

Discover Pacific Beach Board Retreat  
January 31, 2020  
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109  
(agenda posted at Catamaran Catering Office)

9:00am-3:00pm

Agenda

9:00 am **Board Meeting /Administrative**

**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 items

**3. Appointment of new board member and vacancy report**

*Action Item*

**4. Presidential Report- Review of 2019 Goals and Accomplishments**

Review and approve FY19 Annual Report-

*Info Item*

*Action Item*

**5. Review FY 21 budget draft**

a) *How are we funded?*

b) *FY21 Budget draft review and committee priorities*

*Info Item*

**6. Goal Setting**

*Info Item*

10:30-10:45am **Break**

10:45-12:00 **Committee Goals and Objectives for FY20**

**7. Organization-Lighty**

a. *Discuss and approve Committee Goals and Objectives for FY21 including*

ii. *Education and Outreach*

iii. *Vision, Planning and Business Retention*

*Action Item*

**8. Parking Advisory Board**

a. *Presentation on Community Parking Districts*

*Info Item*

**9. Pacific Beach Hospitality Group-Ramirez**

a. *Discuss and approve Committee Goals and Objectives for FY21 including:*

i. *Community Engagement Events- mixers, clean up/volunteer day*

ii. *Expand current events and fundraisers-shop local*

iii. *Expand outreach and attendance*

iv. *Police and Business Relations*

*Action Item*

12:30-1:15- **Lunch at Oceana Coastal Kitchen**

1:30-2:30 Committee Goals and Objectives Continued

**10. Promotions Committee and Events- Pruesener**

- a. *Review and Approve FY 21 Calendar of Events* **Action Item**
  - i. *Annual Dinner (March), Bikes Boards and Brews (April), Coast (May) and Heart (Sept.) of PB Restaurant Walks, Lord of the Wings (Aug) Pacific Beachfest (October), Christmas on Crystal Pier (Dec), PB Holiday Parade (Dec), and Shop Local Campaign (Holiday).*
- b. *Discuss and approve Committee Goals and Objectives FY2including:* **Action Item**
  - i. *Increase Visibility/Branding of Events*
  - ii. *Digital Marketing and tracking ROI*

**11. Clean and Safe-**

- a. *Q&A with North Park Main Street-* **Info Item**
- b. *Review and approve Collaboration with North Park and PATH to include homeless outreach worker to clean and safe team.*

**12. PB Special Events Committee**

- a. *Confirm appointments of members to PBSEC* **Action Item**

2:30- 3:00 pm Wrap Up

**13. Approve FY 21 Budget for submission to the City of San Diego**

**Action Item**

**14. Adjourn**

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

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