

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**

Introductions

Board Members in Attendance: Amber Lighty, Billy Ramirez, Brian Dunlap, Tim Pruesener, Mark Morris, Joe Bartling, Randall Engstrom, Eric Marenburg, Brian Curry, Anthony Kruk

Guests in Attendance: Sara Berns, Becca Kuntz, Warren Kucker

T. Pruesener called the meeting to order at 9:10 am.

Public Comment/Non Agenda Announcements

B. Curry would like to bring up at the next meeting to paint the PB Rec Center

Appointment of new board member and vacancy report
Moved until after lunch

Action Item

Presidential Report- Review of 2019 Goals and Accomplishments

T. Pruesener presented the Annual Report from FY19 for review. A Lighty made a motion to approve the FY19 Annual Report with the changed verbiage of homeless to unhoused individuals. B. Dunlap endorsed the motion. Motion passed 10/0/0.

Review FY 21 budget draft

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 FY21 Budget.

Goal Setting

S. Berns reviewed mission and values of DPB & group discussion about the values of DPB and the impact it has; S. Berns introduces break out session for goal setting and brainstorming activity focused on strategic thinking vs strategic planning

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

10:45-12:00 **Committee Goals and Objectives for FY21**

Organization-Pruesener

Committee goals and objectives for 2020 include:

EDUCATION & OUTREACH

- Need to increase focus on Clean & Safe Program
- Education and outreach – we need to be more informed on the understanding of hot topics (ex. Parking meters) so we can better educate the public. T. Pruesener suggests we have an expert or Sara present hot topics at each committee meeting for 5-10 minutes
- Adding FAQ's about hot topics to our website and creating informational quick videos for board meeting and social media channels to inform the public and how it impacts our community
- Establishing communication trees to disseminate information throughout the organization and throughout our website and social media channels
- Add an FAQ section on the website piloting with "WHAT WE DO AT DISCOVER PB"

VISION, PLANNING, & BUSINESS RETENTION

- S. Berns reviewed Economic Dynamics of PB from G4 Strategies and talked over possibilities of informing our online businesses turning into office businesses and learning about the needs and desires of our local PB brands that may not be in brick and mortar buildings
- B. Dunlap suggests educating businesses by each board member bringing a local brand or business with interest in setting up shop in PB to our Annual Dinner (hosting at their table)

B. Dunlap made a motion to accept the organization committee goals and objectives for FY21. M. Morris endorsed the motion. Motion passed 10/0/0.

Parking Advisory Board-Berns

S. Berns discussed the Parking Advisory Board stating it is made up of 2 DPB members, 2 BeautifulPB members, 2 PB Town Council members, 3 PB Planning group members and 4 at-large members representing the community, and operates separate of Discover PB. Currently Billy and Tim are our representatives from Discover PB on our parking advisory committee.

Pacific Beach Hospitality Group-Ramirez

Discuss and approve Committee Goals and Objectives for FY21 including:

- Community Engagement Events- mixers, clean up/volunteer day
- Expand current events and fundraisers-shop local
- Expand outreach and attendance
- Police and Business Relations
- Working with promotions committee to share marketing of restaurant walks with HG

B. Ramirez made a motion to accept the Hospitality Group committee goals and objectives for FY21 with continued mixers and volunteer days, expanding current events and fundraisers, expanding outreach and attendance on committee, and improved and renewed police/business relations. E. Marenburg endorsed the motion. Motion passed 10/0/0.

PB Special Events Committee

Confirm appointments of members to PBSEC

Brian Curry and Brian Dunlap appointed to join the special events committee and Mark Morris will remain on committee

R. Engstrom made a motion to approve committee appointments. A. Lighty endorsed the motion. Motion passed 10/0/0.

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

Appointment of new board member and vacancy report

W. Knucker was introduced to the Board and once again expressed interest of being the on the board. B. Ramirez made a motion to appoint W. Knucker to the board. E. Marenburg endorsed the motion. Motion passed 10/0/0.

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

Promotions Committee and Events- Morris

Event Dates for 2019 are:

- Annual Dinner- March 19th
- Bikes Boards and Brews- April 18th
- Coast of PB Restaurant Walk-May 19th
- Lord of the Wings- end of August 15th
- Heart of PB Restaurant Walk- Sept 9th
- Pacific Beachfest-Oct 3rd
- Shop Local Marketing Campaign- Nov -Dec
- Eco District Holiday Lane
- Christmas on Crystal Pier-Dec 5th
- PB Holiday Parade- Dec 12th
- Discussion on Lord of the Wings event to see if it is an event we want to continue on with each year. Suggested to continue on another year at Mavericks for another year to be able to accurately gauge its success.
- Wild Rides Car Show wants to do a 10 year anniversary of the event in August

B. Curry made a motion to approve the calendar of events for FY21 with the addition of continuing on with Lord of the Wings for another year. A. Lighty endorsed the motion. Motion passed 11/0/0.

Discuss and approve Committee Goals and Objectives FY21 including:

- Increase Visibility/Branding of Events – a lot of positive feedback on lanyards and potentially looking into flag banners or a median banner
- Digital Marketing and tracking ROI – correcting from last year with better tracking of digital marketing efforts
- Banner Program – continuation of PB Banner Program on Garnet with a possibility of sponsoring banners by local businesses (there are about 85 poles to fill with banners). We would like to raise the funds for beachfest banners this year. We would want to sell sponsorships to cover the program. Becca to send out fact sheet about the banner program to the board.

B. Dunlap made a motion to accept the Hospitality Group committee goals and objectives for FY21 with the addition of continuing the Banner Program. E. Marenburg endorsed the motion. Motion passed 11/0/0.

Clean and Safe

- S. Berns reviewed Clean and Safe Program in PB and past year's successes and issues. Explained the current cleaning program we have that doesn't address the homeless outreach and safety issues and the budget we currently spend on it. At a minimum, we need to have a cleaning program 4 days a week. She explained the proposal for collaboration with North Park to have PATH (People Assisting the Homeless) work to address the homeless outreach and safety prongs that clean and safe address. PATH is more of a social services focused outreach as opposed to the enforcement aspect of the Homeless Outreach Team from SDPD.
- Angie from North Park Main Street did an overview of how the PATH program got started in North Park and transitioned from a policing plan to a housing first style of outreach
- Q&A with Angie about the PATH program
- Review and approve Collaboration with North Park and PATH to include homeless outreach worker to clean and safe team.

B. Curry made a motion to approve to use Special Projects funding to support Collaboration with North Park and PATH to include homeless outreach worker to clean and safe team. M. Morris endorsed the motion. Motion passed 10/0/1.

2:30- 3:00 pm Wrap Up

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

- A discussion was held to distribute the remaining budget to various committee goals (\$11,000). The group also discussed putting \$5,000 towards promotions committee for promotional materials and advertising to enhance events; \$1000 to office improvement for a projector or monitor screen, and the remaining \$5,000 to business development to support goals of Organization Committee.

E. Marenburg motioned to approve the FY21 Budget for submission to the City of San Diego with distribution of \$1000 to office improvement, \$5,000 to promotions/advertising and \$5,000 to business development. B. Dunlap endorsed the motion. Motion passed 11/0/0.

Adjourned

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.