Discover Pacific Beach
Executive Committee Meeting Agenda

Date: October 22, 2026
Time: 1:00 p.m.
Location: The Duck Dive, 4650 Mission Blvd.

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. **Organizational Updates**
   Sunny Lee, Executive Director

4. **Financial Reports and Budget Check-In**
   Todd Barnett, Treasurer

5. **Board Elections/Officer Elections**
   Shylah Hales, President

6. **Advocacy Update – Community Parking Districts**
   Sunny Lee, Executive Director

7. **MAD Process and Update**
   Sunny Lee, Executive Director

8. **Business Outreach**
   Todd Barnett, Treasurer

9. **November - Board Meeting Agenda Items**
   Sunny Lee, Executive Director

10. **Strategic Planning Meeting**
    Sunny Lee, Executive Director

11. **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.

06-17 Meeting: Board Roles, ED Performance Review, Fundraising Expansion, and Event Planning

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Meeting Information

> Date: 2026-06-17
> Location: Medina Art Studio – 4502 Cass Street
> Participants: S. Lee, R. Winn, T. Barnett, M. Medina, S. Booth

Meeting Notes

- Financial Report and Budget Check-in (April)
    - April reports received; Farmers Market performing well; additional fundraising needed.
    - Aging report updates: collections from Gallo and Ecology Center; outstanding receivables from Alvy's World, Filippi's Pizza Grotto and Volo.
    - Possible write-off:Alvey's World if unpaid.
    - Follow-ups: S.Lee to contact Volo and Filippi's regarding sponsorship/invoice.
    - Financial improvements: Net income up by $86,000 over last year; liabilities down 41%.
    - Revenue drivers: Farmers Market and BeachFest; Beach Fest typically breaks even, surplus is a bonus.
    - Revenue outlook: SBEP and potential Arts & Culture funding may improve the picture.
- Advocacy Update (SBEP and Arts & Culture)
    - SBEP funding: funded at same amount as last year (last year reduced); meeting next month with Head of Economic Development to discuss BID support and SBEP distribution.
    - Budget: previously removed SBEP numbers will be reinserted.
    - Arts & Culture funding: overall program reduced by ~2 million; grant impact uncertain (last year ~14,000; may revert to ~5,000).
- Community and Business Outreach
    - Emphasis on starting micro and validating fundamentals before scaling big events; avoid negative impacts without buy-in.
    - Structured outreach: each board member to visit 5–10 businesses to solicit needs and feedback; testimonials to support fundraising and pitching.

    - Inclusivity concerns: residents and businesses outside event zones report disruption and limited benefit; need events that distribute foot traffic across areas.
- Maintenance Assessment District (MAD) Effort and Resourcing
    - Consultants typically cost 40,000–160,000; ED plans to handle most MAD work in-house (committee, management plan, city submission) except engineer report.
    - Historical context: Discover PB has pursued MAD for ~20 years; workload and potential need for consultant to be monitored; factor into compensation discussions.

Discover Pacific Beach
Balance Sheet
As of August 31, 2026

	Aug 31, 26	Aug 31, 25	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	84,517	84,517	0	0%
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(86,542)	(42,454)	(44,088)	(104%)
Total 1000 · Discover PB Operating (4991)	7,888	51,976	(44,088)	(85%)
1008 · Paypal	4,160	4,300	(140)	(3%)
1009 · Paypal - BACC	382	1,003	(621)	(62%)
1006 · Farmers Market # 6739	50,812	80,139	(29,327)	(37%)
1025 · Merrill Lynch	126,822	124,701	2,121	2%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	190,119	262,174	(72,055)	(27%)
Accounts Receivable				
1200 · Accounts Receivable	38,857	46,958	(8,101)	(17%)
Total Accounts Receivable	38,857	46,958	(8,101)	(17%)
Other Current Assets				
Deposit - Rent	1,650	1,650	0	0%
Total Other Current Assets	1,650	1,650	0	0%
Total Current Assets	230,626	310,782	(80,156)	(26%)
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	1,635	523	1,112	213%
Total Other Assets	1,635	523	1,112	213%
TOTAL ASSETS	**235,982**	**315,026**	**(79,044)**	**(25%)**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	2,896	6,099	(3,203)	(53%)
2000 · Accounts Payable	40,838	52,508	(11,670)	(22%)
Total Accounts Payable	43,734	58,607	(14,873)	(25%)
Credit Cards				
US Bank	487	182	305	168%
Total Credit Cards	487	182	305	168%
Total Current Liabilities	44,221	58,789	(14,568)	(25%)
Total Liabilities	44,221	58,789	(14,568)	(25%)
Equity				

Discover Pacific Beach
Balance Sheet
As of August 31, 2026

	Aug 31, 26	Aug 31, 25	$ Change	% Change
1110 · Retained Earnings	196,668	177,288	19,380	11%
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	(40,179)	43,678	(83,857)	(192%)
Total Equity	191,761	256,238	(64,477)	(25%)
TOTAL LIABILITIES & EQUITY	**235,982**	**315,027**	**(79,045)**	**(25%)**

Discover Pacific Beach
Profit & Loss
August 2026

	Aug 26	Aug 25	Jul - Aug 26
Ordinary Income/Expense			
Income			
4115 · Beach Area Community Court	450	1,050	1,050
4220 · BID	8,131	10,214	22,099
4300 · Special Events			
4350 · Contributions Income	2,500	0	2,500
4370 · Heart of PB Rest Walk	1,440	1,575	2,020
4375 · Christmas on Crystal Pier	135	0	135
Total 4300 · Special Events	4,075	1,575	4,655
4320 · Beachfest			
Artist Booth	368	1,890	1,253
Community Group	0	233	0
Food booth	840	1,370	1,260
Merchant Booth	2,100	368	2,100
Sponsors	4,500	17,000	7,600
Total 4320 · Beachfest	7,808	20,861	12,213
4400 · Other Income			
4460 · Merchandise	0	30	0
4470 · Miscellaneous Income	0	250	0
Total 4400 · Other Income	0	280	0
4480 · Promotions-Business Devel	250	0	250
4510 · Farmers Market	26,669	27,020	51,433
7010 · Interest Income	0	333	0
Total Income	47,383	61,333	91,700
Gross Profit	47,383	61,333	91,700
Expense			
6100 · Operating			
6105 · Auto Expense	255	250	505
6110 · Bank Fees-CC/LF/Service	905	903	1,742
6155 · Meals	536	732	770
6156 · Training and Conferences	0	370	491
6160 · Office Supplies/Equip	182	283	1,118
6175 · Printing and Reproduction	297	320	592
6180 · Rent	1,672	1,672	3,344
6185 · Telephone-Cell/Office	222	165	437
6190 · Utilities-GEW/Sanitation/Refuse	2,751	1,423	2,751
6195 · Payroll Expense			
Staff-Executive Director	9,461	9,097	18,922
Staff-Admin Support	8,314	6,773	16,115
Employer Tax	2,138	2,021	4,234
Processing Fee	125	95	250
Insurance-Health	1,500	950	3,000

Discover Pacific Beach
Profit & Loss
August 2026

	Aug 26	Aug 25	Jul - Aug 26
Total 6195 · Payroll Expense	21,538	18,936	42,521
6205 · Accounting	1,676	1,596	3,440
6225 · Dues and Subscriptions	300	0	952
Total 6100 · Operating	30,334	26,650	58,663
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,475	6,100	12,575
6305 · Banner	0	0	169
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	9,168	8,918	18,195
6315 · Farmers Market Expenses - Other	2,345	1,384	3,978
Total 6315 · Farmers Market Expenses	11,513	10,302	22,173
Total 6300 · Design & Improvements	17,988	16,402	34,917
6500 · Special Events Promotions			
6540 · Heart Walk	1,699	0	2,112
6510 · Beachfest			
Entertainment	2,000	0	2,000
Marketing / Printing	1,700	5,500	1,700
Professional Orgainzers	0	19,906	0
Staging	26,382	0	26,382
Supplies and Misc.	0	1,121	348
Total 6510 · Beachfest	30,082	26,527	30,430
Total 6500 · Special Events Promotions	31,781	26,527	32,542
6600 · Outreach			
6235 · Election	1,521	1,274	1,521
6505 · Advertising - Marketing	3,500	0	3,500
6650 · Newsletter	322	275	644
6600 · Outreach - Other	64	0	92
Total 6600 · Outreach	5,407	1,549	5,757
Total Expense	85,510	71,128	131,879
Net Ordinary Income	(38,127)	(9,795)	(40,179)
Net Income	**(38,127)**	**(9,795)**	**(40,179)**

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Catamaran Resort				500		500
City of San Diego					1,342	1,342
City of San Diego (Bid Reimb)	8,131		13,968			22,099
Ecology Center	3,419					3,419
Filippis Pizza Grotto					1,000	1,000
Hideaway Pacific Beach		1,000				1,000
IPS Group, Inc.			2,500			2,500
Kaleo		3,500				3,500
Pacific Beach Run Club			500			500
Palm & Sage Estate Sales		250				250
San Diego Bayfest				1,125		1,125
San Diego Running Co				100		100
Vavi Inc					1,022	1,022
Walkabout				500		500
TOTAL	**11,550**	**4,750**	**16,968**	**2,225**	**3,364**	**38,857**

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	222	0	0	0	222
City of San Diego- Water Dept	0	73	0	0	0	73
Da-Le Ranch	584	0	0	0	0	584
EDCO Disposal Corporation	2,678	0	0	0	0	2,678
Graywolf Production Group	0	26,382	0	0	0	26,382
Herritage Family Farms	304	0	0	0	0	304
JR Organics	241	0	0	0	0	241
North Shore Printery	0	78	0	0	0	78
Onofre Farm	295	0	0	0	0	295
Platinum Event Rentals	0	0	0	0	3,496	3,496
R&L Farms	43	0	0	0	0	43
Rallie, Inc.	3,000	0	0	0	0	3,000
Rodney Kawano Farm	175	0	0	0	0	175
Safiros Sanitation	1,254	0	0	0	0	1,254
SG Bookkeeping Services, LLC	1,801	0	0	0	0	1,801
The Rad Hatter	0	0	0	0	1,110	1,110
Victor Santana	0	2,000	0	0	0	2,000
TOTAL	**10,375**	**28,755**	**0**	**0**	**4,606**	**43,736**

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

	Type	Date	Num	Name	Due Date	Class	Aging	Open Balance
Current								
	Invoice	08/31/2026	2026-08BID	City of San Diego (Bid Reimb)	08/31/2026	BID		8,130.72
	Invoice	08/31/2026	2026-0831FM	Ecology Center	10/07/2026	Farmers Market		3,419.25
Total Current								11,549.97
1 - 30								
	Invoice	08/19/2026	2026-0819	Palm & Sage Estate Sales	08/19/2026	Other	12	150.00
	Invoice	08/21/2026	2026-0821	Palm & Sage Estate Sales	08/21/2026	Other	10	100.00
	Invoice	08/21/2026	2026-0822BF	Hideaway Pacific Beach	08/21/2026	Beachfest	10	1,000.00
	Invoice	08/21/2026	2026-0823BF	Kaleo	08/21/2026	Beachfest	10	3,500.00
Total 1 - 30								4,750.00
31 - 60								
	Invoice	07/09/2026	2026-0710BF	Pacific Beach Run Club	07/09/2026	Beachfest	53	500.00
	Invoice	07/17/2026	2026-0717BF	IPS Group, Inc.	07/17/2026	Beachfest	45	2,500.00
	Invoice	07/31/2026	2026-07BID	City of San Diego (Bid Reimb)	07/31/2026	BID	31	13,967.94
Total 31 - 60								16,967.94
61 - 90								
	Invoice	06/30/2026	2026-0630	Walkabout	06/30/2026	Other	62	500.00
	Invoice	06/30/2026	2026-0630	San Diego Bayfest	06/30/2026	Other	62	1,125.00
	Invoice	06/30/2026	2026-0630	San Diego Running Co	06/30/2026	Other	62	100.00
	Invoice	06/30/2026	2026-0631	Catamaran Resort	06/30/2026	Other	62	500.00
Total 61 - 90								2,225.00
> 90								
	Invoice	09/04/2025	2025-0904ZW	Filippis Pizza Grotto	09/04/2025	Special Events	361	1,000.00
	Invoice	10/02/2025	2026-CCSD	City of San Diego	10/02/2025	Special Events	333	1,342.20
	Invoice	10/16/2025	2025-1017BF	Vavi Inc	10/16/2025	Beachfest	319	1,022.00
Total > 90								3,364.20
TOTAL								**38,857.11**

Discover Pacific Beach
Balance Sheet
As of September 30, 2026

	Sep 30, 26	Sep 30, 25	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	84,517	84,517	0	0%
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(86,650)	(75,640)	(11,010)	(15%)
Total 1000 · Discover PB Operating (4991)	7,780	18,790	(11,010)	(59%)
1008 · Paypal	15,848	22,697	(6,849)	(30%)
1009 · Paypal - BACC	430	1,242	(812)	(65%)
1006 · Farmers Market # 6739	36,542	101,153	(64,611)	(64%)
1025 · Merrill Lynch	126,822	125,060	1,762	1%
1030 · Petty Cash	55	55	0	0%
Total Checking/Savings	187,477	268,997	(81,520)	(30%)
Accounts Receivable				
1200 · Accounts Receivable	46,365	66,803	(20,438)	(31%)
Total Accounts Receivable	46,365	66,803	(20,438)	(31%)
Other Current Assets				
Deposit - Rent	1,650	1,650	0	0%
1499 · Undeposited Funds	0	1,000	(1,000)	(100%)
Total Other Current Assets	1,650	2,650	(1,000)	(38%)
Total Current Assets	235,492	338,450	(102,958)	(30%)
Fixed Assets				
Furniture & Equipment	13,012	13,012	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Total Fixed Assets	(1)	(1)	0	0%
Other Assets				
Clearing Account	(404)	1,786	(2,190)	(123%)
Total Other Assets	(404)	1,786	(2,190)	(123%)
TOTAL ASSETS	**235,087**	**340,235**	**(105,148)**	**(31%)**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 · AP Farmers Market	6,062	11,327	(5,265)	(46%)
2000 · Accounts Payable	35,316	75,689	(40,373)	(53%)
Total Accounts Payable	41,378	87,016	(45,638)	(52%)
Credit Cards				
US Bank	487	44	443	1,007%
Total Credit Cards	487	44	443	1,007%
Other Current Liabilities				
Payroll Payable	(295)	0	(295)	(100%)

Discover Pacific Beach
Balance Sheet
As of September 30, 2026

	Sep 30, 26	Sep 30, 25	$ Change	% Change
Deferred Income SBEP	17,297	17,297	0	0%
Total Other Current Liabilities	17,002	17,297	(295)	(2%)
Total Current Liabilities	58,867	104,357	(45,490)	(44%)
Total Liabilities	58,867	104,357	(45,490)	(44%)
Equity				
1110 · Retained Earnings	179,691	160,311	19,380	12%
3000 · Opening Bal Equity	35,272	35,272	0	0%
Net Income	(38,742)	40,295	(79,037)	(196%)
Total Equity	176,221	235,878	(59,657)	(25%)
TOTAL LIABILITIES & EQUITY	**235,088**	**340,235**	**(105,147)**	**(31%)**

Discover Pacific Beach
Profit & Loss
September 2026

	Sep 26	Sep 25	Jul - Sep 26
Ordinary Income/Expense			
Income			
4115 · Beach Area Community Court	500	1,300	1,550
4220 · BID	9,575	12,146	31,673
4300 · Special Events			
4378 · Zombie Walk/Trick or Treat	0	3,000	0
4310 · Annual Dinner	0	1,250	0
4340 · Community Events	150	0	150
4350 · Contributions Income	0	0	2,500
4370 · Heart of PB Rest Walk	8,359	7,665	10,379
4375 · Christmas on Crystal Pier	0	0	135
Total 4300 · Special Events	8,509	11,915	13,164
4320 · Beachfest			
Action Sports	0	5,000	0
Artist Booth	6,901	10,219	8,154
Community Group	302	46	302
Fish Taco Challenge	1,400	1,750	1,400
Food booth	3,885	3,995	5,145
Merchant Booth	3,248	1,785	5,348
Sponsors	4,500	27,425	12,100
Total 4320 · Beachfest	20,236	50,220	32,449
4400 · Other Income			
4440 · Membership Dues(Banks)	500	0	500
4460 · Merchandise	0	50	0
Total 4400 · Other Income	500	50	500
4480 · Promotions-Business Devel	0	0	250
4510 · Farmers Market	24,876	26,427	80,795
7010 · Interest Income	0	359	0
Total Income	64,196	102,417	160,381
Gross Profit	64,196	102,417	160,381
Expense			
6100 · Operating			
6105 · Auto Expense	250	250	755
6110 · Bank Fees-CC/LF/Service	1,201	1,488	2,943
6135 · Insurance-Liability	0	1,378	0
6155 · Meals	150	142	920
6156 · Training and Conferences	0	0	491
6160 · Office Supplies/Equip	290	110	1,408
6175 · Printing and Reproduction	290	463	882
6180 · Rent	1,771	1,672	5,115
6182 · Tax-Business	189	189	189
6185 · Telephone-Cell/Office	218	207	656

Discover Pacific Beach
Profit & Loss
September 2026

	Sep 26	Sep 25	Jul - Sep 26
6190 · Utilities-GEW/Sanitation/Refuse	(72)	1,411	2,679
6195 · Payroll Expense			
Staff-Executive Director	9,461	9,097	28,383
Staff-Admin Support	8,101	6,994	24,216
Employer Tax	2,103	2,334	6,337
Processing Fee	150	95	400
Insurance-Health	1,500	950	4,500
Total 6195 · Payroll Expense	21,315	19,470	63,836
6205 · Accounting	1,764	1,764	5,204
6225 · Dues and Subscriptions	0	0	952
Total 6100 · Operating	27,366	28,544	86,030
6300 · Design & Improvements			
6323 · Clean and Safe Program	6,475	6,100	19,050
6305 · Banner	0	0	169
6310 · Beach area community court	0	140	0
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	8,952	11,358	27,148
6315 · Farmers Market Expenses - Other	3,494	4,112	9,114
Total 6315 · Farmers Market Expenses	12,446	15,470	36,262
Total 6300 · Design & Improvements	18,921	21,710	55,481
6500 · Special Events Promotions			
6540 · Heart Walk	209	804	2,321
6510 · Beachfest			
City & County Fees	4,793	2,991	4,793
Entertainment	5,625	3,725	7,625
Equipment Rental	0	7,932	0
Kids	625	625	625
Marketing / Printing	2,000	1,196	7,200
Professional Orgainzers	5,595	6,485	5,595
Staging	0	26,102	26,382
Supplies and Misc.	0	463	348
T Shirts	0	4,448	0
Total 6510 · Beachfest	18,638	53,967	52,568
Total 6500 · Special Events Promotions	18,847	54,771	54,889
6600 · Outreach			
6220 · Contributions	0	500	0
6235 · Election	0	0	1,521
6650 · Newsletter	322	275	966
6600 · Outreach - Other	144	0	236
Total 6600 · Outreach	466	775	2,723
Total Expense	65,600	105,800	199,123
Net Ordinary Income	(1,404)	(3,383)	(38,742)

Discover Pacific Beach
Profit & Loss
September 2026

	Sep 26	Sep 25	Jul - Sep 26
Net Income	**(1,404)**	**(3,383)**	**(38,742)**

Discover Pacific Beach
A/R Aging Summary
As of September 30, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Catamaran Resort					500	500
City of San Diego					1,342	1,342
City of San Diego (Bid Reimb)	9,575	8,131				17,706
City of San Diego (SBE)		17,297				17,297
Ecology Center	7,214			4,216		11,430
Filippis Pizza Grotto					1,000	1,000
Hideaway Pacific Beach			1,000			1,000
IPS Group, Inc.				2,500		2,500
Misc Customer					-13,256	-13,256
Pacific Beach Run Club				500		500
Palm & Sage Estate Sales			250			250
San Diego Bayfest					1,125	1,125
San Diego Running Co					100	100
Snif Snax		1,500				1,500
The Local		350				350
Vavi Inc					1,022	1,022
Vital Pals		1,500				1,500
Walkabout					500	500
TOTAL	**16,789**	**28,778**	**1,250**	**7,216**	**-7,667**	**46,366**

Discover Pacific Beach
A/P Aging Summary
As of September 30, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	218	0	0	0	0	218
BOFFO Entertainment Inc.	625	0	0	0	0	625
Brian Lazaro	500	0	0	0	0	500
Brian Rose - DJ	0	625	0	0	0	625
Da-Le Ranch	369	0	0	0	0	369
EDCO Disposal Corporation	1,339	0	0	0	0	1,339
Erich Flessner	1,800	0	0	0	0	1,800
Gorilla Service Industries	5,595	0	0	0	0	5,595
Graywolf Production Group	0	0	13,191	0	0	13,191
Haydee Juarez	1,500	0	0	0	0	1,500
Herritage Family Farms	653	0	0	0	0	653
JR Organics	359	0	0	0	0	359
Larry Young	1,200	0	0	0	0	1,200
North Shore Printery	0	1,232	1,538	104	0	2,874
Platinum Event Rentals	0	0	0	0	3,496	3,496
R&L Farms	221	0	0	0	0	221
Rodney Kawano Farm	223	0	0	0	0	223
Safiros Sanitation	1,568	0	0	0	0	1,568
SG Bookkeeping Services, LLC	1,914	0	0	0	0	1,914
The Rad Hatter	0	0	0	0	1,110	1,110
Victor Santana	0	0	2,000	0	0	2,000
TOTAL	**18,084**	**1,857**	**16,729**	**104**	**4,606**	**41,380**