Director Review update

Shylah Hales, President

10. Action Items and Recommendations

Shylah Hales, President

11. 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.

02-18-2025 Executive Committee Meeting

Meeting Information

Date: 2026-02-18 09:30:40

Location: Mavericks Beach Club – 860 Garnet Avenue

Participants: K. Marcheschi, R. Winn, D. Rodger, C. Blanton, S. Lee

Meeting Notes

- Casino Night scheduling and venue
 - The usual boat venue is unavailable until June; ballroom is the fallback and preferred over smaller alternatives.
 - The originally scheduled date conflicts with Padres Opening Day; aim to avoid that date and May 27.
- Guest presentation: Shoreline Community Services (Community Care Crew)
 - Presenter: Caryn Blanton shared transitional employment updates and Discover PB service scope.
 - Work areas: Mission Beach, Pacific Beach, La Jolla; tasks include sweeping, drain clearing, sand shoveling, pressure washing, graffiti removal, light landscaping, custodial work, event setup/takedown.
 - Contracts/performance: 14 contracts (Discover PB largest); custodial for six local churches; ~5,000 hours worked, ~3,000 case management hours, ~\$180,000 revenue last year; goal for self-sustaining social enterprise by July 2026.
 - Discover PB scope: Four days/week; two-person walking route (right-of-ways, curbs, storefronts, gutters) and two-person driving route (trash removal, liners, litter collection). Acts as “eyes and ears,” offering referrals (Compass Station, HOP team) and using “Get It Done” for encampments/property issues; reported response times vary (48–72 hours vs. two weeks).
 - Conclusion: Informational update; no formal decisions.
- Contract deficit, wage inflation, and rate adjustment
 - Persistent gap between scope and compensation; discussions ongoing with “Sunny.”
 - July deficit was >3,500/month; after adjusting hours, February deficit about 750/month.
- Supplemental crew and expanded maintenance activities

- Since December, partnered with a job-readiness organization for unsheltered individuals: two crew members, 3 days/week, 3 hours/shift on graffiti, tree wells, weeding, mowing, flowering tree care.
- Delivery: ~52 labor hours/week at ~27/hour (*vs. usual 35*), indicating under-recovery; street segments from beach to Ingraham notably improved.
- Trash can infrastructure and public health
 - Damaged/missing lids cause health risks; rain turns cans into heavy water-filled “balloons.”
 - Plastic liners hold liquids when ripped; lack of lift/clean/sanitize schedules leads to maggots/flies; cement cans need periodic cleaning; city can overflow impacts adjacent areas.
 - Priority: Replace lids, establish sanitation schedules, and manage overflow impacts; 25-inch lid sourcing needed; can replacement costly; high-end models discussed.
 - Conclusion: Immediate fundraising and maintenance planning required ahead of hot months.
- Funding strategies and events
 - Board recognizes legacy program underfunding; strategic plan targets 5-year revenue growth.
 - Immediate focus: fund trash can lids, liners, sanitation scheduling; co-hosted events with Shoreline considered; Farmers Market now funds some activities.
 - Past fundraiser “Lord of the Wings” participation dropped post-pandemic; new ideas (chili cook-off, joint events) surfaced.
- Value of existing cans and public perception
 - Removing Discover PB’s 26 cans would worsen overflow and litter; crews take pride, but conditions degrade quickly after service.
- Board engagement and reporting
 - Invitation for 6:30 AM ride-alongs to observe operations.
 - Request for monthly updates at board meetings (first Tuesday, noon, library) to inform new board members.
- Financial status and receivables
 - Overall financial position remains stable; year-to-date net income through November approx. +35,000; liabilities down ~33% YoY.
 - Farmers Market performance significantly up YoY; expenses steady; budget tight with limited discretionary spend (e.g., lids).
 - Outstanding receivables: ~16,000 from “Gallo” (in weekly contact with “Alli”) and from “the smoke shop from the Zombie Walk.”

- City assessments delayed due to processing/address issues; now caught up after fixing mailing glitch.
- Board financials and code of conduct
 - Financials to be presented at the upcoming board meeting; code of conduct to outline roles and escalation paths, maintaining transparency/professionalism; discussion deferred to board.
 - Conclusion: Present financials; defer code of conduct details.
- Community outreach proposal (Vanessa)
 - Plan: two business walks per month (Feb–May) led by staff with board participation; focus on visibility, listening, invitations to events/mixers/workshops/roundtables; low-cost, trackable approach with volunteer signup.
 - Business breakfast targeted for late March/early April to explain Discover PB and drive engagement; branded tote bags/packets considered; emphasis on repeated touchpoints (reworded).
 - Conclusion: General support; proceed without formal vote. Vanessa to send signup; staff to lead walks; plan breakfast.
- Internship/volunteer opportunities
 - University program requires paid interns (~5,000/semester per intern; 20–30 hours/week; ~\$20/hour minimum); concerns about workload, cost, program heaviness.
 - Potential benefits: offload staff work (graphic design, outreach, content, event ideas).
 - Alternative: increase staff hours; seek lower-commitment volunteers (lower classmen) for events.
 - Conclusion: Internship tabled; pursue volunteers; revisit during fundraising and possibly summer/fall.
- Website overhaul and current updates
 - Current WordPress site has restricted backend (widgets controlled by iCatch); lingering outdated content (e.g., COVID notice).
 - Immediate plan: compile monthly update list and send to developer; not a full redesign now; vendor contacted for specific fixes.
 - Platform change discussion: consider moving off WordPress to Squarespace for easier management; Canva templates for layout; Wix previously unsatisfactory; Squarespace cited as handling high traffic; request domain control back from iCatch if migrating.
 - Advertiser listings: clean up to reflect current payers; remove outdated placements (e.g., Mad Beat/Mavericks if not paying).
 - Conclusion: Proceed with immediate fixes; explore Squarespace migration feasibility; clarify advertiser status.

FIRST AMENDMENT TO MEMORANDUM OF UNDERSTANDING

Between
Discover Pacific Beach
and
Shoreline Community Services

This First Amendment (“Amendment”) is entered into by and between Discover Pacific Beach (“DPB”) and Shoreline Community Services (“SCS”) and modifies the Memorandum of Understanding executed June 6, 2023 (“Agreement”).

Except as expressly modified herein, all other terms and conditions of the original Agreement remain in full force and effect.

1. Term Extension

The parties agree to extend the Agreement to establish a total program term of five (5) years.

The revised term of the Agreement shall be: July 1, 2023 through June 30, 2028.

This five-year structure is intended to provide service continuity, operational stability, and long-term program planning within the Pacific Beach Business Improvement District.

2. Annual Compensation Adjustment

To account for inflation, wage increases, and rising operational costs, compensation shall be adjusted annually as follows:

Beginning July 1, 2026, and each July 1 thereafter during the term of this Agreement:

- The monthly fixed fee shall increase by the greater of:
 - Three percent (3%), or
 - The annual percentage increase in the Consumer Price Index (CPI-U) for the San Diego-Carlsbad region, not to exceed five percent (5%) in any given year.

The base compensation under the original Agreement was \$6,100.00 per month.

Adjusted rates shall be calculated annually and confirmed in writing by both parties prior to the start of each fiscal year.

3. Annual Review and Re-Evaluation

The parties agree to conduct an annual program review no later than May 31 of each year during the term of the Agreement.

The annual review shall include:

- Performance evaluation
- Review of service area needs
- Budget confirmation
- Scope alignment
- Data and reporting outcomes

Continuation of funding each fiscal year remains subject to DPB Board approval.

4. Termination

Either party may terminate the Agreement:

- For cause, with thirty (30) days written notice and opportunity to cure.
- Without cause, with ninety (90) days written notice.

In the event of termination, SCS shall return all DPB property and documentation in accordance with the original Agreement.

5. No Other Changes

All other provisions of the original Memorandum of Understanding dated June 6, 2023 remain unchanged and in full effect.

IN WITNESS WHEREOF, the parties have executed this Amendment by their duly authorized representatives.

Service Recipient:

Discover Pacific Beach

By: _____

Title: _____

Date: _____

Service Provider:

Shoreline Community Services

By: _____

Title: _____

Date: _____

Discover Pacific Beach
Balance Sheet
As of December 31, 2025

	Dec 31, 25	Dec 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	(96,347)	(116,629)	20,282	17%
Total 1000 · Discover PB Operating (4991)	(1,917)	24,296	(26,213)	(108%)
1008 · Paypal	6,502	1,838	4,664	254%
1009 · Paypal - BACC	3,343	716	2,627	367%
1006 · Farmers Market # 6739	95,294	59,655	35,639	60%
1025 · Merrill Lynch	125,993	121,964	4,029	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	229,270	208,524	20,746	10%
Accounts Receivable				
1200 · Accounts Receivable	46,152	39,833	6,319	16%
Total Accounts Receivable	46,152	39,833	6,319	16%
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	277,072	249,807	27,265	11%
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	115	0	115	100%
Total Other Assets	115	0	115	100%
TOTAL ASSETS	280,908	253,528	27,380	11%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	5,646	5,352	294	5%
2000 · Accounts Payable	41,964	7,669	34,295	447%
Total Accounts Payable	47,610	13,021	34,589	266%
Credit Cards				
US Bank	(158)	595	(753)	(127%)
Total Credit Cards	(158)	595	(753)	(127%)
Other Current Liabilities				

Discover Pacific Beach
Balance Sheet
As of December 31, 2025

	Dec 31, 25	Dec 31, 24	\$ Change	% Change
Deferred Income SBEP	7,504	18,749	(11,245)	(60%)
Total Other Current Liabilities	7,504	18,749	(11,245)	(60%)
Total Current Liabilities	54,956	32,365	22,591	70%
Total Liabilities	54,956	32,365	22,591	70%
Equity				
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	13,394	(37,890)	51,284	135%
Total Equity	225,954	221,165	4,789	2%
TOTAL LIABILITIES & EQUITY	280,910	253,530	27,380	11%

**Discover Pacific Beach
Profit & Loss
December 2025**

	Dec 25	Dec 24	Jul - Dec 25
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	1,000	5
4110 · Grants	7,606	0	52,566
4115 · Beach Area Community Court	1,500	750	7,050
4120 · SBEP	4,897	8,142	9,793
4220 · BID	7,162	13,431	66,510
4250 · Parking District	0	966	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	0	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	2,190	40	4,350
4376 · Holiday Parade	2,050	2,078	4,345
Total 4300 · Special Events	4,240	2,118	28,015
4320 · Beachfest			
Action Sports	0	0	5,000
Artist Booth	0	0	14,655
Beer Garden	0	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	0	72,502
Total 4320 · Beachfest	0	0	137,480
4400 · Other Income			
4440 · Membership Dues(Banks)	0	0	508
4460 · Merchandise	0	0	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	0	0	1,153
4510 · Farmers Market	24,989	13,077	155,493
7010 · Interest Income	322	374	1,979
Total Income	50,716	39,858	460,044
Gross Profit	50,716	39,858	460,044
Expense			
6544 · Zombie Walk	6,409	0	12,643
6100 · Operating			
6105 · Auto Expense	250	250	1,500
6110 · Bank Fees-CC/LF/Service	840	569	6,680

Discover Pacific Beach

Profit & Loss

December 2025

	Dec 25	Dec 24	Jul - Dec 25
6135 · Insurance-Liability	0	0	7,872
6155 · Meals	600	366	3,450
6156 · Training and Conferences	0	0	1,365
6160 · Office Supplies/Equip	299	693	1,604
6175 · Printing and Reproduction	289	328	2,004
6180 · Rent	1,672	3,660	10,131
6182 · Tax-Business	0	0	189
6185 · Telephone-Cell/Office	207	285	1,199
6190 · Utilities-GEW/Sanitation/Refuse	1,470	1,359	8,595
6195 · Payroll Expense			
Staff-Executive Director	9,606	8,664	55,033
Staff-Admin Support	7,434	6,549	42,701
Employer Tax	2,105	1,810	12,448
Processing Fee	115	95	610
Insurance-Health	950	950	5,700
Insurance-Work Comp	0	0	122
Total 6195 · Payroll Expense	20,210	18,068	116,614
6199 · Miscellaneous	1,135	146	1,689
6205 · Accounting	1,680	1,600	10,458
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	28,652	27,324	173,650
6300 · Design & Improvements			
6323 · Clean and Safe Program	0	6,100	30,904
6310 · Beach area community court	0	74	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	9,583	7,805	56,202
6315 · Farmers Market Expenses - Other	4,556	2,782	16,738
Total 6315 · Farmers Market Expenses	14,139	10,587	72,940
Total 6300 · Design & Improvements	14,139	16,761	103,984
6500 · Special Events Promotions			
6210 · Annual Dinner	0	214	0
6519 · Christmas on Crystal Pier	3,334	3,288	3,504
6520 · Holiday Parade	2,390	2,758	5,688
6540 · Heart Walk	0	0	892
6510 · Beachfest			
Beer Garden	0	0	8,964
City & County Fees	16,939	555	21,410
Entertainment	0	0	12,225
Equipment Rental	0	0	19,463
Kids	0	0	625
Marketing / Printing	0	0	13,481
Professional Orgainzers	0	0	28,391

Discover Pacific Beach
Profit & Loss
December 2025

	<u>Dec 25</u>	<u>Dec 24</u>	<u>Jul - Dec 25</u>
Staging	0	0	26,102
Supplies and Misc.	0	158	1,913
T Shirts	0	0	4,448
Total 6510 · Beachfest	<u>16,939</u>	<u>713</u>	<u>137,022</u>
Total 6500 · Special Events Promotions	<u>22,663</u>	<u>6,973</u>	<u>147,106</u>
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6505 · Advertising - Marketing	0	0	5,000
6551 · Mixers	0	1,250	0
6615 · Business Development	0	0	61
6650 · Newsletter	275	0	1,650
6651 · Marketing & Promotions	784	40	784
Total 6600 · Outreach	<u>1,059</u>	<u>1,290</u>	<u>9,269</u>
Total Expense	<u>72,922</u>	<u>52,348</u>	<u>446,652</u>
Net Ordinary Income	<u>(22,206)</u>	<u>(12,490)</u>	<u>13,392</u>
Net Income	<u><u>(22,206)</u></u>	<u><u>(12,490)</u></u>	<u><u>13,392</u></u>

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alvy's World Smoke Ship				2,500		2,500
Broken Yolk Cafe		100				100
City of San Diego (Bid Reimb)				11,839		11,839
Diamond Parking - C					857	857
Ecology Center	3,998		3,993	3,469		11,460
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
Tap Room Enterprises		100				100
The Collective		100				100
Vavi Inc				1,022		1,022
TOTAL	3,998	300	3,993	29,504	8,357	46,152

Discover Pacific Beach A/P Aging Summary As of December 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Acme Safety & Supply Corp.	0	0	2,946	0	0	2,946
AT&T	0	207	0	0	0	207
C DFA	1,716	0	0	0	0	1,716
City Treasurer	60	23,792	0	0	0	23,852
Da-Le Ranch	279	0	0	0	0	279
EDCO Disposal Corporation	1,411	1,411	0	0	0	2,822
Herritage Family Farms	132	0	0	0	0	132
JR Organics	329	0	0	0	0	329
North Shore Printery	0	0	2,602	0	0	2,602
Onofre Farm	152	0	0	0	0	152
R&L Farms	168	0	0	0	0	168
Rodney Kawano Farm	154	0	0	0	0	154
Safiros Sanitation	1,568	0	0	0	0	1,568
SG Bookkeeping Services, LLC	1,795	0	0	0	0	1,795
Shoreline Community Services	0	6,100	0	0	0	6,100
South Coast Copy Systems	0	289	0	0	0	289
The Lighting Experts	0	2,500	0	0	0	2,500
TOTAL	7,764	34,299	5,548	0	0	47,611

Discover Pacific Beach
A/R Aging Detail
As of December 31, 2025

Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current							
Invoice	12/31/2025	2025-1231FM	Ecology Center	12/31/2025	Farmers Market		3,998.00
Total Current							<u>3,998.00</u>
1 - 30							
Invoice	12/17/2025	2025-12-1	Broken Yolk Cafe	12/17/2025	Special Events	14	100.00
Invoice	12/17/2025	2025-12-2	Tap Room Enterprises	12/17/2025	Special Events	14	100.00
Invoice	12/17/2025	2025-12-3	The Collective	12/17/2025	Special Events	14	100.00
Total 1 - 30							<u>300.00</u>
31 - 60							
Invoice	11/30/2025	2025-1130FM	Ecology Center	11/30/2025	Farmers Market	31	3,992.50
Total 31 - 60							<u>3,992.50</u>
61 - 90							
Invoice	10/16/2025	2025-1017BF	Vavi Inc	10/16/2025	Beachfest	76	1,022.00
Invoice	10/23/2025	2025-1023ZW	Alvy's World Smoke Ship	10/23/2025	Special Events	69	2,500.00
Invoice	10/27/2025	2025-1027	Hotel Santa Clara, LLC	10/27/2025	Other	65	250.00
Invoice	10/29/2025	2025-1029	Gallo	10/29/2025	Beachfest	63	10,424.00
Invoice	10/31/2025	2025-10BID	City of San Diego (Bid Reimb)	10/31/2025	BID	61	11,839.27
Invoice	10/31/2025	2025-1031FM	Ecology Center	10/31/2025	Farmers Market	61	3,469.00
Total 61 - 90							<u>29,504.27</u>
> 90							
Invoice	08/21/2024	082127-BFS	Irv's Burgers	08/21/2024	Beachfest	497	500.00
Invoice	07/18/2025	2025-0718	Diamond Parking - C	07/18/2025	Special Events	166	857.00
Invoice	09/04/2025	2025-0904ZW	Filippis Pizza Grotto	09/04/2025	Special Events	118	1,000.00
Invoice	09/04/2025	2025-0904BF	Gallo	09/04/2025	Beachfest	118	6,000.00
Total > 90							<u>8,357.00</u>
TOTAL							<u><u>46,151.77</u></u>