



BOARD OF DIRECTORS MEETING
July 7, 2026 – Pacific Beach Taylor Library – 4275 Cass Street
12:00 p.m.
AGENDA

1. **Introductions**
Sign in

2. **Public Comment/Non Agenda Announcements**
Limited to 2 minutes on any non-agenda items, items may be referred to committees or future agenda item

3. **Additions to Agenda (3 minutes)** **Info Item**
Items will be added to a future agenda

4. **Political Representative’s Reports (10 minutes)** **Info Item**

District 1 – Savannah Stallings Mayor’s Office- Fatima Maciel County Supervisor – Malachi Bielecki Economic Development – Nick Stephens	77 th Assembly District – Ross Tritt Senate District 38 – Aurora Livingston Northern Division – Jessica Dishman
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5. **Community Partners Reports (3 mins each)** **Info Item**

a) PB Tuesday Farmers’ Market b) Shoreline Community Services c) PB Town Council	d) PB Woman’s Club e) PB Planning Group f) Beautiful PB
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6. **President’s Report (3 minutes) – Shylah Hales** **Info Item**
 - a) **Executive Director Monthly Summary**
 - b) **Executive Director Review Update**

7. **Executive Director Report (3 minutes) – Sunny Lee** **Info Item**
 - a) **Advocacy Update**
 - b) **Community Parking District Update**
 - c) **MAD Update**
 - d) **Trash Can Update** **Action Item**

8. **Special Events Update (3 minutes) – Vanessa Bernal** **Info Item**
 - a) Business Marketing Breakfast | Broken Yolk - Recap
 - b) **June Mixer** | Oasis Under the Sun – Recap
 - c) HeART of PB Restaurant Walk – September 16, 2026

9. **Approval of the June 9, 2026 Meeting Minutes** **Action Item**

10. **Financial Report (3 mins) – Todd Barnett** **Action Item**
Review and approve the financials of May 2026

11. **Committee Reports (30 mins)**
 - a) **Organization Committee – Shylah Hales** **Info Item**
 - Vacancy Report - (1) 1-year vacancy
 - Pre-Election Announcement
 - i. **Election Timeline**

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

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1. August 7 – official call for nominations and annual meeting is announced. Vote on how to vote – in-person or by mail.
 2. August 28 – Nominations are due
 3. September 1 – vote to approve the ballot and any remaining nominations.
 4. October 20 – Annual Meeting and Elections
- ii. Up for re-election
 1. Krista Marcheschi
 2. Shylah Hales
 - iii. Terming Out
 1. Wilber Lai
 2. Randall Engstrom
- b) Next Meeting – Medina Art Studios – July 15, 2026 | 9:30 a.m.

12. Fundraising Committee – Todd Barnett

Info Item

- **BeachFest Sponsor Deadline – August 1**
- **Sponsor Update**
- Next Meeting – Medina Art Studios – June 15, 2026 | 10:30 a.m.

13. Adjourn

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BOARD OF DIRECTORS MEETING
June 9, 2026 – Pacific Beach Taylor Library – 4275 Cass Street
12:00 p.m.
Minutes

Call to Order: 12:05pm

1. Introductions

Randall E., Wilber L., Todd B., Shylah H., Rebekah W., Ashley S., Savannah S., Nick S., Officer Jessica, Candice, Carin B., Josh B., Jason M.,

Staff: Sunny L. & Vanessa B.

2. Public Comment/Non Agenda Announcements

Allen: Walkabout is a local community app. Hyper local, brining locals to local businesses. PB has the fastest growing users.

3. Additions to Agenda (3 minutes)

Info Item

None

4. Political Representative’s Reports (10 minutes)

Info Item

District 1 – Savannah Stallings:

- Wrapping up Budget season. IBA recommended 750,000 resolution of SBEP, 6M to Arts & Culture.
- We had a successful Business Roundtable with Council President Joe LaCava and the PB Businesses Community.
- Still working on resolving a few issues that were brought up at the meeting. Mission Blvd from Turquoise to Sydney is being repaved by city staff. Transportation Department reported from Jan-March they had 171 requests for potholes and filled 153.

Northern Division – Jessica Dishman

- Cone with a Cop on June 16th from 2-4pm at PB Ice Cream Co.
- 150 Officers were out for Memorial Day Weekend, it was a successful year. We plan to have the same coverage for the Fourth of July weekend.

Economic Development – Nick Stephens

- Shout out to Sunny for all of her advocacy .
- SBEP funding will have designated allocation closer to July, once the Director decides.
- BID Packets are due July 17th
- A friendly reminder to be compliant with the Brown Act.

5. Community Partners Reports (3 mins each)

Info Item

- PB Tuesday Farmers’ Market
 - i. Currently working on resubmitting our Certification, there will be changes happening to the footprint per County requests due to new implemented regulations.
 - ii. We currently have 190 vendors
 - iii. Visiting us, it is currently stone fruit season.
- Shoreline Community Services
 - June 23rd will be the Grand Opening of Compass Commons.

6. Executive Director Report (3 minutes) – Sunny Lee

Info Item

- Advocacy Update
 - i. Requested meeting with the Transportation Department regarding parking meters.
- Visit California Board Meeting
 - i. Attended Board Meeting focused on updating everyone on the Tourism Industry in CA’s current climate, trends and challenges. Great networking opportunity.
- MAD Update

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- i. Starting the MAD Committee, recruiting property owners. Jacqueline from the Taylor Family recently accepted begging apart of this.

- **Trash Can Update** **Action Item**

7. Special Events Update (3 minutes) – Vanessa Bernal **Info Item**

- **Coast of PB Restaurant Walk** – We had another successful event with over 300 participants. Three new participating businesses joined us this year. The feedback overall was positive both from restaurants and attendees.
- **Marketing Breakfast**- June 11th at 10AM | Broken Yolk Cafe
- **June Mixer** - June 18th at 5:30PM | Oasis Under the Sun

8. Approval of the May5, 2026 Meeting Minutes **Action Item**

Todd made motion to approve the May 5, 2026 Meeting Minutes, Wilber seconded the motion. Approved/ Abstain: Rebekah & Randall.

9. Financial Report (3 mins) – Todd Barnett **Action Item**

Rebekah made motion to approve the Financial Report, Wilber seconded the motion. Unanimous approval

10. Committee Reports (30 mins)

a) **Organization Committee – Shylah Hales**

- Nomination of new board member to fill vacancy **Action Item**
 - i. Nomination of Jason Milosh, Volo Sports

Rebekah made motion to approve Jason Milosh to fill board vacancy, Randall seconded the motion. Unanimous approval.

- ii. Nomination of Josh Baesler, Baesler Studios

Randall made motion to approve Josh Baesler to fill board vacancy, Todd seconded the motion. Unanimous approval.

b) **Shoreline Community Services MOU Amendment** **Action Item**

Randall made motion to approve the MOU Amendment, Rebekah seconded the motion. Unanimous approval

- c) Next Meeting – Medina Art Studios – June 17, 2026 | 9:30 a.m.

11. Fundraising Committee – Todd Barnett **Info Item**

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

12. Adjourn 12:51p.m.

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Discover Pacific Beach
Balance Sheet
As of May 31, 2026

	May 31, 26	May 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	(70,790)	(119,105)	48,315	41%
Total 1000 · Discover PB Operating (4991)	23,640	21,820	1,820	8%
1008 · Paypal	9,773	8,831	942	11%
1009 · Paypal - BACC	1,623	1,385	238	17%
1006 · Farmers Market # 6739	74,249	50,017	24,232	48%
1025 · Merrill Lynch	126,822	123,660	3,162	3%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	236,162	205,768	30,394	15%
Accounts Receivable				
1200 · Accounts Receivable	22,973	35,997	(13,024)	(36%)
Total Accounts Receivable	22,973	35,997	(13,024)	(36%)
Other Current Assets				
Deposit - Rent	1,650	1,650	0	0%
Total Other Current Assets	1,650	1,650	0	0%
Total Current Assets	260,785	243,415	17,370	7%
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	768	362	406	112%
Total Other Assets	768	362	406	112%
TOTAL ASSETS	265,274	247,498	17,776	7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	3,011	6,595	(3,584)	(54%)
2000 · Accounts Payable	7,404	34,133	(26,729)	(78%)
Total Accounts Payable	10,415	40,728	(30,313)	(74%)
Credit Cards				
US Bank	724	494	230	47%
Total Credit Cards	724	494	230	47%
Total Current Liabilities	11,139	41,222	(30,083)	(73%)
Total Liabilities	11,139	41,222	(30,083)	(73%)
Equity				

Discover Pacific Beach
Balance Sheet
As of May 31, 2026

	May 31, 26	May 31, 25	\$ Change	% Change
1110 · Retained Earnings	177,288	223,783	(46,495)	(21%)
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	41,577	(52,778)	94,355	179%
Total Equity	254,137	206,277	47,860	23%
TOTAL LIABILITIES & EQUITY	265,276	247,499	17,777	7%

Discover Pacific Beach
Profit & Loss
May 2026

	May 26	May 25	Jul '25 - May 26
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program	0	0	2,255
4110 · Grants	0	0	54,570
4115 · Beach Area Community Court	1,700	1,450	13,744
4120 · SBEP	0	0	17,297
4220 · BID	11,047	11,506	145,600
4250 · Parking District	0	1,469	0
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	0	0	5,875
4310 · Annual Dinner			
4312 · Raffle	0	0	1,390
4313 · Ticket Sales	0	0	12,900
4310 · Annual Dinner - Other	0	0	2,250
Total 4310 · Annual Dinner	0	0	16,540
4335 · Coast Walk	10,390	10,165	11,420
4340 · Community Events	0	0	8,570
4350 · Contributions Income	0	0	209
4370 · Heart of PB Rest Walk	0	0	9,415
4375 · Christmas on Crystal Pier	0	0	4,770
4376 · Holiday Parade	0	0	4,351
Total 4300 · Special Events	10,390	10,165	61,150
4320 · Beachfest			
Action Sports	0	0	5,000
Artist Booth	525	0	17,312
Beer Garden	0	0	18,979
Community Group	0	75	511
Consessions	0	0	75
Fish Taco Challenge	0	0	17,170
Food booth	578	400	7,433
Kids	0	91	0
Merchant Booth	0	0	2,520
Sponsors	5,500	0	114,502
Total 4320 · Beachfest	6,603	566	183,502
4400 · Other Income			
4440 · Membership Dues(Banks)	0	1,200	1,008
4460 · Merchandise	0	0	395
4470 · Miscellaneous Income	0	0	250
Total 4400 · Other Income	0	1,200	1,653
4510 · Farmers Market	24,437	25,089	279,114
7010 · Interest Income	0	341	2,809
Total Income	54,177	51,786	761,694

Discover Pacific Beach Profit & Loss May 2026

	May 26	May 25	Jul '25 - May 26
Gross Profit	54,177	51,786	761,694
Expense			
6544 · Zombie Walk	0	0	12,643
6100 · Operating			
6105 · Auto Expense	250	250	2,760
6110 · Bank Fees-CC/LF/Service	1,138	991	10,983
6120 · Building Repairs / Maint	0	0	0
6135 · Insurance-Liability	0	0	7,872
6155 · Meals	173	68	4,049
6156 · Training and Conferences	0	0	3,136
6160 · Office Supplies/Equip	1,241	1,142	6,192
6175 · Printing and Reproduction	296	285	3,591
6180 · Rent	1,672	1,500	18,590
6182 · Tax-Business	0	(30)	189
6185 · Telephone-Cell/Office	219	426	2,261
6190 · Utilities-GEW/Sanitation/Refuse	1,411	1,359	14,381
6195 · Payroll Expense			
Staff-Executive Director	9,097	8,664	101,068
Staff-Admin Support	7,261	6,461	77,658
Employer Tax	2,032	1,973	24,399
Processing Fee	125	95	1,215
Insurance-Health	950	950	10,450
Insurance-Work Comp	134	0	2,367
Total 6195 · Payroll Expense	19,599	18,143	217,157
6199 · Miscellaneous	0	0	1,963
6205 · Accounting	1,554	1,600	24,298
6225 · Dues and Subscriptions	0	268	400
Total 6100 · Operating	27,553	26,002	317,822
6300 · Design & Improvements			
6323 · Clean and Safe Program	0	12,200	61,404
6310 · Beach area community court	0	0	140
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,798	8,790	100,720
6315 · Farmers Market Expenses - Other	3,418	699	30,081
Total 6315 · Farmers Market Expenses	12,216	9,489	130,801
Total 6300 · Design & Improvements	12,216	21,689	192,345
6500 · Special Events Promotions			
6210 · Annual Dinner	0	0	13,932
6515 · Coast Walk	382	331	731
6519 · Christmas on Crystal Pier	0	0	3,579
6520 · Holiday Parade	0	0	19,941
6540 · Heart Walk	0	0	892

Discover Pacific Beach
Profit & Loss
May 2026

	May 26	May 25	Jul '25 - May 26
6510 · Beachfest			
Beer Garden	0	0	8,964
City & County Fees	0	0	21,410
Entertainment	0	0	12,225
Equipment Rental	0	0	26,454
Kids	0	0	625
Marketing / Printing	300	0	13,781
Professional Organizers	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	300	0	144,443
Total 6500 · Special Events Promotions	682	331	183,518
6600 · Outreach			
6220 · Contributions	0	0	500
6235 · Election	0	0	1,274
6505 · Advertising - Marketing	0	67	5,695
6551 · Mixers	0	0	202
6615 · Business Development	0	0	1,438
6650 · Newsletter	275	245	2,976
6651 · Marketing & Promotions	0	162	1,684
6600 · Outreach - Other	0	0	20
Total 6600 · Outreach	275	474	13,789
Total Expense	40,726	48,496	720,117
Net Ordinary Income	13,451	3,290	41,577
Net Income	13,451	3,290	41,577

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Alvy's World Smoke Ship					2,500	2,500
Diamond Parking - C					857	857
Ecology Center			3,853		7,991	11,844
Filippis Pizza Grotto					1,000	1,000
Hotel Santa Clara, LLC					250	250
Hyatt Vacation Club		3,500				3,500
Vavi Inc					1,022	1,022
Winning Ways		2,000				2,000
TOTAL		5,500	3,853		13,620	22,973

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	219	0	0	0	219
City Treasurer	502	0	0	0	0	502
EDCO Disposal Corporation	1,411	0	0	0	0	1,411
Josh Baesler	0	300	0	0	0	300
Platinum Event Rentals	0	0	0	3,496	0	3,496
Safiros Sanitation	1,254	1,254	0	0	0	2,508
Scarlett Winter	300	0	0	0	0	300
SG Bookkeeping Services, LLC	1,679	0	0	0	0	1,679
TOTAL	5,146	1,773	0	3,496	0	10,415

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

Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current							
Invoice	05/31/2025	053125-PKG	City of San Diego	05/31/2025	Parking		1,468.57
Invoice	05/31/2025	053125-FM	Ecology Center	05/31/2025	Farmers Market		4,396.00
Total Current							<u>5,864.57</u>
1 - 30							
Invoice	05/15/2025	051525-01	San Diego Running Co	05/15/2025	Other	16	200.00
Invoice	05/15/2025	051525-02	Catamaran Resort	05/15/2025	Other	16	1,000.00
Total 1 - 30							<u>1,200.00</u>
31 - 60							
Invoice	04/30/2025	043025-FM	Ecology Center	04/30/2025	Farmers Market	31	4,905.75
Invoice	04/30/2025	043025-PKG	City of San Diego	04/30/2025	Parking	31	1,051.39
Invoice	04/30/2025	043025-HP	San Diego Running Co	04/30/2025	Special Events	31	12,758.50
Total 31 - 60							<u>18,715.64</u>
61 - 90							
Invoice	03/31/2025	033125-PKG	City of San Diego	03/31/2025	Parking	61	1,792.78
Total 61 - 90							<u>1,792.78</u>
> 90							
Invoice	08/21/2024	082127-BFS	Irv's Burgers	08/21/2024	Beachfest	283	500.00
Invoice	01/31/2025	013125-FM	Ecology Center	01/31/2025	Farmers Market	120	3,668.00
Invoice	02/28/2025	022825-FM	Ecology Center	02/28/2025	Farmers Market	92	4,256.45
Total > 90							<u>8,424.45</u>
TOTAL							<u><u>35,997.44</u></u>

Executive Director Monthly Report – Sunny Lee

June 2026

Committee Meetings

- Discover Pacific Beach Board of Directors – June 9, 2026
- Executive Committee – June 17, 2026
- Fundraising Committee – June 17, 2026
- California Downtown Association Board Meeting – June 24, 2026
- PB Town Council General Meeting – June 17, 2026 – Delegated to Art Z.
- Small Business Advisory Board Meeting and Debrief
- Monday Team Check-Ins
- Staff 1:1 Meetings – Vanessa Bernal, Art Bernal, and Yatzil

Additional Meetings and Community Engagement

June 1

- Visit California Board of Directors Meeting

June 3

- Sean Karafin, EDD City of San Diego – MAD Information
- Victoria Alas, The Crack Shack – Social Media Interview
- Victoria Jones, Filippi's Pizza Grotto

June 8

- Jason Friedman, Amazon
- Ethan Packer, Komen 3-day Walk
- Robbie Verna, Let's Rallie App
- Monday Staff Check-In

June 9

- Jacqueline Hicks, Pacific Beach Real Properties
- Discover Pacific Beach Board Meeting

June 11

- Business Marketing Breakfast at the Broken Yolk
- Echo Rivetti, Belmont Park
- Kristine Tsusaki, Visit California

June 12

- Palm & Sage Estate Sales Ribbon Cutting – Staff Attended

June 17

- Executive Committee
- Fundraising Committee
- BACC Montly Meeting
- PB Town Council – Staff Attended

June 18

- Business Mixer – Oasis Under the Sun

June 23

- SBAB Meeting
- Performance & Analytics Department, City of San Diego - Parking Report Discussion
- Compass Commons Ribbon Cutting

June 24

- CDA Board Meeting
- Jacqueline Hicks, Pacific Beach Real Properties

June 25

- SBAB Debrief
- Shylah Hales, Diamond Parking - President Check-in

June 29

- Business Outreach Walk
- Monday Staff Check-In

June 30

- Vanessa 1:1

Major Priorities and Projects

- Board Education Initiative – Developing materials about the history of Discover Pacific Beach for new and incoming board members.
- FY2027 Budget Readjustment and Financial Story Development
- BeachFest Planning, Sponsorship, and Fundraising
- Heart of PB Restaurant Walk Planning
- Banner Sponsorship Program Redevelopment
- Business Outreach and Retention

- Staff Leadership Development and Performance Reviews
- Maintenance Assessment District (MAD) Exploration
- Community Parking District Advocacy
- Farmers Market Operations
- Marketing and Communications

Accomplishments and Highlights

- Conducted annual performance reviews and promoted Vanessa Bernal to Assistant Director and Yatzil to Market Supervisor.
- Facilitated the June Discover Pacific Beach Board Meeting.
- Advanced BeachFest sponsorship outreach and fundraising strategy.
- Strengthened relationships through ribbon cuttings and business outreach.
- Continued leadership with the California Downtown Association, BID Alliance and Small Business Advisory Board.
- Reviewed May financials and began developing a financial education presentation for the Board to be delivered in August.

Executive Director Highlights and Strategic Progress

- Developing a year-long Board Education Series and SharePoint site with the Assistant Director.
- Prepared a comprehensive financial narrative for the Board.
- Restructured team meetings to emphasize leadership development.
- Advanced fundraising through sponsorship materials and Banner Program redevelopment.
- Expanded partnerships with City leaders and business owners.
- Continued planning for long-term organizational growth.