



**Board of Directors Meeting
December 5th 2017
Minutes**

Board Members in Attendance: Tim Pruesener, Tony Franco, Amber Lighty, Mark Morris, Brian Dunlap, Tony Bayona, Joe Bartling, Billy Ramirez, David Cohen, Dan Mazzella

Staff in Attendance: Ann Condon, Sara Berns.

Guests in Attendance: Ellie Gibbs, Randall Engstrom, William Marsh, Catt White, Monique Tello

A. Lighty called the meeting to order at 12:02 pm

Public Comment:

none

Additions to agenda:

none

Political Representatives

Councilmember District 2- M. Tello gave an update for the District 2 office

Community Partners Reports

PB Town Council- B. Marsh reported that the PBTC Installation dinner will take place on Jan 20th at the MBYC. He was announced as the honorary mayor. He also reported that the board was going to vote on a donation towards the Clean and Safe Program.

PB Tuesday Farmers Market- C. White reported that the water heater had rusted so there was an unexpected expense in December. Also, the tenant for the storage space gave notice so they will need to find a replacement Jan 1st. It is \$1,700 for the space and they only use about ¼ of it for the 3 compartment sink.

PBPG- T. Franco reported that the planning group has approved a new development on 4345 Mission Bay Drive. It is a 71,000 square foot hotel run by the Marriot right next door to the new development on Mission Bay Drive.

Beautiful PB- S. Berns updated the group on Beautiful PB's plans for PB to become a certified Eco District. PB is already a registered eco district and only registered districts can become certified. Their goal is to become the 1st city.

Minutes-

T. Pruesener motioned to approve the November 7th 2017 minutes with adding D. Cohen to attendance list. D. Cohen endorsed the motion. Motion passed 8/0/1 with B. Ramirez abstaining.

Financial Reports-

S. Berns reviewed the financials October 2017. She reported that the money from Beachfest is showing up this month but missing the grants. Income is less than last year. There was a 10K increase in insurance due to insurance company taking a long time to give a quote and left no choice for timing of festival. D. Cohen motioned to approve the financials for October 2017. T. Bayona endorsed the motions. Motion passed 9/0/1 (M. Morris did not hear full report).

Committee Reports

a.) Organization

- S. Berns presented the Annual Report. B. Ramirez made a motion to approve the Annual report as presented. B. Dunlap endorsed the motion. Motion passed 8/0/0.
- S. Berns announced that the 2017 Business Awards were coming up and asked the group to submit any nominees by the following Wednesday. The categories are Best New Business, Design and Improvement and Heart of PB.
- Randall Engstrom introduced himself as a business owner and expressed his interest in being on the board. He owns Randall's Sandals in North PB and is interested in the eco district and sustainable ways to improve the business district.
- S. Berns reminded the group that the Board Retreat will be on January 26th at the Catamaran from 9-3pm and the Annual Dinner is on March 29th.

b.) Promotions

- T. Pruesener presented the new website to the group for review. He stated the intention of adding articles/blogs on Clean and Safe and the Parking district and to use these articles as links to share with people on social media when there are questions that come up regarding these issues. The group was very pleased with the website.
- T. Pruesener informed the group that the Holiday Parade was on the 9th and we are still in need of judges. B. Dunlap and A. Lighty volunteered.
- S. Berns informed the group the Hospitality Group voted on allocating \$5,000 towards the parade. B. Dunlap made a motion to approve the allocation of Hospitality Funds to the PB Holiday Parade. B. Ramirez endorsed the motion. Motion passed 9/0/0.

c.) Planning and Vision:

- S. Berns updated the group that the architect is working on renderings for public space options and will be finalizing soon. S. Berns encouraged the group to come and give feedback at the next meeting on December 12th at 8am. The group is looking to possibly change the time of the meeting.

d.) Clean and Safe Committee

- S. Berns presented the budget for review of Lord of the Wings fundraiser. The event made \$2K with the donation from E. Lai of \$5K.

e.) Parking Advisory Board

- S. Berns stated that a member of the board still needs to be appointed to the parking committee.

f.) PB Hospitality Group

- S. Berns stated that RADD gave the Hospitality Group an award at their annual meeting to recognize all the work they have done and continue to do in working with RADD and preventable drunk driving programs.

Meeting Adjourned 1:28pm