



BOARD OF DIRECTORS MEETING

March 2, 2021 NOON * 1503 GARNET AVE

<https://us02web.zoom.us/j/89503368683?pwd=SDhrZmpQYnlVNhXhabWJ5Rm5ad2Judz09>

MINUTES

1. Called to Order: 12:05 PM
2. **Present: T. Prüsener, M. Morris, B. Ramirez, E. Marenburg, B. Dunlap, B. Curry, J. Anderson, W. Kucker, J. Bartling, R. Engstrom, M. Goodman, W. Lai**
Guests: Leslie Dufour, Eve Anderson, Cesar Solis , Katie Matchett, Karl Rand, Ellen Citrano, Jason Weisz, Elvin Lai
Staff: S. Lee
3. **Public Comment/Non-Agenda Announcements**
 - a. L. Dufour – has been working to encourage businesses and landlords to clean up sidewalks, also working on identifying art in PB. Working on a project to add more greenery. Don't need a permit if plants don't grow more than 30 inches. Plaques on the trash cans and would like for Discover PB to place plaques as a nice touch. Need a Pacific Beach mural.
4. **Additions to Agenda (3 minutes)** **Info Item**

Items will be added to a future agenda
5. **Political Representative's Reports (10 minutes)** **Info Item**
 - a. J. Weisz – News from the State on COVID19, CA quadrupled the COVID Relief Grant funds. The application period will be reopened. School reopening, funds are available.
 - b. K. Zaiser – applications for the City's small business loans. Will place a link in the chat. City Council approved to distribute rental assistance funding. Schools are planning to reopen in April. Library foundation survey open through April 17th.
 - c. C. Solis – Scott Peters – Rescue plan, art contest
6. **President's Report (3 minutes)** **Info Item**
 - a. Focused on the Parking Meter Pilot Program and MAD. Researching information on the MAD and parking program pilot program. Actively send out press releases about parking program. Update on Becca
7. **Community Partners Reports (3 mins each)** **Info Item**

<ol style="list-style-type: none">a. PB Tuesday Farmers' Market<ol style="list-style-type: none">i. Event has been growing, Discover PB has taken over responsibility for the weekly market.b. PB Town Council<ol style="list-style-type: none">i. No updatesc. PB Woman's Club<ol style="list-style-type: none">i. Ellen – Club sale is almost complete and working with other organizations to make an impact in Pacific Beachd. PB Planning Group<ol style="list-style-type: none">i. Karl – March 10 will be getting the trolley update from SANDAG, reviewing a residential development and	<ol style="list-style-type: none">e. Beautiful PB Assemblymember C. Ward will be present.i. K. Matchett – Upcoming event. March 20th Community bike ride – Tour de PB 2.0 – Bike theft awareness month.f. Garnet Block Captains<ol style="list-style-type: none">i. LOA form – Working to make signs available to businesses. Tree wells are open and holes need to filled. Needs to work with landlords to get trees trimmed.
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8. **Previous Board Meeting Minutes Approval: (3 mins)**

M. Morris moved to approve the minutes of January 29, 2021. B Ramirez seconded. Motion passed. 11-0-1

B. Curry moved to approve the minutes of February 2, 2021. R. Engstrom seconded. Motion passed. 11-0-1

9. Financial Report (3 mins)

B. Ramirez moved to approve the financials of January 2021. E. Marenburg seconded. Motion passed. 12-0-0

10. Elvin Lai – Clean and Safe Program

Info Item

Asking for support in partnership with PB Town Council to raise the money to fund the Clean and Safe Program. PB Town Council also has to agree to the partnership. Asking to consider the partnership and to complete the research to get this program off the ground.

Eve suggested business and developers pay for the program. Asked how the program would be administered.

B. Curry would like to see the program move on and to see Discover PB work with other group.

11. Committee Reports (30 mins)

a) Organization Committee

Info Item

Committee Update

b) Parking Committee

Info Item

Update on budget

c) Promotions Committee

Waiting game on events. Holding on to see when changes are made. Events are an added stress during the pandemic.

Wellness event – idea

PB 123 Reels Campaign – S. Lee will work with the businesses to help promote them through the PB 123

d) Hospitality Committee

Trying to get word on reopening indoor. Fire department is doing checks on the parklets. – asked the police to provide more reinforcement and to help with homeless, skaters, etc. – looking for staff

12. CEO REPORT- Lee

- a. **Has spent the month training on BACC. Will spend next month researching the MAD and continuing to learn PB programming.**

Adjourned: 12:59 PM

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Board Member	Present	Minutes – Retreat	Minutes February	Financials	
Tim Prüsener	x				
Mark Morris	x	M			
Billy Ramirez	x	2 nd	2 nd	M	
Eric Marenburg	x			2 nd	
Anthony Kruk					
Brian Dunlap	X	A	A		
Brian Curry	x		M		
John Anderson	x				
Warren Kucker	x				
Joe Bartling	x				
Grant Cooper					
Randall Engstrom	x		2 nd		
Margy Goodman	x				
Wilber Lai	x				