



Pacific Beach Hospitality Group

Meeting Minutes 8/19/2020 at 1pm

Zoom Link: <https://us02web.zoom.us/j/86265102883?pwd=S3pjRlh3ZTFnQ2RoTXk3U2xKMzILUT09>

All items are considered informational only unless noted

Staff Present: Becca Kuntz, Sara Berns

Members Present: Bryant Villasin - Moonshine Beach, Jesse Vigil - Big Table, Todd - brewers fresh, William Lopez - Moonshine Beach, Marian Novak - RADD, Ryan Kuenzi - Moonshine Beach, Sydni Whitaker - Firehouse, Krista M. - Mavericks, Billy Ramirez, Chris Cox, Todd Brown

Billy called meeting to order at 1:03 pm

Administrative

Sign In and Introduction and Business Update

Updates and Reports

SDPD Update - NONE

S. Berns said if you have questions please feel free to ask and she can pass them along to Officer Broaddus.

B. Ramirez asked for higher police presence to help avoid situations like one that happened by the lifeguard tower (homicide).

State Updates -

S. Berns said the gov was just giving his press conference. SD is off the watch list for the state but that only currently impacts schools reopening not businesses or indoor dining. He did mention if those counties start coming off the list, that if they can stay off the list for 14-21 days then we can start to talk about business restrictions being lifted.

City Updates

S. Berns said the city has allowed for outdoor fitness and worship services out in the parks

RHCSD Update-

Marian Novak only thing she had to report on ABC is with 3rd delivery alcohol to see if they are selling alcohol delivery is selling to underage folks. Nothing much else to report. She will talk to MADD today to write a letter about the Uber/Lyft situation about the threat of service being cut off on Friday and the issues with DUIs it would lead to.

Chris Cox asked about third party deliveries offering alcohol, are they the ones in charge of their drivers and what they do, right? Marian explained its the third party's responsibility like insta-cart or ubereats.

Krista said on the stakeholders call for ABC they said that the restaurant could receive some punishments, and that it is possible so to be very careful with that.

Big Table Presentation-

Jesse Vigil - Big Table is a nonprofit in PB. Started in Spokane Washington. Founder Kevin was a restaurant critic and started building relationships with people in the industry and saw the hurt in the industry. He grew a heart outside of the food for the workers inside of the industry and he looked for nonprofit that serves the hospitality community and one didn't exist. He had the idea to create community around meals. They launched with a 50 ft long table that they would invite 48 people from the community to celebrate the industry and celebrate the workers in the industry. They do it 3 times a year. Outside of that, they were looking for ways to help the industry with issues like drug abuse, undocumented workers, and better ways to serve those individuals. Launched in San Diego just last year. They try to work off a referral model from owners, restaurant contacts, let them know about issues with individuals and they reach out to see whatever way possible they can offer support. It's customized based on needs. It's simply a gift without asking for anything from the recipients. It's a truly amazing organization. During covid, they have been focusing on food stability and rent assistance. Minimum of \$250 grocery card. Located above the Wendys on Grand & Ingraham. They just really want to serve their community and PB industry. They just want to spread the word. There is also Restaurant Cares, and other orgs doing similar stuff now.

Krista M. Asked if they were a 501c3 and asked if they are open to any dine and donate events?

Jesse said they are definitely open to that! Will share his contact information with Sara to be sent out to the hospitality committee. Jesse explained many people ask how they are funded..they have plenty of restaurant supporters as well as corporate sponsors and grants. They received a significant grant from the SD Foundation this year. He appreciates the offers but did stress he was here for support first and foremost, but they always love donations.

Jesse Vigil- Big Table City Director

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HOSPITALITY
TASK FORCE
2000

Discover PB Update

Fundraising events -

S. Berns reviewed that we have been throwing some ideas around for fundraising. We are not able to have BeachFest this year or the holiday Parade. Obviously our events are big fundraisers for us and we have lost a lot of income that way. We are pitching an idea for a "Patio Pass" card that we can sell with some kind of free item or discount. We wanted to feel out how comfortable giving at this time and see what is feasible.

Krista said Mavericks would always be down to help support that. She also mentioned the "empty event" that happened in Little Italy. Basically shows how many people are out work. She suggested an event like that with Lord of the Wings were Wings are donated, picked up, and voting takes place online. S. Berns said we are open to that idea as well. B. Kuntz mentions maybe we could combine the card idea and Lord of the Wings spread out over a longer period that could then eat at all of the spots and vote in an online survey setting from the ticket.

We are talking about other ways to keep our big event dates still have meaning and stay relevant like BeachFest, Lord of the Wings, and Holiday events. We are still looking at ways to push window decorating and talking over different ways to still celebrate the holidays at the pier.

Parking Committee Update -

S. Berns said we are moving along with our Garnet pilot program and moving forward with getting a plan and setting up meetings with anyone on Garnet that is impacted. We proposed from the Pier to Fanuel and just the side streets on Cass and Bayard. We are still talking over the lengths, etc., but we are hoping for support from businesses in that footprint. We hope you will inform anyone you may know and share with neighbors in that area. S. Berns said we are putting together a PPT that explains the area that will be included and also explains the plan for parking (explains a parking district), stresses that the funds are reinvesting in the community. We have an intern working on creating good

visuals of Garnet. The parking meter folks have said they'd be willing to donate some of the pilot program money up-front so we can complete a project within the first year.

T. Brown expressed lots of support for the parking program as it helps support the community it is in. It's one of the few taxes that stays directly in a community as far as he knows. He expressed extreme support.

B. Ramirez explained the biggest thing the city needs right now is business support and letters of continued support after the installation. He talked about how much income the parking committee has added to Little Italy. Billy urged for letters of support.

Todd Brown asked if Billy could put together a form letter to get some signatures instead.

B. Ramirez said we could totally do that. We would focus more on businesses at this time through hospitality. S. Berns explained that right now the businesses don't support it is the biggest issue. We don't believe that is true, so we would just love to get that myth dispelled by getting business buy in. The biggest comment is about employee parking issues but employees should not be parking in 2-hour zones either way. But we are discussing issues with residential passes (won't be included in the parking pilot program currently).

T. Brown asked about buy in from PBTC and PBPG.

S. Berns explained there is pretty much agreement among those groups about parking meters right now.

Chair Report and Roundtable - NONE

Next Meeting: September 16, 2020

Adjourned

