

- Next Meeting – Medina Art Studios – June 17, 2026 | 10:30 a.m.

12. Adjourn

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BOARD OF DIRECTORS MEETING
May 5, 2026 – Pacific Beach Taylor Library – 4275 Cass Street
12:00 p.m.
MINUTES

Call to Order: 12:05pm

1. Introductions

Allison C., Wilber L., Todd B., Sanja S., Shylah H., Officer Jessica, Ashley S., Jason M., Ian H., JD W., Savanna S, Nick S., Staff: Sunny L. & Vanessa B.

2. Public Comment/Non Agenda Announcements

None

3. Additions to Agenda (3 minutes)

Info Item

None

4. Political Representative’s Reports (10 minutes)

Info Item

- District 1 – Savannah Stallings:
 - Economic Development’s budget will be coming to Council tomorrow.
 - Fanuel Park will be reopening prior to Memorial Day, fully funded by community donations and the San Diego Parks Foundation.
- Northern Division – Jessica Dishman:
 - **Security Best Practices:** Businesses are urged to keep security cameras updated and easily accessible, improve exterior lighting, and provide specific suite numbers on security forms for emergency responders.
 - **Letter of Agency (LOA):** Businesses must renew their LOA annually and file it with dispatch to allow police access to private property when closed. This is crucial for emergency response, as authorities cannot act (e.g., board up a broken window) without permission.
 - **Staffing Challenges:** The Northern Division faces significant staffing constraints, which impacts response times. Cinco de Mayo outreach was funded by grants, but staff shortages limited coverage.
- Economic Development – Nick Stephens : Key dates for the FY27 budget review cycle:
 - **May 6, 2026:** Council Budget Review Committee hearings begin for Economic Development.
 - **May 11, 2026:** BID budget discussion.
 - **May 13, 2026:** Release of the Mayor’s May revision to the FY27 budget.
 - **May 18, 2026:** City Council’s second public input budget hearing.
 - **June 5, 2026:** Final budget review committee hearing.
 - **June 9, 2026:** Final budget modification and council hearing.

Local businesses were encouraged to utilize state incentive programs via the Go Biz websit

5. Community Patners Reports (3 mins each)

Info Item

- PB Tuesday Farmers’ Market- The market is experiencing normal seasonal growth and is recruiting new vendors for summer. Strawberry season is ongoing until June 2026.

6. Presentation: Bikeshare Support – Ian Hembree, SD Bike Coalition

Action Item

Todd made motion to write a letter of support for Bikeshare, Allison seconded the motion. Pass/ abstain: Sanja, Wilber & Ashley

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7. **President's Report (3 minutes) – Shylah Hales** **Info Item**
 a) Board Recruitment
 b) Business Roundtable- May 29th at 9:30am-10:30am at Medina Art Studio.
 c) Ribbon Cutting – In the process of rescheduling date for Jag Real Estate
8. **Executive Director Report (3 minutes) – Sunny Lee** **Info Item**
 a) **Advocacy Update**- Encouraged everyone to show up on May 6th at 9:30am
 b) **Trash Can Update**- Confirmed that the 20in lids work and will proceed to order them.
9. **Special Events Update (3 minutes) – Vanessa Bernal** **Info Item**
 a) **Coast of PB Restaurant Walk**- May 20th from 4PM-9PM
 b) **Bike Anywhere Pitstop with Community Partners**: May 21st from 6:30am-9:30am @ PB Library
 c) **Marketing Breakfast**- June 11th at 10AM| Broken Yolk Cafe
 d) **June Mixer** - June 18th at 5:30PM| Oasis Under the Sun
10. **Approval of the April 7, 2026 Meeting Minutes** **Action Item**
 Todd made motion to approve the April 7, 2026 minutes, Ashley seconded the motion, unanimous approval
11. **Financial Report (3 mins) – Todd Barnett** **Action Item**
Review and approve the financials of March 2026- Tabled for next month
12. **Committee Reports (30 mins)**
 a) Organization Committee – Shylah Hales **Action Item**
 • Nomination of new board member to fill vacancy
 i. Nomination of Scott Booth – Scott Booth Real Estate Group
 Ashley made motion to nominate Scott Booth to fill Board Member vacancy, Wilber seconded the motion. Unanimous approval.
- b) **Executive Director Review Process**- Tabled
 c) **Shoreline Community Services MOU Amendment**
 d) Next Meeting – The Duck Dive – May 20, 2026 | 9:30 a.m.
13. **Fundraising Committee – Todd Barnett** **Info Item**
 • **Sponsor Update**: The fundraising goal for BeachFest is \$80,000; the current amount raised is \$30.
 • Next Meeting –The Duck Dive– May 20, 2026 | 10:30 a.m.
14. **Adjourn 1:05p.m.**

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Discover Pacific Beach
Balance Sheet
As of March 31, 2026

	Mar 31, 26	Mar 31, 25	\$ 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	(69,679)	(135,913)	66,234	49%
Total 1000 · Discover PB Operating (4991)	24,751	5,012	19,739	394%
1008 · Paypal	1,234	4,084	(2,850)	(70%)
1009 · Paypal - BACC	716	1,193	(477)	(40%)
1006 · Farmers Market # 6739	47,191	37,334	9,857	26%
1025 · Merrill Lynch	126,526	122,979	3,547	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	200,473	170,657	29,816	17%
Accounts Receivable				
1200 · Accounts Receivable	44,542	37,317	7,225	19%
Total Accounts Receivable	44,542	37,317	7,225	19%
Other Current Assets				
Deposit - Rent	1,650	1,450	200	14%
Total Other Current Assets	1,650	1,450	200	14%
Total Current Assets	246,665	209,424	37,241	18%
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	1,866	880	986	112%
Total Other Assets	1,866	880	986	112%
TOTAL ASSETS	252,252	214,025	38,227	18%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	4,415	5,100	(685)	(13%)
2000 · Accounts Payable	3,820	13,258	(9,438)	(71%)
Total Accounts Payable	8,235	18,358	(10,123)	(55%)
Credit Cards				
US Bank	(181)	49	(230)	(469%)
Total Credit Cards	(181)	49	(230)	(469%)
Other Current Liabilities				

Discover Pacific Beach
Balance Sheet
 As of March 31, 2026

	Mar 31, 26	Mar 31, 25	\$ Change	% Change
Payroll Payable	(1,773)	0	(1,773)	(100%)
Total Other Current Liabilities	(1,773)	0	(1,773)	(100%)
Total Current Liabilities	6,281	18,407	(12,126)	(66%)
Total Liabilities	6,281	18,407	(12,126)	(66%)
Equity				
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	33,413	(63,436)	96,849	153%
Total Equity	245,973	195,619	50,354	26%
TOTAL LIABILITIES & EQUITY	252,254	214,026	38,228	18%

**Discover Pacific Beach
Profit & Loss
March 2026**

	Mar 26	Mar 25	Jul '25 - Mar 26
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	70	2,255
4110 · Grants	0	0	52,566
4115 · Beach Area Community Court	750	1,250	10,900
4120 · SBEP	0	0	17,297
4220 · BID	16,726	15,783	118,281
4250 · Parking District	0	1,793	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	0	0	5,875
4377 · Wild Rides	0	(415)	0
4310 · Annual Dinner			
4312 · Raffle	0	1,422	0
4313 · Ticket Sales	1,650	7,975	12,900
4310 · Annual Dinner - Other	1,000	0	2,250
Total 4310 · Annual Dinner	2,650	9,397	15,150
4335 · Coast Walk	0	470	125
4340 · Community Events	3,428	0	5,999
4350 · Contributions Income	0	0	209
4370 · Heart of PB Rest Walk	0	0	9,415
4375 · Christmas on Crystal Pier	235	0	4,770
4376 · Holiday Parade	0	0	4,351
Total 4300 · Special Events	6,313	9,452	45,894
4320 · Beachfest			
Action Sports	0	0	5,000
Artist Booth	361	0	15,016
Beer Garden	0	0	18,979
Community Group	0	0	511
Concessions	0	0	75
Fish Taco Challenge	0	0	17,170
Food booth	0	0	6,435
Merchant Booth	0	0	2,153
Sponsors	33,500	0	109,002
Total 4320 · Beachfest	33,861	0	174,341
4400 · Other Income			
4440 · Membership Dues(Banks)	0	0	1,008
4460 · Merchandise	0	0	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	0	0	1,653
4510 · Farmers Market	28,413	20,521	226,453
7010 · Interest Income	0	350	2,513
Total Income	86,063	49,219	652,153

Discover Pacific Beach Profit & Loss March 2026

	Mar 26	Mar 25	Jul '25 - Mar 26
Gross Profit	86,063	49,219	652,153
Expense			
6544 · Zombie Walk	0	0	12,643
6100 · Operating			
6105 · Auto Expense	250	250	2,250
6110 · Bank Fees-CC/LF/Service	894	797	8,916
6120 · Building Repairs / Maint	0	0	0
6135 · Insurance-Liability	0	0	7,872
6155 · Meals	223	0	3,876
6156 · Training and Conferences	653	0	3,136
6160 · Office Supplies/Equip	712	151	4,040
6175 · Printing and Reproduction	294	320	2,963
6180 · Rent	1,771	3,660	15,246
6182 · Tax-Business	0	0	189
6185 · Telephone-Cell/Office	207	285	1,822
6190 · Utilities-GEW/Sanitation/Refuse	1,411	9,605	11,486
6195 · Payroll Expense			
Staff-Executive Director	9,097	8,664	82,324
Staff-Admin Support	6,806	6,327	62,833
Employer Tax	2,101	1,914	20,161
Processing Fee	125	95	965
Insurance-Health	950	950	8,550
Insurance-Work Comp	0	0	2,233
Total 6195 · Payroll Expense	19,079	17,950	177,066
6199 · Miscellaneous	0	0	1,963
6205 · Accounting	1,344	1,520	21,316
6225 · Dues and Subscriptions	0	0	400
Total 6100 · Operating	26,838	34,538	262,541
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,100	6,100	49,204
6310 · Beach area community court	0	0	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,646	7,757	82,372
6315 · Farmers Market Expenses - Other	3,679	3,672	25,161
Total 6315 · Farmers Market Expenses	12,325	11,429	107,533
Total 6300 · Design & Improvements	18,425	17,529	156,877
6500 · Special Events Promotions			
6210 · Annual Dinner	9,554	6,497	13,654
6519 · Christmas on Crystal Pier	75	0	3,579
6520 · Holiday Parade	0	0	19,941
6540 · Heart Walk	0	0	892
6510 · Beachfest			

Discover Pacific Beach
Profit & Loss
March 2026

	Mar 26	Mar 25	Jul '25 - Mar 26
Beer Garden	0	0	8,964
City & County Fees	0	0	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
Staging	0	0	26,102
Supplies and Misc.	0	0	2,043
T Shirts	0	0	4,448
Total 6510 · Beachfest	0	0	137,152
Total 6500 · Special Events Promotions	9,629	6,497	175,218
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6505 · Advertising - Marketing	495	495	5,695
6551 · Mixers	202	70	202
6615 · Business Development	0	0	529
6650 · Newsletter	275	245	2,475
6651 · Marketing & Promotions	0	0	784
Total 6600 · Outreach	972	810	11,459
Total Expense	55,864	59,374	618,738
Net Ordinary Income	30,199	(10,155)	33,415
Net Income	30,199	(10,155)	33,415

**Discover Pacific Beach
A/R Aging Summary
As of March 31, 2026**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Alvy's World Smoke Ship					2,500	2,500
City of San Diego (Bid Reimb)			2,500			2,500
Diamond Parking - C		1,714			857	2,571
Ecology Center	4,072		3,213	3,998	3,993	15,276
Filippis Pizza Grotto					1,000	1,000
Gallo					16,424	16,424
Hotel Santa Clara, LLC					250	250
IPS Group, Inc.	1,000					1,000
The Duck Dive			1,500			1,500
Vavi Inc			500		1,022	1,522
TOTAL	5,072	1,714	7,713	3,998	26,046	44,543

**Discover Pacific Beach
A/P Aging Summary
As of March 31, 2026**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	207	0	0	0	207
CDFA	1,964	0	0	0	0	1,964
Da-Le Ranch	552	0	0	0	0	552
EDCO Disposal Corporation	1,411	0	0	0	0	1,411
Herritage Family Farms	502	0	0	0	0	502
International Downtown Association	0	0	366	367	0	733
JR Organics	635	0	0	0	0	635
Onofre Farm	624	0	0	0	0	624
R&L Farms	13	0	0	0	0	13
Rodney Kawano Farm	125	0	0	0	0	125
SG Bookkeeping Services, LLC	1,469	0	0	0	0	1,469
TOTAL	7,295	207	366	367	0	8,235

Discover Pacific Beach A/R Aging Detail As of March 31, 2026

Type	Date	Num	P. O. #	Name	Terms	Due Date	Class
Current							
Invoice	03/31/2026	2026-0331AD		IPS Group, Inc.	Due on receipt	03/31/2026	Special Events
Invoice	03/31/2026	2026-0331FM		Ecology Center		03/31/2026	Farmers Market
Total Current							
1 - 30							
Invoice	03/20/2026	2026-032026		Diamond Parking - C	Due on receipt	03/20/2026	Beachfest
Invoice	03/27/2026	2026-032726		Diamond Parking - C	Due on receipt	03/27/2026	Beachfest
Total 1 - 30							
31 - 60							
Invoice	01/31/2026	2026-01BID		City of San Diego (Bid Reimb)	Due on receipt	01/31/2026	BID
Invoice	02/02/2026	2026-0202AD		The Duck Dive	Due on receipt	02/02/2026	Special Events
Invoice	02/05/2026	2026-0205		Vavi Inc	Due on receipt	02/05/2026	
Invoice	02/28/2026	2026-02BID		City of San Diego (Bid Reimb)	Due on receipt	02/28/2026	BID
Invoice	02/28/2026	2026-0228FM		Ecology Center		02/28/2026	Farmers Market
Total 31 - 60							
61 - 90							
Invoice	12/31/2025	2025-1231FM		Ecology Center		12/31/2025	Farmers Market
Total 61 - 90							
> 90							
Invoice	07/11/2025	2025-0711		Diamond Parking - C	Due on receipt	07/11/2025	Special Events
Invoice	09/04/2025	2025-0904ZW		Filippis Pizza Grotto	Due on receipt	09/04/2025	Special Events
Invoice	09/04/2025	2025-0904BF		Gallo	Due on receipt	09/04/2025	Beachfest
Invoice	10/16/2025	2025-1017BF		Vavi Inc	Due on receipt	10/16/2025	Beachfest
Invoice	10/23/2025	2025-1023ZW		Alvy's World Smoke Ship	Due on receipt	10/23/2025	Special Events
Invoice	10/27/2025	2025-1027		Hotel Santa Clara, LLC		10/27/2025	Other
Invoice	10/29/2025	2025-1029		Gallo	Due on receipt	10/29/2025	Beachfest
Invoice	11/30/2025	2025-1130FM		Ecology Center		11/30/2025	Farmers Market
Total > 90							
TOTAL							

Discover Pacific Beach
A/R Aging Detail
As of March 31, 2026

	<u>Aging</u>	<u>Open Balance</u>
Current		
		1,000.00
		<u>4,071.50</u>
Total Current		5,071.50
1 - 30		
	11	857.00
	4	<u>857.00</u>
Total 1 - 30		1,714.00
31 - 60		
	59	557.03
	57	1,500.00
	54	500.00
	31	1,942.97
	31	<u>3,213.00</u>
Total 31 - 60		7,713.00
61 - 90		
	90	<u>3,998.00</u>
Total 61 - 90		3,998.00
> 90		
	263	857.00
	208	1,000.00
	208	6,000.00
	166	1,022.00
	159	2,500.00
	155	250.00
	153	10,424.00
	121	<u>3,992.50</u>
Total > 90		<u>26,045.50</u>
TOTAL		<u><u>44,542.00</u></u>



Executive Director Monthly Report – Sunny Lee

April 2026

Standing Committee Meetings

Executive Committee: April 15, 2026

BID Alliance Executive Meeting: April 15, 2026

BID Alliance Board Meeting: April 23, 2026

CDA Board Meeting: April 22, 2026

PB Town Council Meeting: April 15, 2026

SBAB Meeting: April 7

Weekly Team Meetings and Staff Check-ins

- Yatzil 1:1 – April 1
- Vanessa 1:1 – April 21
- Monday Team Check-ins
- Weekly Farmers Market Operations

Additional Meetings and Community Engagement

April 1

- Yatzil 1:1
- BIDA Advocacy Meeting

April 2

- Larisa Hall Meeting – PB Buisness
- Casino Night Event – Special Event

April 6

- City Council FY2027 Budget Hearing
- Clean and Safe Committee Meeting
- Advocacy Participation on Item 200 – FY2027 Budget

April 7

- Accountability Meeting
- SBAB Debrief and Preparation Meeting
- Discover Pacific Beach Board of Directors Meeting



April 8

- Ian Hembree Meeting – SD Bike Coalition

April 9

- Scott Booth – PB Business/Potential Boardmember
- Fatima Maciel Meeting – Mayor Todd Gloria’s Office

April 13

- Accountability Meeting
- Jason Milosh Meeting – Volo, Potential Associate Member/Board Member
- Business Outreach Walk
- Kelsey Chesterfield Meeting – Potential BeachFest Sponsor

April 14

- Savannah Stallings Meeting, Council President Joe LaCava
- Nakia Arquette Meeting, Volo BeachFest Meeting
- Shylah Hales, Meeting – Board President
- Budget Update Meeting, Office of Mayor Todd Gloria

April 15

- Executive Committee Meeting
- Beach Area Community Court (BACC) Monthly Meeting
- BID Alliance Executive Meeting
- PB Town Council Community Update

April 16

- District Advisory Council Meeting, Office of Assemblymember Tasha Boerner
- Business Outreach Walk
- Community Expo, PB Town Council

April 17

- Uncommon Bridges – Information Meeting (PB MAD)
- Black Tie Bingo Community Event – Shoreline Community Services

April 20

- Accountability Meeting
- JAG Real Estate Meeting – PB Business
- Monday Staff Check-in



April 21

- Ross Tritt, Office of Assemblymember Tasha Boerner
- Vanessa 1:1

April 22

- San Ysidro BID Meeting
- California Downtown Association Board Meeting

April 23

- Discover Pacific Beach Budget Meeting, City of San Diego, Economic Development Department
- BID Alliance Board Meeting
- Business Outreach Walk
- Mission Beach Business Walk, City of San Diego, Economic Development Department

April 27

- Accountability Meeting

April 28

- SBAB Board Meeting
- Uncommon Bridges – Information Meeting (PB MAD)

April 29

April 30

- Grocery Outlet Grand Opening and Ribbon Cutting
- SBAB Debrief and Preparation Meeting

Major Priorities and Projects

Advocacy and Civic Engagement

- Continued advocacy efforts surrounding the City of San Diego FY2027 Budget Hearings
- Ongoing support and strategy discussions related to SBEP and Arts & Culture funding
- Coordination with BID Alliance leadership regarding citywide advocacy priorities
- Continued participation in the Small Business Advisory Board (SBAB) and BID Alliance initiatives



Discover Pacific Beach Operations

- FY2027 budget planning and internal budget review meetings
- Executive Committee coordination and board leadership support
- Staff development through recurring accountability meetings and 1:1 check-ins
- Community outreach walks and business engagement throughout Pacific Beach
- Coordination of ribbon cuttings and community-facing events

Community and Economic Development

- Planning and outreach related to Coast of PB Restaurant Walk
- Community engagement through the PB Town Council and Community Expo
- Continued work on Clean and Safe initiatives and MAD formation conversations
- Strengthening relationships with local businesses, stakeholders, and regional partners

Marketing and Promotions

- Planning efforts for upcoming Discover Pacific Beach events and promotions
- Outreach to sponsors and community partners
- Ongoing work on promotional strategies for local businesses and district programming
- Community storytelling and communications highlighting the role of small businesses and Discover Pacific Beach

Accomplishments and Highlights

- Participated in multiple City Council budget advocacy meetings supporting small business and economic development priorities
 - Continued leadership role with the BID Alliance and SBAB during critical budget and policy discussions
 - Maintained consistent business outreach and stakeholder engagement through walks, meetings, and community events
 - Supported planning and coordination for Discover Pacific Beach signature events and initiatives
 - Conducted executive and board-level planning discussions related to FY2027 operations and priorities
 - Represented Discover Pacific Beach at regional and community leadership meetings
 - Supported community relationship building through ribbon cuttings, networking events, and collaborative meetings
 - Continued organizational focus on advocacy, promotion, and economic vitality for Pacific Beach businesses
-



Ongoing Projects

- FY2027 Budget Planning
- Small Business Enhancement Program (SBEP) Advocacy
- Arts and Culture Funding Advocacy
- Coast of PB Restaurant Walk
- BeachFest Planning and Sponsorship Outreach
- Community Outreach Walks
- Business Recruitment and Relationship Building
- Clean and Safe Program Discussions
- Maintenance Assessment District (MAD) Formation Discussions
- Farmers Market Operations and Promotion
- Discover Pacific Beach Marketing and Communications
- Community Partnerships and Stakeholder Engagement



Executive Director Monthly Report – Sunny Lee

May 2026

Committee Meetings

- Discover Pacific Beach Board of Directors – May 5, 2026
- BID Alliance Advocacy Committee – May 4, 2026
- San Ysidro BID Advisory Committee – May 13, 2026
- Small Business Advisory Board participation and advocacy activities
- Monday Team Check-ins
- Vanessa 1:1 and staff supervision meetings

Additional Meetings and Community Engagement

May 1

- Anthony Boone – Block by Block

May 2

- PB Town Council Graffiti Cleanup – BACC

May 4

- Caryn Blanton - Shoreline and Discover Pacific Beach MOU Amendment Update
- Shylah Hales, Board President
- Monday Staff Check-In
- BID Alliance Advocacy Meeting

May 5

- Aurora Livingston – Senator Catherine Blake
- Discover Pacific Beach Board Meeting
- Vanessa 1:1
- Sadiq Khan – Mr. Charlies

May 6-8 – Vacation Time

May 11

- City Council Budget Hearing - FY2027 Business Improvement District Budget Appropriation Process

May 12

- Datafy Meeting – Pacific BeachFest
- Mayor Todd Gloria – City of San Diego
- Victoria Alas – The Crack Shack



May 13

- Alex Southard – City of San Diego, Economic Development
- Gabriel Igartua, Comerica Bank

May 14

- Josh Baesler – Baesler Studio, potential board member

May 18

- Team Check-In

May 19

- Mikey Beats – Mission BayFest
- Vanessa Bernal 1:1

May 20

- Executive Committee Meeting
- Fundraising Committee Meeting
- Lunch with Xavier The X-Man at Magic 92.5
- Coast of PB Restaurant Walk

May 21

- Datafy Pacific BeachFest
- Annette Macias and Ashley Goad – US Bank

May 22

- Vicky Joes – The office of Council President Joe LaCava
- Fanuel Park Ribbon Cutting
- Councilmember Raul Campillo

May 26

- Small Business Advisory Board Meeting

May 27

- California Downtown Association Board Meeting
- Julia Borges – Purple Tree

May 28

- BID Alliance Board Meeting

May 29

- Business Roundtable with Council President Joe LaCava
- Julia Borges – Purple Tree



- Pacific Beach Community Parking District Briefing Meeting – City of San Diego

Major Priorities and Projects

- Advocacy and Government Relations
- FY2027 Budget Planning
- Small Business Enhancement Program Advocacy
- Arts and Culture Funding Advocacy
- Coast of PB Restaurant Walk Planning
- BeachFest Sponsorship and Fundraising
- Datafy Analytics Program – Pacific BeachFest
- Community Outreach and Business Retention
- Farmers Market Operations
- Maintenance Assessment District Exploration

Accomplishments and Highlights

- Met with Mayor Todd Gloria regarding priorities impacting Pacific Beach and San Diego small businesses.
- Participated in City Council budget hearings related to Business Improvement District funding.
- Continued leadership as Chair of the Small Business Advisory Board.
- Strengthened relationships with City leadership, elected officials, and community stakeholders.
- Facilitated the May Discover Pacific Beach Board Meeting.
- Participated in the PB Town Council Graffiti Cleanup.
- Supported the Fanuel Park Ribbon Cutting and community engagement activities.
- Advanced FY2027 budget planning and organizational priorities.

Executive Director Highlights and Strategic Progress

- Moderated a business roundtable discussion with Council President Joe LaCava.
- Advanced advocacy efforts related to SBEP and Arts and Culture funding.
- Represented San Diego small businesses through SBAB leadership.
- Initiated next steps toward formation of a Pacific Beach Maintenance Assessment District.
- Developed advocacy materials regarding parking impacts on business districts.
- Expanded relationships with elected officials and regional partners.
- Continued planning and sponsorship development for BeachFest 2026.
- Supported business attraction, retention, and engagement efforts.

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:

- Four 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 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 sixty (60) 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: _____