



**Board of Directors Annual Meeting
April 2, 2019
Minutes**

Board Members in Attendance: Amber Lighty, Tim Pruesener, Randall Engstrom, Elvin Lai, Mark Morris, Eric Marenburg, David Cohen, Brian Dunlap, Anthony Kruk, Tony Bayona

Staff in Attendance: Ann Condon, Sara Berns

Guests in Attendance: Dianne Brittingham, Michaela Valk, Catt White, Jason Weisz, Emily Wier, Monica Eslamian

A. Lighty called the meeting to order at 12:01 pm

Public Comment:

- none

Additions to agenda: none

Political Representatives:

Councilmember District 2 Jen Campbell- M. Eslamian announced that there is a delay in the Balboa Transit project and Scooter regulations will most likely come up to vote in June. She also told the group to contact her office with any questions related to timeline for construction projects throughout PB.

Senate District 39- J. Weisz passed a copy of this month's Toni Times. He reported that there is a senate bill regarding the environment ensuring California preserves environmental standards.

78th Assembly District- M. Valk announced that Cathie Jolly was honored for Women's History month. She also reported that May is small business month to send recommendations for nominees. There have been two bills introduced for scooter regulations, one pertaining to requiring license plates on scooters along with many other regulations and the other having more to do with regulations for the companies before they hit the streets. The assembly member is also collecting Easter baskets and announced a scholarship program with the Latino Caucus to receive \$1K.

County Supervisor- E. Wier reported that the county supervisor was working on issues focused on child welfare, substance abuses, and environment. He is committed to increasing transparency, starting with a community budget forum on Wednesday to provide the public what the county is spending money on.

Community Partners Reports

PBWC- D. Brittingham announced the woman's club wine tasting event will be on June 8th from 2-5pm and they are looking for silent auction items

PBPG- S. Berns reported that she has been reporting out to the chair, Henish with any updates from Discover PB and will to get updates from PBPG.

PBFM- C. White reported the market was up 5% and right now there is a good retention of vendors. There are new applications and the market should be completely full at the end of the month

asked the group that if anyone has a connection to Cal Prop, to help grow the market all the way to Grand.

Minutes-

D. Cohen motioned to approve the March 5th, 2019 minutes. T. Pruesener endorsed the motion. Motion passed 7/0/3 (B. Dunlap, T. Bayona, R. Engstrom abstaining).

Financial Reports-

S. Berns reviewed the financials from February 2019. She stated the savings and operating account are now reflecting the Merrill Lynch account. BACC is significantly down this year, Day Beach Team starts in May and she is hoping to meet with the Captain to talk about the program. D. Cohen motioned to approve the financials for January 2019. M. Morris endorsed the motion. Motion passed 10/0/0.

Committee Reports

a.) Clean and Safe Committee

- S. Berns updated the group that the new contract with JJ Valdez started on March 16th. The contract will be up at the end of the fiscal year.

b.) Promotions Committee

- T. Pruesener updated the group on upcoming events. The committee decided to use an event marketing group, EDS to help with google ad words, retargeting and social media campaign for Bikes Boards and Brews. He also stated there will be a business mixer on April 11th 5-7pm at Dolce Italian Ice with a marketing topic.

c.) Organization Committee

- S. Berns updated the group that the Annual Dinner made about as much as the previous year, around \$6K. The Business award winners were: The Facility Dance Studio, Mavericks Beach Club, and Crown Point Coffee. Other awards were given to Debbie Conca (Duran Galliher award), Brian Dunlap (outstanding volunteer) and Campland (community Patron).
- Brian Dunlap made a motion to approve entering into agreement with City of San Diego for management of PBBID. E. Lai endorsed the motion. Motion passed 10/0/0.
- Brian Dunlap made a motion to designate Executive Committee to sign agreements, disbursement reconciliation report, request for reimbursement and program reports. T. Bayona endorsed the motion. Motion passed 10/0/0.

d.) Hospitality Group

- The group hosted the 1st annual clean up and it was a huge success. There were 74 people in attendance with over 14 businesses represented. The group is planning on doing another one in the fall after summer.

CEO Report: S. Berns reported on her Urban Forum Conference and reminded board members to fill out their form 700's if they have not done so. A. Condon reported on the social media marketing world conference.