



**BOARD OF DIRECTORS MEETING**  
**February 1, 2022 NOON \* 1503 GARNET AVE**  
<https://us02web.zoom.us/j/81548677455?pwd=Wk9xbGg5MxBweTlqcnQrSW5JS1N1Zz09>  
**AGENDA**

1. **Introductions**  
Sign in
  
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. **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-	78 <sup>th</sup> Assembly District- Rachel Granadino
Mayor’s Office- Kohta Zaiser	Senate District 39-Jason Weisz
County Supervisor – Aaron Burgess	52 <sup>nd</sup> District- Cesar Solis
  
5. **President’s Report (3 minutes)** **Info Item**
  
6. **Community Partners Reports (3 mins each)** **Info Item**

a) PB Tuesday Farmers’ Market	d) PB Planning Group
b) PB Town Council	e) Beautiful PB
c) PB Woman’s Club	
  
7. **Previous Board Meeting Minutes Approval: (3 mins) – Tabled**
  
8. **Financial Report (3 mins)** **Action Item**  
*Review and approve the financials of November 2021*
  
9. **Committee Reports (30 mins)**

a) <b>Organization Committee</b>	<b>Action Item</b>
a. Appointment of New Board member (s) to fill vacancies (if any)	<b>Action Item</b>
<i>Committee Update</i>	<b>Info Item</b>
b) <b>Promotions Committee</b>	
<i>Committee Update</i>	<b>Info Item</b>
c) <b>Hospitality Committee</b>	
<i>Committee Update</i>	<b>Info Item</b>
  
10. **CEO REPORT- Lee** **Info Item**  
*Recap Board Retreat* **Info Item**
  
11. **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.

**Discover Pacific Beach**  
**Balance Sheet**  
As of November 30, 2021

	Nov 30, 21	Nov 30, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000 · Discover PB Operating (4991)				
1002 · Discover PB - Special Projects	94,062	94,062	0	0%
1001 · Discover PB Savings	9,913	9,913	0	0%
1000 · Discover PB Operating (4991) - Other	(51,350)	(7,611)	(43,739)	(575%)
<b>Total 1000 · Discover PB Operating (4991)</b>	<b>52,625</b>	<b>96,364</b>	<b>(43,739)</b>	<b>(45%)</b>
1008 · Paypal	526	1,352	(826)	(61%)
1009 · Paypal - BACC	1,163	1,345	(182)	(14%)
1006 · Farmers Market # 6739	161,613	34,743	126,870	365%
1025 · Merrill Lynch	110,757	110,706	51	0%
1030 · Petty Cash	1,069	0	1,069	100%
<b>Total Checking/Savings</b>	<b>327,753</b>	<b>244,510</b>	<b>83,243</b>	<b>34%</b>
<b>Accounts Receivable</b>				
1200 · Accounts Receivable	15,284	16,120	(836)	(5%)
1210 · Hospitality Task Force A/R	1,200	1,200	0	0%
<b>Total Accounts Receivable</b>	<b>16,484</b>	<b>17,320</b>	<b>(836)</b>	<b>(5%)</b>
<b>Other Current Assets</b>				
Deposit - Rent	3,415	3,415	0	0%
<b>Total Other Current Assets</b>	<b>3,415</b>	<b>3,415</b>	<b>0</b>	<b>0%</b>
<b>Total Current Assets</b>	<b>347,652</b>	<b>265,245</b>	<b>82,407</b>	<b>31%</b>
<b>Fixed Assets</b>				
Furniture & Equipment	16,734	13,012	3,722	29%
Leasehold Improvements	49,388	49,388	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	(49,388)	(49,388)	0	0%
<b>Total Fixed Assets</b>	<b>3,721</b>	<b>(1)</b>	<b>3,722</b>	<b>372,200%</b>
<b>Other Assets</b>				
Clearing Account	2,629	497	2,132	429%
<b>Total Other Assets</b>	<b>2,629</b>	<b>497</b>	<b>2,132</b>	<b>429%</b>
<b>TOTAL ASSETS</b>	<b>354,002</b>	<b>265,741</b>	<b>88,261</b>	<b>33%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2020 · AP Farmers Market	906	3,224	(2,318)	(72%)
2000 · Accounts Payable	9,210	10,020	(810)	(8%)
<b>Total Accounts Payable</b>	<b>10,116</b>	<b>13,244</b>	<b>(3,128)</b>	<b>(24%)</b>
<b>Credit Cards</b>				
US Bank	758	994	(236)	(24%)
<b>Total Credit Cards</b>	<b>758</b>	<b>994</b>	<b>(236)</b>	<b>(24%)</b>
<b>Other Current Liabilities</b>				
Deferred Farmer's Market Rent	4,425	1,475	2,950	200%
PPP Loan	31,545	28,696	2,849	10%
Deferred Income SBEP	12,558	15,912	(3,354)	(21%)

**Discover Pacific Beach**  
**Balance Sheet**  
 As of November 30, 2021

	<b>Nov 30, 21</b>	<b>Nov 30, 20</b>	<b>\$ Change</b>	<b>% Change</b>
2100 · Payroll Liabilities	3,092	166	2,926	1,763%
Total Other Current Liabilities	51,620	46,249	5,371	12%
Total Current Liabilities	62,494	60,487	2,007	3%
Total Liabilities	62,494	60,487	2,007	3%
Equity				
1110 · Retained Earnings	215,346	186,833	28,513	15%
3000 · Opening Bal Equity	35,423	35,423	0	0%
Net Income	40,739	(17,000)	57,739	340%
Total Equity	291,508	205,256	86,252	42%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>354,002</b>	<b>265,743</b>	<b>88,259</b>	<b>33%</b>

**Discover Pacific Beach**  
**Profit & Loss**  
November 2021

	Nov 21	Nov 20	Jul - Nov 21
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
4430 · Clean and Safe Program	0	131	1
4110 · Grants	0	0	20,000
4115 · Beach Area Community Court	680	1,400	4,280
4120 · SBEP	5,247	4,718	10,493
4220 · BID	11,805	16,020	58,870
<b>4300 · Special Events</b>			
4370 · Heart of PB Rest Walk	0	0	5,493
4375 · Christmas on Crystal Pier	75	917	75
4376 · Holiday Parade	775	0	775
<b>Total 4300 · Special Events</b>	<b>850</b>	<b>917</b>	<b>6,343</b>
<b>4320 · Beachfest</b>			
Action Sports	0	0	3,000
Fish Taco Challenge	0	746	0
<b>Total 4320 · Beachfest</b>	<b>0</b>	<b>746</b>	<b>3,000</b>
<b>4400 · Other Income</b>			
4470 · Miscellaneous Income	20	11	2,254
4400 · Other Income - Other	550	0	550
<b>Total 4400 · Other Income</b>	<b>570</b>	<b>11</b>	<b>2,804</b>
4410 · Banner District	0	0	3,500
4510 · Farmers Market	20,021	9,175	89,795
7010 · Interest Income	4	4	21
<b>Total Income</b>	<b>39,177</b>	<b>33,122</b>	<b>199,107</b>
<b>Gross Profit</b>	<b>39,177</b>	<b>33,122</b>	<b>199,107</b>
<b>Expense</b>			
<b>6100 · Operating</b>			
6105 · Auto Expense	250	360	1,250
6110 · Bank Fees-CC/LF/Service	713	321	3,316
6135 · Insurance-Liability	0	0	5,303
6150 · Janitorial	0	0	255
6155 · Meals	0	10	66
6160 · Office Supplies/Equip	49	168	910
6175 · Printing and Reproduction	253	0	1,284
6180 · Rent	3,575	2,750	14,575
6182 · Tax-Business	0	0	190
6185 · Telephone-Cell/Office	220	432	1,109
6190 · Utilities-GEW/Sanitation/Refuse	757	743	3,621
<b>6195 · Payroll Expense</b>			
Staff-Executive Director	6,667	6,906	33,333
Staff-Admin Support	1,145	3,040	5,749
Employer Tax	850	988	4,209
Processing Fee	16	18	84
Insurance-Health	0	859	0
<b>Total 6195 · Payroll Expense</b>	<b>8,678</b>	<b>11,811</b>	<b>43,375</b>
6199 · Miscellaneous	64	0	64

**Discover Pacific Beach**  
**Profit & Loss**  
November 2021

	Nov 21	Nov 20	Jul - Nov 21
6205 · Accounting	3,040	880	9,849
6225 · Dues and Subscriptions	0	75	300
<b>Total 6100 · Operating</b>	<b>17,599</b>	<b>17,550</b>	<b>85,467</b>
<b>6300 · Design &amp; Improvements</b>			
6323 · Clean and Safe Program	6,240	6,762	34,000
6305 · Banner	0	0	820
6310 · Beach area community court	32	50	221
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	3,158	2,720	15,155
6315 · Farmers Market Expenses - Other	998	3,785	15,273
<b>Total 6315 · Farmers Market Expenses</b>	<b>4,156</b>	<b>6,505</b>	<b>30,428</b>
6340 · Tree/Garden/ Maintenance	75	0	75
6300 · Design & Improvements - Other	0	0	241
<b>Total 6300 · Design &amp; Improvements</b>	<b>10,503</b>	<b>13,317</b>	<b>65,785</b>
<b>6500 · Special Events Promotions</b>			
6543 · CicloSDias	622	0	622
6540 · Heart Walk	0	0	813
6510 · Beachfest			
City & County Fees	0	0	1,160
Marketing / Printing	0	0	204
Staging	0	0	0
<b>Total 6510 · Beachfest</b>	<b>0</b>	<b>0</b>	<b>1,364</b>
<b>Total 6500 · Special Events Promotions</b>	<b>622</b>	<b>0</b>	<b>2,799</b>
<b>6600 · Outreach</b>			
6220 · Contributions	0	0	500
6235 · Election	0	0	2,431
6505 · Advertising - Marketing	0	1,794	154
6615 · Business Development	50	33	255
6650 · Newsletter	195	195	975
<b>Total 6600 · Outreach</b>	<b>245</b>	<b>2,022</b>	<b>4,315</b>
<b>Total Expense</b>	<b>28,969</b>	<b>32,889</b>	<b>158,366</b>
<b>Net Ordinary Income</b>	<b>10,208</b>	<b>233</b>	<b>40,741</b>
<b>Net Income</b>	<b>10,208</b>	<b>233</b>	<b>40,741</b>

## Discover Pacific Beach Profit & Loss Budget vs. Actual July through November 2021

	Jul - Nov 21	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4430 · Clean and Safe Program				
Lord of the Wings	0	8,000	(8,000)	0%
4430 · Clean and Safe Program - Other	1			
<b>Total 4430 · Clean and Safe Program</b>	<b>1</b>	<b>8,000</b>	<b>(7,999)</b>	<b>0%</b>
4110 · Grants	20,000			
4115 · Beach Area Community Court	4,280	10,419	(6,139)	41%
4120 · SBEP	10,493	9,584	909	109%
4220 · BID	58,870	70,833	(11,963)	83%
4230 · Public Right of Way	0	0	0	0%
4300 · Special Events				
4310 · Annual Dinner	0	0	0	0%
4333 · Bikes, Boards and Brew	0	0	0	0%
4335 · Coast Walk	0	0	0	0%
4370 · Heart of PB Rest Walk	5,493	9,000	(3,507)	61%
4375 · Christmas on Crystal Pier	75	1,500	(1,425)	5%
4376 · Holiday Parade	775	10,000	(9,225)	8%
<b>Total 4300 · Special Events</b>	<b>6,343</b>	<b>20,500</b>	<b>(14,157)</b>	<b>31%</b>
4320 · Beachfest				
Action Sports	3,000			
<b>Total 4320 · Beachfest</b>	<b>3,000</b>			
4400 · Other Income				
4440 · Membership Dues(Banks)	0	0	0	0%
4470 · Miscellaneous Income	2,254	0	2,254	100%
4400 · Other Income - Other	550	2,750	(2,200)	20%
<b>Total 4400 · Other Income</b>	<b>2,804</b>	<b>2,750</b>	<b>54</b>	<b>102%</b>
4410 · Banner District	3,500			
4420 · Commissions	0	833	(833)	0%
4480 · Promotions-Business Devel	0	0	0	0%
4510 · Farmers Market	89,795	37,500	52,295	239%
7010 · Interest Income	21	417	(396)	5%
<b>Total Income</b>	<b>199,107</b>	<b>160,836</b>	<b>38,271</b>	<b>124%</b>
<b>Gross Profit</b>	<b>199,107</b>	<b>160,836</b>	<b>38,271</b>	<b>124%</b>
<b>Expense</b>				
6100 · Operating				
6105 · Auto Expense	1,250	1,750	(500)	71%
6110 · Bank Fees-CC/LF/Service	3,316	833	2,483	398%
6135 · Insurance-Liability	5,303	8,334	(3,031)	64%
6150 · Janitorial	255	538	(283)	47%
6155 · Meals	66	209	(143)	32%
6156 · Training and Conferences	0	417	(417)	0%
6160 · Office Supplies/Equip	910	418	492	218%
6175 · Printing and Reproduction	1,284			
6180 · Rent	14,575	15,000	(425)	97%
6182 · Tax-Business	190	47	143	404%

## Discover Pacific Beach Profit & Loss Budget vs. Actual July through November 2021

	Jul - Nov 21	Budget	\$ Over Budget	% of Budget
6185 · Telephone-Cell/Office	1,109	1,458	(349)	76%
6190 · Utilities-GEW/Sanitation/Refuse	3,621	3,332	289	109%
6195 · Payroll Expense				
Staff-Executive Director	33,333	35,625	(2,292)	94%
Staff-Admin Support	5,749	16,668	(10,919)	34%
Employer Tax	4,209	4,165	44	101%
Processing Fee	84			
Insurance-Health	0	2,083	(2,083)	0%
Insurance-Work Comp	0	500	(500)	0%
6195 · Payroll Expense - Other	0	0	0	0%
<b>Total 6195 · Payroll Expense</b>	<b>43,375</b>	<b>59,041</b>	<b>(15,666)</b>	<b>73%</b>
6199 · Miscellaneous	64			
6205 · Accounting	9,849	7,083	2,766	139%
6225 · Dues and Subscriptions	300	625	(325)	48%
<b>Total 6100 · Operating</b>	<b>85,467</b>	<b>99,085</b>	<b>(13,618)</b>	<b>86%</b>
6300 · Design & Improvements				
6323 · Clean and Safe Program				
Lord of the Wings	0	6,000	(6,000)	0%
6323 · Clean and Safe Program - Other	34,000	29,792	4,208	114%
<b>Total 6323 · Clean and Safe Program</b>	<b>34,000</b>	<b>35,792</b>	<b>(1,792)</b>	<b>95%</b>
6305 · Banner	820	0	820	100%
6310 · Beach area community court	221	208	13	106%
6315 · Farmers Market Expenses				
6315-01 · FM - Wages	15,155			
6315 · Farmers Market Expenses - Other	15,273	22,915	(7,642)	67%
<b>Total 6315 · Farmers Market Expenses</b>	<b>30,428</b>	<b>22,915</b>	<b>7,513</b>	<b>133%</b>
6340 · Tree/Garden/ Maintenance	75			
6300 · Design & Improvements - Other	241			
<b>Total 6300 · Design &amp; Improvements</b>	<b>65,785</b>	<b>58,915</b>	<b>6,870</b>	<b>112%</b>
6500 · Special Events Promotions				
6543 · CicloSDias	622			
6210 · Annual Dinner	0	0	0	0%
6513 · Bikes, Boards and Brew	0	0	0	0%
6515 · Coast Walk	0	0	0	0%
6519 · Christmas on Crystal Pier	0	1,500	(1,500)	0%
6520 · Holiday Parade	0	10,000	(10,000)	0%
6540 · Heart Walk	813	1,500	(687)	54%
6510 · Beachfest				
City & County Fees	1,160			
Marketing / Printing	204			
Staging	0			
<b>Total 6510 · Beachfest</b>	<b>1,364</b>			
6500 · Special Events Promotions - Other	0	1,042	(1,042)	0%
<b>Total 6500 · Special Events Promotions</b>	<b>2,799</b>	<b>14,042</b>	<b>(11,243)</b>	<b>20%</b>
6600 · Outreach				
6220 · Contributions	500	83	417	602%

## Discover Pacific Beach

### Profit & Loss Budget vs. Actual

July through November 2021

	Jul - Nov 21	Budget	\$ Over Budget	% of Budget
6235 · Election	2,431	625	1,806	389%
6505 · Advertising - Marketing	154	2,084	(1,930)	7%
6551 · Mixers	0	42	(42)	0%
6615 · Business Development	255	0	255	100%
6650 · Newsletter	975	625	350	156%
<b>Total 6600 · Outreach</b>	<b>4,315</b>	<b>3,459</b>	<b>856</b>	<b>125%</b>
<b>Total Expense</b>	<b>158,366</b>	<b>175,501</b>	<b>(17,135)</b>	<b>90%</b>
<b>Net Ordinary Income</b>	<b>40,741</b>	<b>(14,665)</b>	<b>55,406</b>	<b>(278%)</b>
<b>Net Income</b>	<b>40,741</b>	<b>(14,665)</b>	<b>55,406</b>	<b>(278%)</b>



# Discover Pacific Beach A/R Aging Summary As of November 30, 2021

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>City of San Diego (Bid Reimb)</b>	11,805					11,805
<b>Ecology Center</b>	1,334	1,093		952		3,379
<b>Garnet Vintage Home Collection</b>					100	100
<b>TOTAL</b>	<b>13,139</b>	<b>1,093</b>		<b>952</b>	<b>100</b>	<b>15,284</b>

**Discover Pacific Beach**  
**A/R Aging Summary HTF**  
As of November 30, 2021

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>Shore Club</b>					1,200	1,200
<b>TOTAL</b>					<b>1,200</b>	<b>1,200</b>

**Discover Pacific Beach**  
**A/P Aging Summary**  
As of November 30, 2021

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>Advanced Backflow Service</b>	0	75	0	0	0	75
<b>AT&amp;T</b>	0	148	0	0	0	148
<b>CDFA</b>	21	0	0	0	0	21
<b>DirectTV</b>	0	88	0	0	0	88
<b>EDCO Disposal Corporation</b>	702	0	0	0	0	702
<b>Nestle Pure Life</b>	0	49	0	0	0	49
<b>North Shore Printery</b>	0	0	614	0	0	614
<b>Safiros Sanitation</b>	885	0	0	0	0	885
<b>SG Bookkeeping Services, LLC</b>	1,040	0	0	0	0	1,040
<b>South Coast Copy Systems</b>	253	0	0	0	0	253
<b>Valdez Landscaping Services</b>	6,240	0	0	0	0	6,240
<b>TOTAL</b>	<b>9,141</b>	<b>360</b>	<b>614</b>	<b>0</b>	<b>0</b>	<b>10,115</b>