

Discover Pacific Beach
Fundraising Committee Meeting Agenda
Date: May 20, 2026
Time: 10:30 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

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 updates
- b. Restaurant Walk update

4. Advocacy Update

Sunny Lee, Executive Director

5. Recommendations

Todd Barnett, Chair, Board Treasurer

6. Adjourn

Todd Barnett, Chair, Board Treasurer

Discover Pacific Beach

Fundraising Committee Meeting

Minutes

Date: April 29, 2026

Time: 10:00 a.m.

Location: Mavericks Beach Club, 860 Garnet Ave

1. Call to Order & Introductions| 10:07am

Committee members in attendance:

- Todd Barnett
- Sanja S.
- Shylah H.
- Rebekah W.

Staff: Vanessa B.

2. Non-Agenda Public Comments

- Vanessa shared that she will be supporting the Fundraising Committee moving forward.
- Shylah invited committee members to attend **North Park Salsa Fest on May 1st from 11:00 AM – 5:00 PM.**
- Committee discussed that the event may be worth exploring as inspiration for a future Discover PB event.

3. Sponsorship Goals & Key Events

BeachFest Sponsorship Update:

- The committee discussed the urgency of securing sponsorship funding for BeachFest.
- A minimum of **\$30,000 must be raised by June**; otherwise, BeachFest may need to be scaled back or look significantly different.
- Currently, **Winning Ways** is in the pipeline for a **\$2,000 sponsorship**, pending confirmation.
- Total sponsorships confirmed to date: **\$25,000**
- Overall sponsorship goal: **\$80,000**

Discussion Highlights

- Rebekah recommended pursuing an **exclusive liquor sponsor** that could contribute at a higher sponsorship level.
- Committee emphasized the need to increase sponsorship outreach efforts to ensure BeachFest is fully funded and positioned for success.

Action Items:

Todd will reach out to:

- Belmont Park
- FIT
- San Diego Gulls
- Better Buzz
- Seals

Shylah will reach out to:

- CVS
- Marque Urgent Care
- SDCU

Rebekah will reach out to:

- Red Bull
- Exclusive liquor sponsor opportunities

Sanja will reach out to:

- Elderly Care organizations
- JAG Real Estate
- Banking partners

Sunny will follow up with:

- McDonald's
- Grocery Outlet
- Moonshine

4. Advocacy Update

- The committee discussed the importance of advocating during the upcoming budget hearing season.
- Members were encouraged to call in or attend hearings to advocate for the return of:
 - SBEP funding
 - Arts & Culture funding
- Sunny shared materials outlining the impact of these funding cuts and how members can effectively advocate.
- The committee acknowledged the continued importance of strengthening fundraising efforts to sustain Discover PB events and programming.

5. Recommendations & Additional Discussion

Shylah: Recommended keeping Sunny informed regarding sponsorship outreach efforts to stay organized and avoid duplicate asks.

Rebekah: Suggested implementing a **\$5 entry fee for BeachFest.**

- Staff shared concerns about logistical challenges, including:
 - Enclosing the event footprint
 - Monitoring multiple access points

Todd: Committed to securing a **\$500 booth at BeachFest.**

6. Adjournment 11:00AM



BEACHFEST

FUNDRAISING UPDATE

Let's make waves together!



OUR TOTAL GOAL
\$80,000

TO DELIVER AN EPIC
BEACHFEST!



WE MUST REACH
\$60,500
BY JUNE
(\$30,000 MORE)

to keep BeachFest on track and fully bring our vision to life!

WE HAVE
\$30,500
CONFIRMED

Keep the momentum going!

WHERE WE STAND



CONFIRMED TO DATE
\$30,500



MUST REACH BY JUNE
\$60,500
(\$30,000 MORE)



TOTAL GOAL
\$80,000



Every dollar makes a splash!

Your outreach today creates unforgettable experiences for our community.



EVERY CONNECTION
counts.



EVERY ASK
matters.



EVERY SPONSOR
makes an impact.



TOGETHER WE MAKE
BeachFest possible!

**LET'S HIT
OUR GOAL!**

Thank you for your commitment and dedication.

We can do this!