

Discover Pacific Beach Board Retreat
January 26, 2024
Catamaran Resort Hotel, 3999 Mission Blvd, San Diego 92109
(Agenda posted at Catamaran Catering Office)
9:00am-4:00pm
Minutes

Board Meeting /Administrative: Call to Order 9:15 a.m.

1. Introductions/Ice Breaker (Engstrom)

Sign in: Jennifer, N., Christine L., Patrick, A., Shylah, H., Wilber, L., Margy, G., Lisa G., John, A.,
Rebekah, W., Kayla, S., Randall E., Latrell C., Kaitlyn
Staff: Sunny L., Art Z., Vanessa B.

2. Public Comment/ Non Agenda Announcements

None

Info Item

3. Board Member vacancy report

- 3 open seats
- 1 seat for 2yr term
- 2 seats for 1 yr. term
- Jennifer N. is interested in a seat, this is her second board meeting attended. She will be eligible to come up for a vote at the February Board Meeting.

Info Item

4. Presidential Report- Review of 2023 Goals and Accomplishments (Lee)

FY23 Goals/Accomplishments
2023 Business Nominations
2024 Volunteer Opportunities

Info Item

5. Review FY 25 budget draft (Lee)

- a) *Overview of all the programs, grants and events that help fund our organization.*
- b) *There is interest in starting an adhoc Banner Program committee to help design more appealing designs and strategize to increase sells. This program has potential to increase our revenue.*

Info Item

6. Presentation - City of San Diego Economic Development Department

Public Right of Way Program – Latrell Crenshaw

- *Offered an overview of the EDD's roles and responsibilities.*
- *Explained the departments current internal changes.*
- *They now oversee: Economic Development, Real Estate and Airport.*

Info Item

7. Presentation – Nonprofit Solutions

The Nuts and Bolts of Fundraising

- a. *Diversification equals sustainability*
- b. *Sources of fundraising*
- c. *Creating a culture of philanthropy*
- d. *A case for support*
- e. *A development plan (Simple, identify responsibilities)*
- f. *Identify goals and needed resources*
- g. *Measure progress toward goals (SMART goals)*
- h. *Fundraising responsibilities & why it matters*
- i. *Whose job is it to fundraise*
 - i. *Everyone*
- j. *Fundraising responsibilities of the board*

Info Item

- k. *Define the mission, support org., approve budgets, plan for future*
- l. *Fundraising responsibilities of individual board members*
- m. *Importance of giving personally*

8. Review the Discover Pacific Beach Policies and Procedures Handbook - Bernal *Info Item*

- a. *Non-Discrimination Policy*
- b. *Inclusivity & Equal Employment Opportunity Policy*
- c. *Media/Public Announcements Policy*
- d. *Privacy Policy Disclosure*
- e. *Conflict of Interest Policy*
- f. *Whistleblower Policy*
- g. *Grievance Process*

9. Break

10. Review and amendments to bylaws *Action Item*

- a. *Approve bylaw amendments*
- b. *Proposal of amending the 1 yr. term of executive officers*
- c. *2 terms of 2 yrs.*

Shylah made motion to amend the bylaws to 3 one-year terms for elected officers on the board, Rebekah seconded motion. Unanimous approval

11. Executive Director Report – Lee

- Thank Lisa and the Catamaran for hosting the Discover PB Board Retreat.
- Discover Pacific Beach has been served Jury by Trial
- Saved the organization \$7,000 on insurance costs by switching to a non-profit provider
- Will be presenting FY2023 Audit at our next meeting.

Committee Presentations

12. Hospitality Committee - Winn *Info Item*

- a. *Update*

Group discussion on focusing on Public Forum Meetings in substitution to Hospitality and Promotions Committee. Everyone is interested in a Fundraising committee and this year we will also be adding a MADD committee.

13. Parking Advisory Board - Marenburg *Action Item*

No update or action item made

14. Events

- a. *Review and approve 2024 Calendar of Events* *Action Item*
 - i. *Annual Dinner (April), Coast (May) and Heart (Sept.) of PB Restaurant Walks, Pacific BeachFest (October), Christmas on Crystal Pier (Dec), PB Holiday Parade (Dec), and Shop Local Campaign (Holiday).*

Kayla made motion to approve 2024 Calendar of Events and Shylah made second motion. Unanimous approval

15. PB Special Events Committee *Action Item*

- a. *Confirm appointments of members to PBSEC*

Rebekah made motion to appoint **Randall** and **Lisa** to continue to be members to PBSEC, Lisa made second motion, unanimous approval.

Lunch at Oceana Coastal Kitchen

16. Brainstorming Group Activity (45 Minutes)

- Assigned groups of 3 to work on elevator pitch focusing on the following questions:
- List of valuable and favorite program you are passionate about.
- Focus on 3 min. pitch of who Discover PB is.

17. Approve FY 25 Budget for submission to the City of San Diego

Action Item

Kayla made motion to approve FY 25 Budget for submission to the City of SD, Shyla seconded the motion, unanimous approval.

18. Wrap Up

19. Adjourn: 3:13P.M.