

Discover Pacific Beach Board Retreat Minutes

January 29, 2021

9 am - 12 pm

Zoom Link: <https://us02web.zoom.us/j/86748749810?pwd=VFp2RnZDUmRHa1dvRis2MGNxcy82dz09>

9:00 am Board Meeting /Administrative

Introductions/Icebreaker

Board Members in Attendance: Tim Prüsener, Eric Marenburg, Brian Curry, Anthony Kruk, Grant Cooper, Billy Ramirez, Joe Bartling, Margy Goodman, Warren Kucker, Wilber Lai, Mark Morris, Randall Engstrom

Guests in Attendance: Sunny Lee, Becca Kuntz

T. Prüsener called the meeting to order at 9:03 am.

Public Comment/Non-Agenda Announcements

T. Prüsener welcomed Sunny as new ED.

Appointment of Authorized Bank Signers

T. Prüsener suggested we handle as we always have with the ED as one signer and a Board Member as another signer. Sunny Lee would be one signer.

S. Lee suggested adding 3 other signers.

E. Marenburg made a motion to make Sunny Lee and all of the executive committee members Authorized Signers (Tim, Eric, Mark, and Billy). A. Kruk seconded the motion. Motion passed 11/0/0

SL said her and Sara with go to the bank to switch it over and each board member will have to go over to the bank on their own time.

IDA Emerging Leader Fellowship

T. Prüsener explained they previously planned on sending Sara to this fellowship and she suggested Sunny also be sent to it. T. Prüsener suggested we send Sunny as well. It is part virtual and part in New York once travel is allowed again.

Sunny shared details of the IDA Fellowship Program.

T. Prüsener asked the cost of the program.

S. Lee explained the cost is \$2750 plus cost of a flight and hotel room.

T. Prüsener thinks its a valuable training to send her.

B. Ramirez made a motion to send Sunny to the IDA Emerging Leader Fellowship. M. Morris seconded the motion. Motion Passed 11/0/0.

Presidential Report- Review of 2020 Goals and Accomplishments

Review and approve FY20 Annual Report (July 2019-June 2020)

T. Prüsener reviewed the Annual report. The time period we are looking at in this report is from July 2019-June 2020. The biggest difference since last year is the addition of the COVID-19 response.

M. Morris made a motion to approve the annual report as presented. A. Kruk seconded the motion. Motion passed 11/0/0.

Review FY 22 budget draft

Budget Breakdown

S. Lee reviewed the FY 22 budget draft and the revenue and expenses breakdown. We are looking at a deficit of 33,000 but that is dependent on grants and PPP loans and when events come back.

T. Prüsener asked about current savings and Sunny said she would have to check. Tim said last time it was over 100,000 in savings. So, we are prepared for a crisis which we are currently in.

B. Ramirez said he liked the new layout for the budget and made it very readable.

E. Marenburg asked about the budget's farmers' market column but there is a 3900 from clean and safe in the farmers market budget.

S. Lee said we may change where we pull that funding from. She said she looks at the budget as a guide, but the actual numbers may not look exactly like this, but will be as close as possible.

E. Marenburg asked about clarifying the budget if we think it looks bleak compared to where we were a few months ago looking forward.

T. Prüsener explained that we are currently estimating very conservatively without the PPP loan and without grants that we don't have guaranteed. The BID alliance is pushing to get funds from the city that may not be available that we would normally receive from the city.

Goal Setting

- T. Prüsener explained his goal is to make sure the parking meter pilot program is successful. We need to make sure that we roll this out professionally and use the funds from the program for projects that make sense and benefit the community. After talking to Sunny, she has been approached by community members about issues that could be fixed by a Maintenance Assessment District. She thinks we should try and become a MAD as well.
- S. Lee has been meeting with the board members and the community representatives. What she has heard a lot is their priority in the neighborhood is about keeping the streets and sidewalks clean, tree trimming, etc. All things that would be solved by becoming a MAD. The funds would be able to be used for landscaping, cleaning, certain types of events.
- T. Prüsener explained he also talked to Sara to see if she thinks that this would be a good idea from her previous knowledge.
- S. Lee said the 2nd district office has expressed full support for us to become a MAD
- B. Curry said he has been pushing for this for a long time but it's the landlords that have always been the biggest opponent to this idea but thinks the community and businesses would all support this
- S. Lee explained that is why part of the strategy would be to roll out great marketing and using board members to educate the public
- B. Ramirez mentioned DPB went through this process a few years back and it was 2 big landlords in the neighborhood that own most of the property in PB but maybe we can use a community push to put pressure on the
- M. Morris asked about where the assessment for a MAD comes from for property owners?
- S. Lee said it is dependent on what type of property is owned and what type of business can be in that property. An analysis would be taken to see who would benefit the most from a MAD and so it's about what type of property on and how big.
- B. Ramirez asked if Sunny has talked to beautiful PB as the group previously took the lead on MAD efforts
- S. Lee responded yes - she has plenty of information and contacts she has talked this over with so far.
- E. Marenburg asked what other MADs exist around the city?
- S. Lee - said La Jolla, Little Italy, Hillcrest, Downtown, and a few others. She explained a special company would have to come out and do the analysis for that (we would have to pay for that) and they would analyze who would benefit to assess
- T. Prüsener asked about the costs.
- S. Lee explained a few years ago it was about \$20,000 just to start the process, but she would like to do the outreach on our own so mainly we would need the analysis
- B. Ramirez asked if they could maybe just audit the information, we have that we have done already and lower that cost?
- B. Curry concurred stating lots of leg work was done previously with beautiful PB
- S. Lee said possibly, she will have to ask.
- G. Cooper asked what services would a mad provide?
- S. Lee explained it depends what we see as a priority but has to fall under a certain category and said she is creating an infographic showing what services are able to be done with this
- G. Cooper asked how does the billing work?
- S. Lee explained it's just like an assessment from the city and an amount that is paid annually for property owners
- M. Morris thinks one thing we should make our focus is our events coming out of COVID since people have been pent up. We should push for extra marketing for Bikes Boards and Brews.
- T. Prüsener - it might be a good marketing event to have a campaign when we come out of everything
- E. Marenburg said whatever date in the future when events come back, it will be important to get the momentum going strong when everything does restart things are going to be kind of a mess for a while but it will be important to celebrate even getting back to normal
- G. Cooper - threw out an idea about drive in parking lot theater that hasn't been shot down by the city
- B. Curry said he has a goal for Sunny to have more involvement with the other civic groups in PB - PBTC needs members on their planning board, there is beautifulPB and it's important to be in touch to cooperate and clean.
- S. Lee explained that will happen pretty naturally for her as that's already how she operates and met with other civic group leaders
- M. Goodman brought up environmental efforts asking how DPB can help push the work we do already and how we can look at trash prevention efforts instead
- B. Kuntz - Surfrider does the ocean friendly restaurant efforts in the area but maybe we could invite them for a mixer event for our hospitality group when we can have mixers again
- W. Kucker - would like to see more startup and tech companies be brought into PB going forward. That would likely bring in a good lunch group to the community. However, one hindrance is finding business office space in PB.

10:15 – 10:30 am Break

*R. Engstrom joined after break ended.

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

Organization- T. Prüsener

Discuss and approve Committee Goals and Objectives for FY22 including

T. Prüsener summarized the goals from before including working towards becoming a MAD, generally increase our promotion budget for marketing for events especially BBB, attracting more tech companies, environmental goals, etc.

Maintenance Assessment District/Property Assessment District Planning

T. Prüsener reviewed what a MAD is and how it would benefit the community in general by helping us fund our street cleaning, security, landscaping, hardscape, medians, walkability, mobility, trash pickup, improvements to our district. There is a lot more range to use those funds. It can cover things like salary and rent and things we need to operate.

R. Engstrom asked what the process is to start a MAD?

S. Lee explained she will explain more at our next board meeting and will bring a city rep to give us more information and start planning out an analysis and outreach to the community and property owners.

Information on Parking District Parking Meter Pilot Program

T. Prüsener reviewed that we have approved a pilot program that will last a year that would install in the business district and that this has been passed along to the city council. T. Prüsener reviewed the benefits of the parking program, the general support and opposition points we have heard from the community. [Review full Parking Program Proposal](#).

General discussion about parking reviewing the main points about the importance of really educating the public and communicating well for the parking pilot program roll out whenever that may be.

B. Curry made a motion to approve Organization goals of moving forward with efforts to become a Maintenance Assessment District, and successfully roll out our Pilot Paid Parking Program as best as possible. R. Engstrom seconded the motion. Motion passed 12/0/0.

Pacific Beach Hospitality Group-Ramirez

Discuss and approve Committee Goals and Objectives for FY22 including:

Back to Business Marketing Campaign - unknown start date, Sunny has mentioned the idea of videos

BR explained we can't exactly hound all of our hospitality for donations and food right as we open, so we will have to be patient while we reopen without events, but we can use social media to push promoting them at this time.

For the rest of the events, we may have to roll out slowly.

Expand current events and fundraisers-shop local

Expand outreach and attendance

Police and Business Relations

B. Ramirez made a motion to approve above goals as is. A. Kruk seconded the motion. Motion passed 12/0/0.

Promotions Committee and Events- Marenburg

Review and Approve FY 22 Calendar of Events

EM showed the events budget that we have set for this year with the possibility of having each of them. We may not move forward with all these events, but we are presenting what we would if we have the events. It's likely we won't have our spring events at all.

Annual Dinner (?), Bikes Boards and Brews (April), Coast of PB Restaurant Walk (May), Heart of PB Restaurant Walk (Sept), Lord of the Wings (Aug), Pacific Beachfest (Oct), Christmas on Crystal Pier (Dec), PB Holiday Parade, (Dec), Shop Local Campaign (Dec)

R. Engstrom made a motion to approve the above calendar of events as is dependent on what we are able to host at the time. E. Marenburg seconded the motion. Motion passed 12/0/0.

Discuss and approve Committee Goals and Objectives FY22 including:

PB Social Media Campaign

A. Kruk made a motion to approve goals the above goals as is. E. Marenburg seconded the motion. Motion passed 12/0/0.

Approve FY 22 Budget for submission to the City of San Diego

S. Lee reviewed this budget at the beginning. She shared the budget again and asked for any questions.

B. Curry made a motion to approve the budget as is. B. Ramirez seconded the motion. Motion passed 12/0/0.

Next board meeting February at our normal time

Adjourned at 11:59 am.

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