

**Discover Pacific Beach**  
**Fundraising Committee Meeting Agenda**

Date: April 29, 2026

Time: 10:00 a.m.

Location: Mavericks Beach Club, 860 Garnet Ave

**Agenda**

**1. Call to Order and Introductions**

Todd Barnett, Chair, Board Treasurer

**2. Non-Agenda Public Comment**

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

**3. Sponsorship Goals for Key Events**

Todd Barnett, Chair, Board Treasurer

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

**4. Advocacy Update**

Todd Barnett, Chair, Board Treasurer

- a. What impact does losing SBEP and Art and Culture CCSD have on Discover PB?
- b. How can you help advocate?

**5. Recommendations**

Todd Barnett, Chair, Board Treasurer

**6. 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.

# 03-25 Fundraising Committee Meeting

---

## Meeting Information

Date: 2026-03-25 10:20:23

Location: Duck Dive

Participants: T. Barnett, K. Marcheschi, Sanja Sullivan, V. Bernal, S. Lee, A. Stavig

## Meeting Notes

- Public Comment
  - public comment addressed Shoreline Community Services and a board member resignation.
- Trash Can Replacement and Maintenance
  - Coordination ongoing with Junk MD and Downtown Partnership.
  - Art to assess all trash cans; prioritize replacements for the worst units.
  - Expect 16–20 cans from Downtown Partnership to replace priority units.
  - Plan to remove odd-size lids and standardize to regular lids for easier ordering.
  - Target timeline shifted to Thursday/Friday next week; generally aiming for April.
  - A previously reported trash issue on a walking path near Chase was cleaned up.
- Website Redesign and Integration
  - Proposal from iCatch to redesign and integrate BeachFest and Farmers Market sites; retire Wix.
  - Price: \$25,000 (reduced by \$20,000 from an earlier figure).
  - Proposed timeline: 3–6 months.
  - Add requirement for AI optimization (beyond SEO), including chatbot/AI compatibility for community queries.
  - Funding risk: potential loss of SBEP funding could reduce the budget by \$30,000.
  - Consider Neighborhood Reinvestment Program grant to fund the website and trash cans.
  - Ideal to launch before BeachFest; end of year may be more realistic.

- Sponsorships for Key Events (Beach Fest, Restaurant Walk, Casino Night)
  - Beach Fest sponsorships: \$25,000 confirmed, some already paid; Gallo payment from last year still pending.
  - Sponsor outreach templates shared with the board; more fundraising needed.
  - Potential sponsors discussed: Pernod Ricard brands (Jameson, Absolut, Malibu, tequila), Boston Beer; possible split sponsorships; Sun Cruiser noted with prior issues but may be reconsidered.
- Business Outreach and Restaurant Walk Participation
  - Recent outreach walks targeted businesses on Garnet from Dawes to Mission; more volunteer support is needed.
  - Materials and a business-focused flyer in development; easy leave-behind booklet.
  - New participants: Gusto Grocery (joining Restaurant Walk; interested in a future ribbon cutting); Taco Nora interested in ribbon cutting info.
  - April focus on North PB; limited volunteers hinder coverage; staff may help but more board participation is needed.
  - Typical participation: ~25 businesses; 5–8 liquor brands.
  - Encouraged setups include designated tasting/engagement areas at each venue.
  - Run Club willing to support outreach and drive foot traffic/socials to businesses.
- SBEP (Small Business Enhancement Program) Advocacy
  - SBEP funding at risk during the city budget season.
  - Executive Director to send the board a link with program details and a sample letter to submit to Councilmember Joe LaCava's office; encourage broader business advocacy.
  - SBEP supports BID operations: bookkeeping, hardware/software, ED management grant, city fee reimbursements (e.g., police).
  - Benefits to small businesses: tech support, navigation of city processes, capacity-building grants, storefront improvement grants.
  - Additional resources available via the organization's Instagram video and website advocacy page.