

Discover Pacific Beach Board Retreat
January 29, 2021
Zoom Virtual Conference
9:00am-12:00pm
Agenda

9:00 am **Board Meeting /Administrative**

1. **Introductions/Icebreaker**
2. **Public Comment/Non Agenda Announcements**
Limited to 2 minutes on any non -agenda items, items may be referred to committees or future agenda items
3. **Appointment of Authorized Bank Signers** **Action Item**
4. **IDA Emerging Leader Fellowship** **Action Item**
5. **Presidential Report- Review of 2020 Goals and Accomplishments** **Info Item**
Review and approve FY20 Annual Report **Action Item**
6. **Review FY 22 budget draft** **Info Item**
a) *Budget Breakdown*
7. **Goal Setting** **Info Item**

10:15 a.m. – 10:30 a.m. – Break

10:30 - 11:30 Committee Goals and Objectives for FY22

8. **Organization-Pruesener**
 - a. *Discuss and approve Committee Goals and Objectives for FY22 including* **Action Item**
 - i. *Maintenance Assessment District/Property Assessment District Planning* **Info Item**
 - ii. *Information on Parking District Parking Meter Pilot Program*
9. **Pacific Beach Hospitality Group-Ramirez** **Action Item**
 - a. *Discuss and approve Committee Goals and Objectives for FY22 including:*
 - i. *Back to Business Marketing Campaign*
 - ii. *Expand current events and fundraisers-shop local*
 - iii. *Expand outreach and attendance*
 - iv. *Police and Business Relations*
10. **Promotions Committee and Events- Marenburg**
 - a. *Review and Approve FY 22 Calendar of Events* **Action Item**
 - i. *Annual Dinner (?), Bikes Boards and Brews (April), Coast (May) and Heart (Sept.) of PB Restaurant Walks, Lord of the Wings (Aug) Pacific Beachfest (October), Christmas on Crystal Pier (Dec), PB Holiday Parade (Dec), and Shop Local Campaign (Holiday).*
 - b. *Discuss and approve Committee Goals and Objectives FY22 including:* **Action Item**
 - i. *PB Social Media Campaign*
11. **Approve FY 22 Budget for submission to the City of San Diego** **Action Item**
12. **Adjourn**

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.