



1. Introductions

T. Prüsener, W. Lai, J. Anderson , B. Ramirez, R. Engstrom, E. Marenburg, M. Morris, A. Kruk, L. Dufour , E. Anderson, M. Bothwell, K. Matchett, G. Cooper, C. Solis, R. Granadino, B. White, J. Weisz, K. Zaiser,

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

L. Dufour – Would like to ask Discover PB to clean the take care of the environment.

1. A cleaner and more beautiful would increase residents and visitors to spend money in PB
2. Bring about the revitalization of PB – asking businesses to do more falls within the guidelines
3. Many BIDs participate in creating a cleaner environment in the BID
4. Asking businesses to set an example of a good environment

E. Anderson – Garnet Block Captain program. Received donations to paint City trash cans, to plant succulents, etc. Goal is to have a cleaner, greener & safer Pacific Beach. Would like a Discover PB board member to partner with the Block Captains.

3. Additions to Agenda (3 minutes)

Info Item

Items will be added to a future agenda

4. Political Representative’s Reports (10 minutes)

Info Item

District 2- Monique Tello – Not present
Mayor’s Office- Kohta Zaiser
County Supervisor – Aaron Burgess

78th Assembly District- Rachel Granadino
Senate District 39-Jason Weisz
52nd District- Cesar Solis

K. Zaiser – it is budget season. Budget schedule starts tomorrow. Small business relief opportunities –will send information to S. Lee. – Ranges from forgivable loans – commissions.

R. Granadino – California is reopening on June 15th. Has reopening guidelines for smaller events. Businesses can now file taxes. If you have any questions please feel free to reach out.

J. Weisz – PPP Conformity, over \$6 billion in tax credits for small businesses. Budget deadline is June 15th. Build back boldly proposal...Link provided in the chat. Real ID extension to May of 2023.

C. Solis – SBA opened Restaurant Revitalization fund – Will provide funding equal to pandemic related revenue loss. Tijuana river valley – EPA is addressing transboundary flow.

E. Marenburg asked about large events after June 15th. J. Weisz commented that there is currently unknown what the guidance would be for these large events. R. Grandadino confirmed that no guidance is yet available.

5. President’s Report (3 minutes)

Info Item

T. Prüsener – Currently working on the MAD. Looking at what it takes to become a MAD and reviewing the past resources from previous attempts to create the MAD. This is a good opportunity to develop relationships with property owners. Plan to create a good marketing plan before approaching the property owners.

L. Dufour asked about the meeting notice. S. Lee informed her that if she could not find meeting information she can reach out.

E. Anderson asked about the boundaries of the MAD and who would run the MAD. T. Prüsener answered that the boundaries are currently being decided and that the plan is for Discover Pacific Beach to manage the MAD.

6. Community Partners Reports (3 mins each)

Info Item

- a. PB Tuesday Farmers' Market
- b. PB Town Council
- c. PB Woman's Club

- d. PB Planning Group
- e. Beautiful PB

Farmer's Market – S. Lee Market is going well. Mady is adding vendors each week, added a staff person and has been growing.

PB Town Council – M. Bothwell - Mural on the PB Rec Center. This is a fundraising opportunity for PB Town Council.

Beautiful PB – K. Matchett – advocating to make the slow street permanent. In the early planning stages for CicloSDias, closed streets event to take place in October.

7. Previous Board Meeting Minutes Approval: (3 mins)

T. Prüsener requested a correction to the spelling of his name.

R. Engstrom moved to approve the minutes of April 6, 2021 with the correction of T. Prüsener's name. M. Morris seconded. 8-0-1. B. Ramirez abstained. Motion passed.

8. Financial Report (3 mins)

M. Morris moved to approve the financials of March 2021. R. Engstrom seconded. 9-0-0. Motion passed.

9. Committee Reports (30 mins)

a) Organization Committee

Previously discussed. S. Lee discussed that the committee has homework to review the previous work and will discuss next meeting.

b) Parking Committee

S. Lee informed the group that the group is waiting for the pilot to go to City Council.

c) Promotions Committee

E. Marenburg - planning to move forward with Restaurant Walk, Beachfest. Discussed annual dinner and when it should be planned. The committee is discussing Summer Movies and will have more information next meeting. Park permit reservation for Beachfest has been submitted.

d) Hospitality Committee

S. Lee – Short meeting. Hospitality businesses are struggling to find staff.

10. CEO REPORT- Lee

S. Lee – Everything is going well in the office. Working on planning Beachfest and BACC. Has been using Art to help out in the office and is training to assist with BACC.

Adjourned: 12:42 p.m.

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