

**Discover Pacific Beach**  
**Executive Committee Meeting Agenda**

**Date:** April 15, 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**

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. Financial Reports and Budget Check-In**

Todd Barnett, Treasurer

**4. Shoreline Community Services Amendment Update**

Sunny Lee, Executive Director

**5. Advocacy Update**

Sunny Lee, Executive Director

**6. Executive Director Review update**

Shylah Hales, President

**7. May - Board Meeting Agenda Items**

Sunny Lee, Executive Director

**8. Action Items and Recommendations**

Shylah Hales, President

**9. 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.

# 03-18 DPB Executive Committee Meeting Minutes

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## Meeting Information

Date: 2026-03-18 09:34:25

Location: Mavericks Beach Club – 860 Garnet Ave

Participants: S. Hales, K. Marcheschi, R. Winn, R. Engstrom, D.

Rodger, K. Wheeler, T. Barnett, S. Lee

## Meeting Notes

### Streeterie Permit Appeal and Advocacy

- A community member appealed the “streetary” (outdoor dining) permit for 710 Beach Club, citing noise violations. The appellant presented their case directly at the City Council meeting without prior documentation.
- Council President Joe LaCava pushed the appeal through, with Jen Campbell seconding the motion. Councilmember Raul Campillo was the only no vote, questioning the procedure.
- Members expressed concern that this decision shows a lack of support from the city for local businesses, noting the cumbersome and expensive permit process.
- The group discussed advocacy for “streeteries,” with strong support for bringing them back. A committee has been formed to address this.

### Negotiations with Shoreline Community Services

- Discussion on the proposed amendment and revision by Shoreline Community Services.
- It was determined that an AD HOC Clean and Safe Committee would be formed to discuss in more detail.
- A Maintenance Assessment District initiative is being considered, with initial discussions planned with a consultant and contractor.

### Website Update

- The current website (from 2016) is outdated. A new site is needed to attract visitors and serve as a functional portal for the organization.
- A proposal from iCatch was received to overhaul the main, BeachFest, and Farmer’s Market sites. The initial quote of ~\$45,000 was negotiated down to an expected price of around \$20,000, which is considered reasonable.

- The project timeline is estimated at 120 days.

### **Small Business Enhancement Program (SBEP) Advocacy**

- The group will continue advocating for the SBEP. The BID Alliance is planning a presentation at city hall in early April.
- Members are encouraged to attend the meeting or send a letter to Joe LaCava to show support.

### **Bylaw Updates**

- A bylaws review confirmed that business representatives on the board must work in PB for at least 30 hours per week, a rule that will be explicitly stated on new applications.
- A proposal to remove term limits for general board members was discussed but not moved forward, with the consensus that term limits help bring in fresh perspectives.

### **Executive Director Performance and Salary**

- The Executive Director's performance reviews will be changed from quarterly to semi-annually.
- A closed session is planned for the next review in May to discuss salaries for all positions for the upcoming fiscal year. The recommended payroll total is under the approved budget.

### **Other Updates**

- A potential donation of old, lidded trash cans from the Downtown Partnership was discussed as a temporary solution.
- Discover PB will be holding a logo contest, launching in April, with the goal of having merchandise with the new logo ready for BeachFest.
- Sunny attended the Place Matters Conference, now sits on the California Downtown Association board, and has taken on two mentees.

## 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:

- The monthly fixed fee shall increase: \$375

And each July 1 thereafter during the term of this Agreement:

- Three percent (4%), 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. Description of Services

***Cleaning Duties:***

- Sweep and remove litter from sidewalks, right-of-ways, curbs and business/storefront gutters.
- Remove and replace trash liners and dispose trash bags in a container provided by DPB.
- Keep DPB informed of necessary repairs and/or damage in the district
- Equipment and supplies to be provided by SCS

***Liason 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 troubleshooters and offer referrals to community members and local businesses.

**4. 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.

**5. 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.

## 6. 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: \_\_\_\_\_