

**Discover Pacific Beach Board Retreat**  
January 26<sup>th</sup> 2019  
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109  
Minutes

**Board Members in Attendance:** Amber Lighty, Billy Ramirez, Brian Dunlap, Tim Pruesener, Mark Morris, Joe Bartling, Tony Bayona, Renee Waddell, James McGuirk, Randall Engrstrom, Anthony Kruk.

**Guests in Attendance:** Sara Berns, Ann Condon, Eric Marenburg

- A. Lighty called the meeting to order at 9:12 am.

**Public Comment/Non Agenda Announcements**

- None

**Presidential Report- Review of 2018 Goals and accomplishments**

- A. Lighty presented the Annual Report from FY18 for review. Mark Morris made a motion to approve the FY18 Annual Report with the addition of Tony the Movie to accomplishments. B. Ramirez endorsed the motion. Motion passed 11/0/0.

**Appointment of a New Board Member-**

- E. Marenburg was introduced to the Board and once again expressed interest of being the on the board. B. Ramirez made a motion to appoint E. Marenburg to the board. T. Pruesener endorsed the motion. Motion passed 11/0/0.

**PB Special Events Committee-** confirm appointments of members of PBSEC

- J. McGuirk motioned to appoint M. Morris and T. Pruesener as DPB representative for the PBSEC committee. B. Ramirez endorsed the motion. Motion passes unanimously 10/0/2 (T. Pruesener and M. Morris abstaining).

**Review FY 18 budget Discussion**

- S. Berns reviewed how Discover Pacific Beach is funded. The different ways we are funded include: BID reimbursement, Grants, Special Events, Farmers' Market, Beach Area Community Court, Clean and Safe Program, and Misc donations and commissions.
- S. Berns reviewed the Budget draft and committee priorities for the FY20 Budget.

**Board Member Assessments**

- S. Berns reviewed the roles of Board members and all Board members were handed a survey to fill out regarding their involvement. Some goals from the Board Members is to find a sustainable funding source for the Clean and Safe program, and increase board involvement, motivating other board members by stepping up and being a larger part of the discussion, spreading the network of people and get more new businesses involved and educated with smaller events/mixers, and present a more positive image and branding of Discover Pacific Beach as a whole.

**Organization- Lighty**

- Committee goals and objectives for 2019 include:

- Strategic planning and organizational development. Bringing in a consultant to define DPB's values and pillars of the organization. The board of directors should be the most knowledgeable of what Discover PB does and what the organization stands for. J. McGuirk discussed that the org committee was taking on some lofty goals as a committee and organization including moving the Farmers' Market to Garnet, taking on the upcoming community plan update, and the clean and safe program so a strategic plan will be helpful in this regard as somewhat of an informal audit. S. Berns presented two bids from consultants. One was recommended by North Park Main Street as they are doing a similar plan and his bid was \$4K. His plan was 3 levels: interviews with ED, staff and board members, workshop and follow up meeting. The second bid was \$12K and a different process of talking offline, defining BOD roles, briefing and discovery, work streams and implementation. The group discussed both bids and asked for the ED of North Park to come to a board meeting once they are done with their strategic plan to discuss further.
  - Increasing community relations, setting up meetings with new government reps, and looping in new board members
  - Taking on the vision and planning committee tasks to look into big picture items and develop plans for items such as moving the farmers market to Garnet Ave, eco district principles, and upcoming community plan update and org committee to be representatives for these initiatives.
  - J. McGuirk made a motion to accept the organization committee goals and objectives for FY20 with continuing to look at consultants, define the actual goals of the strategic plan within the 1<sup>st</sup> quarter and bringing in North Park to present their experience at a BOD meeting. M. Morris endorsed the motion. Motion passed 12/0/0.
- T. Pruesener presented T. Bayona's suggestion of moving the funds from the DPB current account into an interest earning account. The account would be a 2% interest earning account, therefore it has potential to earn \$2K in a year. M. Morris made a motion to approve the treasurer to move funds from current account to interest earning account. B. Ramirez endorsed the motion. Motion passed 12/0/0.
  - S. Berns discussed the Eco District Advisory Board stating that DPB needed to appoint two members to go to the meetings, represent DPB and report back to the board. S. Berns noted that one of the appointees should come from org committee. R. Engrstrom and A. Lighty volunteered to be appointed on the Eco District Advisory Board.

### **Promotions**

- Event Dates for 2019 are:
  - Annual Dinner- March 28th
  - Bikes Boards and Brews- April 20<sup>th</sup>
  - Coast of PB Restaurant Walk-May 21<sup>st</sup>
  - North PB Sip N Stroll- Summer
  - Heart of PB Restaurant Walk- Sept 11<sup>th</sup>
  - Lord of the Wings- end of August TBD
  - Pacific Beachfest-Oct 5<sup>th</sup>
  - Shop Local Marketing Campaign- Nov -Dec
  - Eco District Holiday Lane
  - Christmas on Crystal Pier-Dec 7<sup>th</sup>
  - PB Holiday Parade- Dec 14<sup>th</sup>

- S. Berns presented the Eco District Holiday Lane and reviewed the new event. DPB and San Diego Running Co contributed all equipment for the event this year and BPB is interested in doing the same next year. T. Pruesener made a motion to support the Eco District Holiday Lane for December 2019. M. Morris endorsed the motion. Motion passed 11/0/1(T. Bayona not present for full discussion).
  - B. Ramirez made a motion to approve the calendar of events for FY20 with the addition of revisiting each event to discuss how to increase revenue. T. Pruesener endorsed the motion. Motion passed 12/0/0.
  - Committee goals for 2019:
    - Clean and Safe marketing including a promotional video, email campaign, incentives for donors, t-shirts.
    - Increase visibility of events including a branded tablecloth, large banners and flags at events
    - Increase volunteerism from board members at each event- board was passed a volunteer sign in sheet for the year with various volunteer shifts.
- The committee suggested adding \$4,000 to the promotion FY20 budget for promotional items to enhance current events
- J. McGuirk motioned to accept the committee goals and objectives, B. Ramirez endorsed the motion. Motion passed 12/0/0.

### **Clean and Safe Committee**

- S. Berns reviewed the Clean and Safe program, budget and fundraising. Current Budget for FY20 is \$140,000.
- Committee Goals and Objective for FY20:
  - Program Sustainability and long term funding
  - Marketing and branding including working with promotions committee with statistics of program
  - Increasing partnerships and endorsements.
  - Fundraising
  - T. Pruesener made a motion to approve the FY20 goals and objectives. B. Ramirez endorsed the motion. Motion passed 12/0/0.
- S. Berns reviewed the proposals for the Clean and Safe security contracts. NPS is no longer in business so the RFP is to complete the fiscal year in place of NPS. Proposals from Harbor Patrol Security Services and Allied Universal were presented. Allied is the company used in downtown partnership and is the more inexpensive of the two bids and has detailed reporting and tracking methods. T. Pruesener made a motion to approve Allied Universal as the security contract for PB Clean and Safe program for the remainder of the fiscal year. R. Engstrom endorsed the motion. Motion passed 12/0/0.

### **PB Hospitality Group**

- Goals for 2019 are:
  - Community engagement events including beach cleanup/volunteer projects, and mixers.
  - Expand current events including engaging more businesses to be involved in events.
  - Expanding outreach and attendance of the meetings
- B. Dunlap made a motion to approve committee goals. R. Engstrom endorsed the motion. Motion passed unanimously 12/0/0.

### **Review and Approve Farmers Market Proposal**

- S. Berns presented the proposal to transition SD Weekly Markets to a consultant position and DPB would take on SD PB Market staff employees. C. White would train an established employee to take over her market managing duties. She outlined a plan until 2022. This would make DPB responsible for additional employee expenses, payroll and workers comp. The board discussed the proposal and had some additional questions. B. Dunlap made a motion to approve the Farmers Market proposal contingent with having Catt come to a board meeting to discuss further questions and with a review of payroll and workers comp. J. McGuirk endorsed the motion with an amendment to have the Exec committee review and discuss the proposal with Catt in attendance to be presented to the Board. Amendment accepted. Motion passed 11/0/1 (T. Bayona abstaining)

**Approve FY19 Budget for submission to the City of San Diego**

- A discussion was held to distribute the remaining budget to various committee goals (\$10,385). The group discussed putting money towards tree garden maintenance. The group also discussed putting \$4,000 towards promotions committee for promotional materials to enhance events. A. Lighty suggested to distribute \$500 to design/other to maintain trash can lids and liners, \$885 to tree/garden/maintenance and the remaining \$5,000 to the Clean and Safe program.
- B. Ramirez motioned to approve the FY20 Budget for submission to the City of San Diego with distribution of \$500 to design/ other, \$885 in to tree/garden and maintenance and \$4,000 to promotions and \$5,000 to the clean and safe program. B. Dunlap endorsed the motion. Motion passed 12/0/0.