



BOARD OF DIRECTORS NOVEMBER MEETING MINUTES

November 3, 2020 at 12 pm, 1503 Garnet Ave

Per executive order N25-20 of the Governor, this meeting will be held via teleconference

Board Members in Attendance: Grant Cooper, Wilbur Lai, John Anderson, Margy Rose, Tim Prüsener, Jor Bartling, Brian Curry, Anthony Kruk, Eric Marenburg, Mark Morris, Randall Engstrom

Staff in Attendance: Sara Berns, Becca Kuntz

Guest in Attendance: Eve Anderson, Brian White, Andres Garcia - CPA auditor, Aaron Burgess - Nathan Fletchers office

T. Prüsener called the meeting to order at 12:03 pm.

Introductions/Sign in

Public Comment/Non Agenda Announcements – NONE

Additions to Agenda – NONE

Political Representative's Reports –

- County Supervisor - Aaron Burgess – funding was approved for for HIV preventative drug and to close the digital divide so kids have better access to internet for their school work; we are officially in the Purple Tier statistically and if we continue to stay there, we will be moved into the purple tier for restrictions.

President's Report –

- No report

Community Partners Reports

- PB Farmers Market - Eric M. - we just wrapped up ARTober at the Market. Sara and Becca worked with Mady to set up this event and we had about 8 artists at the market for this event which was a good opportunity for everyone. We have turned the corner after about 2 months on setting up new infrastructure in Sept we saw about a small profit. Continuing with 3-7 pm for the time frame at this time.
- PB Town Council -
 - Power Washing update - Brian White - PBTC doing lots of power washing in the past 3 months going after the dirtiest areas first. Focused on the blocks closest to the beach (Daves to the boardwalk) near trash can areas and high traffic spots. Showed photos near Daves Hot Chicken. It is important to try and show the results and build relationships with property owners and see if they'd be interested in investing into this program.. Also worked with Sara to help address the trash removal process and how bags are carried away from bins. Sara invested in a trash cart to help remedy this issue. PBTC would maybe be interested in helping fund the replacement of some of the lids that are cracked or broken.
 - Block Captain Report - Eve Anderson - has been working with PBTC on this program. Started in Jan but didn't get started until June. Basically appoint a block captain to keep in touch with businesses on each block and be a representative. Sent out their first newsletter last week and then sent out a second follow up after finding out about the parking program. She is working with Brian to have that contact information. Made a comment to one business about a leaky drain and they fixed it days later. Also has an issue with trees that are overgrown blocking signs. Working to start a tree trimming program and trash program as well. Eve expressed that she reached out to PBTC, PBPG, and DPB to get the block captain program on the agenda as a cosponsor and put in effort on the program. She wants to formally request to be put on the next agenda to get DPB involved as they were the only one not to get involved yet.
 - TP - could you explain in one sentence what the group does exactly so we can make it an agenda item?
 - EA - block captain program is a neighborhood watch like program that connects businesses together
- beautifulPB - SB said that beautifulPB voted to support the Paid Parking Pilot Program. The Tour de PB program went well.

Previous Board Meeting Minutes Approval

- Reviewed minutes from September 1, 2020 Board of Directors meeting.
 - *A. Kruk made a motion to approve the September Meeting minutes as is. Brian Curry endorsed the motion. Motion passed 9/0/1 (Margy Goodman abstaining)*
- Reviewed minutes from October 20, 2020 Board of Directors meeting.
 - *J. Bartling made a motion to approve the October Meeting minutes as is. Brian Curry endorsed the motion. Motion passed 9/0/1 (Margy Goodman abstaining)*

Financial Report

- Reviewed August 2020 Financials.
 - SB - Still looking at about a 25% decrease in our BID assessment. Farmers Market is doing better and getting back to where we were last year.
 - *E. Marenburg made a motion to approve the August 2020 financials as is. Mark Morris endorsed the motion. Motion passed 8/0/2 (Margy Goodman & Wilbur Lai abstaining)*
- Reviewed September 2020 Financials.
 - *A. Kruk made a motion to approve the September 2020 financials as is. E. Marenburg endorsed the motion. Motion passed 9/0/1 (Margy Goodman abstaining)*

Committee Reports

• Organization Committee

- Committee Update -
- Reviewed FY20 Audit Report and Taxes - Andres Garcia CPA
- Governance letter is the summery from himself to board management that says no findings and no issues. Everything went well and you can review that. The actual audit report wasn't bad considering how other similar entities are doing right now. The cash balance went up significantly. The overall health of the org as of June 30, 2020 is fine. There is approximately did \$6,600 that we wrote off as uncollectible in accounts receivable. Lots of small amounts for things like event sponsorships that didn't happen. Total assets went up, liabilities went up mainly due to taking on the farmers market. The new SBA business loan (PPP) shows as a debt until it is formally forgiven. Revenues took a hit but expenses corresponded with the events. It's really only a \$6,000 cash loss at the end of it after the loan considered
 - *A.Kruk made a motion to approve the FY20 Audit Report and Taxes as is. M. Morris endorsed the motion. Motion passed 10/0/1 (Margy Goodman abstaining & Randall Engstrom joined meeting)*
- Dates for Annual Dinner and Board Retreat - SB said January 29th from 9am-3pm would be Board Retreat we will keep it on the books for now . We will hold off on the annual dinner date for now since it is all still up in the air at this point and we can talk about it next month. She doesn't see us having an event by March, but we will table it for now until next month. Typical date would fall on the 18th or 25th of March.

• Parking Committee

- S. Berns did a quick review of the Paid Parking Program presentation
- B. Curry asked how the Paid Parking Program would impact residential parking by decreasing the amount of parking.
 - SB explained it should encourage employee parking programs because these employees shouldn't be parking in the 2 hour spaces. It also helps reduce the traffic congestion of people circling around looking for parking.
- EM asked if citation ticket money would go to DPB and would it increase enforcement having paid parking or no?
 - SB said no to both. Citation money goes to funding enforcement
- TP said that there is some misinformation floating around about the Paid Parking Program and that Sara and Brian have been doing a great job explain to the community about how the parking program can benefit the community and help create more positive impacts within PB.
- JB asked about the sidewalk cafes on the map and how those will be impacted?
 - SB explained the parklets are considered temporary at this point and they would not be impacted while they are still permitted. No added cost to the business for the spots.
- Presentation on Paid Parking Pilot Program- should board support Parking Advisory Committee's paid parking proposal?

- *B, Curry made a motion for Discover PB Board of Directors to formally support the Paid Parking Program. M. Morris endorsed the motion. Motion passed 9/0/2 (M.Goodman and J.Bartling abstaining)*

- **Promotions Committee**

- New Beachfest Experience - MM reviewed the Taco Contest marketing that we have done. Becca has been having success with the ARTober and Fish Taco Contest events. SB explained we did have 7 vendors for ARTober.
- Shop Local Events Update - will be doing wreaths, shop small, and window decorating, no parade or Santa photos. In November we are going to be doing the same type thing as ARTober but only PB vendors to push shop small. We will be doing the digital and physical mailer that promotes shop local discounts. Talking to the pier to see if they want to cover the whole cost of the pier lights, but if not, we will look for a potential sponsor for that.

- **Hospitality Committee**

- Committee Update - SB said they are basically just getting ABC and SDPD updates at their meeting at this point and asking about their outdoor patios and how long they will be allowed.

President's Report – S. Berns

- BACC Report still going strong. Please note that Becca is not working on Mondays since she works every Saturday.
- SB walked around PB with Nathan Flether and talked about homeless needs and outreach and hotspots.
- JB asked about any updates for outdoor dining permits
 - SB until governor says Covid is finally over or that being outside isn't more beneficial than being inside
 - At the city level, BID alliance and other orgs are asking how to help people convert the structures into more permanent parklets.
 - EA said according to Jen Campbell office they can stay until August 31

Adjourned at 1:20 pm

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.