



BOARD OF DIRECTORS MEETING
April 2, 2024 * 1503 GARNET AVE
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 item
- 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 1 – Karla Tirado 77th Assembly District- Mariah Kallhoff
 Mayor’s Office- Emily Piatanesi Senate District 39 – Cole Reed
 County Supervisor – Meghan Elledge-LeVota 52nd District- Cesar Solis
 Economic Development **Info Item**
- 5. 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
- 6. President’s Report (3 minutes)** **Info Item**
 a) Upcoming events
 i. Annual Casino Night Gala – April 11, 2024
- 7. Previous Board Meeting Minutes Approval: (3 mins)**
 a) **Approval of the March 5, 2024 Meeting Minutes** **Action Item**
- 8. Financial Report (3 mins)**
Review and approve the financials of June 2023 **Action Item**
Review and approve the financials of January 2024 **Action Item**
- 9. Committee Reports (30 mins)**
 - a) Organization Committee**
 - a. Officer Elections **Action Item**
 - i. Nomination of New Board member (s) to fill vacancies **Action Item**
 - 1. 2 Vacancies
 - b. Meeting Format Update – Public Comment
 - c. Special Event Policy
 - b) Fundraising Committee** **Info Item**
 - a. Sean Burns - Phun Fest – Presentation (10 mins)
 - c) Parking Advisory Board – update** **Info Item**
 - d) BeachFest** **Action Item**
 - a. Budget
 - b. Sponsorships (\$45k goal)
- 10. CEO REPORT- Lee** **Info Item**
 - a) **Executive Director Updates**
 - b) **Board Member Question – activity**
- 11. Adjourn**

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

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BOARD OF DIRECTORS MEETING
March 5, 2024 * 1503 GARNET AVE
MINUTES

Call to order: 12:02 p.m.

1. Introductions

Sign in: Ellen C., Mariah K., Margy K., Randall E., Karla T., John A., Officer Jessica T., LT. Botkin, Kyla S., Wilber L., Rebekah W., Eric M., Eve A.,
Staff: Sunny L., Vanessa B.

2. Public Comment/Non Agenda Announcements –

- San Diego Running Co. will be hosting the San Diego Leprechaun 5K run on Saturday. March 16th at 9 a.m.

3. Additions to Agenda (3 minutes) - None

Info Item

4. Political Representative's Reports (10 minutes)

Info Item

- District 1 – Karla Tirado
 - Connect with Community on March 15th 9:30 a.m.- 4:30 p.m
 - Draft Mobility Master Plan meeting at PB Library on March 27th 9:30 a.m. -12:30 p.m.
 - PB Market, March 26th 2 p.m. to 7 p.m.
- 77th Assembly District- Mariah Kallhoff
 - Woman of Impact Event on March 16th at Rec. Center
- SDPD – LT. Botkins
 - New LT to Northern Division has been with SDPD for 22 years in diverse roles.
 - St. Patrick's weekend there will be 4 additional officers during peak hours, Friday-Sunday

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers' Market-
 - i. Farmers Market Conference is in town and will be touring our market at 4:30 p.m.
 - ii. We plan to grow the market all the way to Mission Blvd.
- b) PB Woman's Club- Ellen
 - i. Invited DPB and Board Members to High Tea Fundraiser on May 18th from 2-4:30pm

6. Letter of Recommendation – San Diego Surf School Inc.

Action Item

- Eric made motion to approve a Letter of Recommendation for San Diego Surf School Inc., Kayla seconded the motion. Unanimous approval

7. President's Report (3 minutes)

Info Item

- a) Upcoming events
 - i. Discovering Community through Co-Working on March 20th from 5:30 p.m.-7:30 p.m.
 - ii. Special Events Committee at DPB Office on March 19th at 6 p.m.
 - iii. Casino Night and Annual Gala on April 11th at 6 p.m. aboard the William D. Evans sternwheeler. Tickets still available

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

a) **Approval of the February 6, 2024 Meeting Minutes**

Action Item

- Margy made motion to approve the February 6, 2024 Meeting Minutes, Eric seconded the motion with amendment to change the year to 2024. Unanimous approval

9. Financial Report (3 mins)

Review and approve the financials of December 2023

Action Item

- Wilber made motion to approve the financials of December 2023, Rebekah seconded the motion. Unanimous approval.

10. Committee Reports (30 mins). Move to next month

Action Item

a) Organization Committee

a. Officer Elections

- i. Nomination of New Board member (s) to fill vacancies.

- 1. 2 Vacancies

b) Fundraising Committee

Info Item

- Looking for a chair for this committee, we hope it is better attended this month. Sunny will be emailing a doodle poll to find a better date and time.

c) Parking Advisory Board – update

Info Item

- Senior Center on Grand Ave. will be getting a 15min. parking load-in area.
- They will be working with the City to review the meter statistics.
- So far numbers indicate the meters are being used.
- Next meeting is scheduled for March 12th at 5:30 p.m.
- The Meter Pilot Project dates are from November 2023 to October 2024.

d) BeachFest

Action Item

a. Budget

b. Event Changes

- i. Start time – 9am*

- ii. Footprint (extension for SD Running Co. and Volo)*

- iii. Community pricing (\$75/booth)*

c. Sponsorships (\$45k goal)

Kayla made motion to approve the BeachFest event changes and sponsorship goal, Wilber seconded the motion. Unanimous approval

11. CEO REPORT- Lee

Info Item

a) Executive Director Updates

b) Board Member Question – activity

12. Adjourn 12:59 p.m.

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Discover Pacific Beach
Balance Sheet
As of June 30, 2023

	Jun 30, 23	Jun 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - Discover PB Operating (4991)				
1002 - Discover PB - Special Projects	122,575	122,575	0	0%
1001 - Discover PB Savings	9,913	9,913	0	0%
1000 - Discover PB Operating (4991) - Other	(105,902)	(123,136)	17,234	14%
Total 1000 - Discover PB Operating (4991)	26,586	9,352	17,234	184%
1008 - Paypal	3,557	7,777	(4,220)	(54%)
1009 - Paypal - BACC	2,520	1,100	1,420	129%
1006 - Farmers Market # 6739	91,019	172,694	(81,675)	(47%)
1025 - Merrill Lynch	114,344	110,846	3,498	3%
Total Checking/Savings	238,026	301,769	(63,743)	(21%)
Accounts Receivable				
1200 - Accounts Receivable	21,731	21,600	131	1%
Total Accounts Receivable	21,731	21,600	131	1%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	261,207	324,819	(63,612)	(20%)
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	49,388	49,388	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	(49,388)	(49,388)	0	0%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	1,310	0	1,310	100%
Total Other Assets	1,310	0	1,310	100%
TOTAL ASSETS	266,238	328,540	(62,302)	(19%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	1,032	2,468	(1,436)	(58%)
2000 - Accounts Payable	12,187	8,755	3,432	39%
Total Accounts Payable	13,219	11,223	1,996	18%
Credit Cards				
US Bank	286	222	64	29%
Total Credit Cards	286	222	64	29%
Other Current Liabilities				
Deferred Income SBEP	21,549	0	21,549	100%
2100 - Payroll Liabilities	5,887	48	5,839	12,165%
Total Other Current Liabilities	27,436	48	27,388	57,058%

Discover Pacific Beach
Balance Sheet
As of June 30, 2023

	Jun 30, 23	Jun 30, 22	\$ Change	% Change
Total Current Liabilities	40,941	11,493	29,448	256%
Total Liabilities	40,941	11,493	29,448	256%
Equity				
1110 - Retained Earnings	281,626	215,346	66,280	31%
3000 - Opening Bal Equity	35,423	35,423	0	0%
Net Income	(91,752)	66,280	(158,032)	(238%)
Total Equity	225,297	317,049	(91,752)	(29%)
TOTAL LIABILITIES & EQUITY	266,238	328,542	(62,304)	(19%)

Discover Pacific Beach
Profit & Loss
June 2023

	Jun 23	Jun 22	Jul '22 - Jun 23
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program			
Lord of the Wings	600	5,035	800
4430 · Clean and Safe Program - Other	0	0	5,772
Total 4430 · Clean and Safe Program	600	5,035	6,572
4110 · Grants	0	0	4,525
4115 · Beach Area Community Court	2,550	880	12,562
4120 · SBEP	0	0	23,069
4220 · BID	11,284	9,276	154,383
4230 · Public Right of Way	0	0	0
4300 · Special Events			
4310 · Annual Dinner			
4311 · Silent Auction	0	0	975
4312 · Raffle	0	0	1,413
4313 · Ticket Sales	0	0	12,275
Total 4310 · Annual Dinner	0	0	14,663
4335 · Coast Walk	35	830	17,785
4370 · Heart of PB Rest Walk	0	0	7,340
4375 · Christmas on Crystal Pier	0	0	2,650
4376 · Holiday Parade	0	0	14,138
Total 4300 · Special Events	35	830	56,576
4320 · Beachfest			
Beer Cup	0	0	300
Action Sports	0	0	3,000
Artist Booth	0	0	10,260
Beer Garden	0	0	21,103
Consessions	0	0	460
Fish Taco Challenge	0	0	8,494
Food booth	500	0	2,000
Merchant Booth	0	0	7,725
Sponsors	0	0	17,200
Total 4320 · Beachfest	500	0	70,542
4399 · Hospitality Task Force	0	(1,200)	0
4400 · Other Income			
4440 · Membership Dues(Banks)	0	0	2,400
4460 · Merchandise	0	0	350
4470 · Miscellaneous Income	0	605	2,921
Total 4400 · Other Income	0	605	5,671
4410 · Banner District	2,750	0	17,075
4480 · Promotions-Business Devel	0	43	2,327
4510 · Farmers Market	21,490	18,044	190,462
7010 · Interest Income	404	46	3,498
Total Income	39,613	33,559	547,262

Discover Pacific Beach Profit & Loss June 2023

	Jun 23	Jun 22	Jul '22 - Jun 23
Gross Profit	39,613	33,559	547,262
Expense			
Legal Fees	0	0	1,500
6100 - Operating			
Payroll Expenses	0	23	0
6105 - Auto Expense	250	250	3,281
6110 - Bank Fees-CC/LF/Service	617	760	8,371
6120 - Building Repairs / Maint			
6121 - Flood Expenses	0	0	3,977
Total 6120 - Building Repairs / Maint	0	0	3,977
6135 - Insurance-Liability	0	0	14,006
6155 - Meals	75	31	1,203
6156 - Training and Conferences	1,005	0	2,514
6160 - Office Supplies/Equip	568	1,051	6,955
6170 - Postage and Delivery	0	0	136
6175 - Printing and Reproduction	270	290	3,154
6180 - Rent	0	3,025	32,368
6182 - Tax-Business	0	0	280
6185 - Telephone-Cell/Office	197	359	3,888
6190 - Utilities-GEW/Sanitation/Refuse	868	759	10,069
6195 - Payroll Expense			
Staff-Executive Director	7,175	6,667	87,286
Staff-Admin Support	7,803	5,921	88,330
Employer Tax	1,519	1,311	18,796
Processing Fee	21	0	420
Insurance-Health	850	350	10,200
Insurance-Work Comp	48	0	1,923
Total 6195 - Payroll Expense	17,416	14,249	206,955
6199 - Miscellaneous	5	5	1,259
6205 - Accounting	1,875	1,073	21,213
6225 - Dues and Subscriptions	0	0	475
Total 6100 - Operating	23,146	21,875	320,104
6300 - Design & Improvements			
6323 - Clean and Safe Program			
Lord of the Wings	219	375	244
6323 - Clean and Safe Program - Other	6,240	6,690	76,530
Total 6323 - Clean and Safe Program	6,459	7,065	76,774
6305 - Banner	0	0	14,547
6310 - Beach area community court	119	42	1,073
6315 - Farmers Market Expenses			
6315-01 - FM - Wages	4,757	3,736	55,983
6315 - Farmers Market Expenses - Other	1,548	2,611	37,531
Total 6315 - Farmers Market Expenses	6,305	6,347	93,514
6325 - Design other	0	0	269

Discover Pacific Beach
Profit & Loss
June 2023

	Jun 23	Jun 22	Jul '22 - Jun 23
6340 · Tree/Garden/ Maintenance	0	0	527
Total 6300 · Design & Improvements	12,883	13,454	186,704
6500 · Special Events Promotions			
6210 · Annual Dinner	0	0	11,372
6515 · Coast Walk	20	350	2,223
6519 · Christmas on Crystal Pier	0	0	7,426
6520 · Holiday Parade	0	0	11,686
6540 · Heart Walk	259	0	914
6510 · Beachfest			
Beer Garden	0	0	13,362
City & County Fees	0	0	11,001
Entertainment	0	0	3,050
Equipment Rental	4,521	0	39,196
Fish Taco Challenge	0	0	238
Kids	0	0	2,125
Marketing / Printing	75	204	5,958
Professional Orgainzers	5,595	0	23,824
Staging	0	0	19,179
Supplies and Misc.	22	20	7,172
Total 6510 · Beachfest	10,213	224	125,105
Total 6500 · Special Events Promotions	10,492	574	158,726
6600 · Outreach			
6220 · Contributions	0	0	3,300
6235 · Election	0	0	1,734
6505 · Advertising - Marketing	0	0	734
6615 · Business Development	83	50	1,399
6650 · Newsletter	195	195	2,340
6651 · Marketing & Promotions	421	0	1,961
6600 · Outreach - Other	0	0	211
Total 6600 · Outreach	699	245	11,679
Total Expense	47,220	36,148	678,713
Net Ordinary Income	(7,607)	(2,589)	(131,451)
Other Income/Expense			
Other Income			
Employee Retention Credit	0	0	39,696
Total Other Income	0	0	39,696
Net Other Income	0	0	39,696
Net Income	(7,607)	(2,589)	(91,755)

Discover Pacific Beach

Profit & Loss Budget vs. Actual

July 2022 through June 2023

Ordinary Income/Expense	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
Income				
4430 - Clean and Safe Program				
Lord of the Wings	800	0	800	100%
4430 - Clean and Safe Program - Other	5,772			
Total 4430 - Clean and Safe Program	6,572	0	6,572	100%
4110 - Grants	4,525	0	4,525	100%
4115 - Beach Area Community Court	12,562	25,000	(12,438)	50%
4120 - SBEP	23,069	33,000	(9,931)	70%
4220 - BID				
Outstanding Operatiiong Advance	0	0	0	0%
Unexpected Assements Prior FY	0	0	0	0%
4220 - BID - Other	154,383	170,000	(15,617)	91%
Total 4220 - BID	154,383	170,000	(15,617)	91%
4230 - Public Right of Way	0			
4250 - Parking District	0	52,000	(52,000)	0%
4300 - Special Events				
4310 - Annual Dinner				
4311 - Silent Auction	975			
4312 - Raffle	1,413			
4313 - Ticket Sales	12,275			
4310 - Annual Dinner - Other	0	0	0	0%
Total 4310 - Annual Dinner	14,663	0	14,663	100%
4333 - Bikes, Boards and Brew	0	0	0	0%
4335 - Coast Walk	17,785	0	17,785	100%
4370 - Heart of PB Rest Walk	7,340	0	7,340	100%
4375 - Christmas on Crystal Pier	2,650	0	2,650	100%
4376 - Holiday Parade	14,138	0	14,138	100%
4300 - Special Events - Other	0	85,000	(85,000)	0%
Total 4300 - Special Events	56,576	85,000	(28,424)	67%
4320 - Beachfest				
Beer Cup	300			
Action Sports	3,000			
Artist Booth	10,260			
Beer Garden	21,103			
Consessions	460			
Fish Taco Challenge	8,494			
Food booth	2,000			
Merchant Booth	7,725			
Sponsors	17,200			
4320 - Beachfest - Other	0	90,525	(90,525)	0%
Total 4320 - Beachfest	70,542	90,525	(19,983)	78%
4400 - Other Income				
4440 - Membership Dues(Banks)	2,400			

Discover Pacific Beach

Profit & Loss Budget vs. Actual

July 2022 through June 2023

	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
4460 - Merchandise	350			
4470 - Miscellaneous Income	2,921	0	2,921	100%
4400 - Other Income - Other	0	9,600	(9,600)	0%
Total 4400 - Other Income	5,671	9,600	(3,929)	59%
4410 - Banner District	17,075	0	17,075	100%
4420 - Commissions	0	0	0	0%
4480 - Promotions-Business Devel	2,327			
4510 - Farmers Market	190,462	120,000	70,462	159%
4515 - Friday Market	0	0	0	0%
7010 - Interest Income	3,498	0	3,498	100%
Total Income	547,262	585,125	(37,863)	94%
Gross Profit	547,262	585,125	(37,863)	94%
Expense				
Legal Fees	1,500			
6100 - Operating				
6105 - Auto Expense	3,281	4,200	(919)	78%
6110 - Bank Fees-CC/LF/Service	8,371	2,000	6,371	419%
6120 - Building Repairs / Maint				
6121 - Flood Expenses	3,977			
Total 6120 - Building Repairs / Maint	3,977			
6135 - Insurance-Liability	14,006	23,000	(8,994)	61%
6150 - Janitorial	0	1,290	(1,290)	0%
6155 - Meals	1,203	500	703	241%
6156 - Training and Conferences	2,514	1,000	1,514	251%
6160 - Office Supplies/Equip	6,955	5,600	1,355	124%
6170 - Postage and Delivery	136			
6175 - Printing and Reproduction	3,154			
6180 - Rent	32,368	36,000	(3,632)	90%
6182 - Tax-Business	280	110	170	255%
6185 - Telephone-Cell/Office	3,888	3,500	388	111%
6190 - Utilities-GEW/Sanitation/Refuse	10,069	8,000	2,069	126%
6195 - Payroll Expense				
Staff-Executive Director	87,286	90,500	(3,214)	96%
Staff-Admin Support	88,330	74,500	13,830	119%
Employer Tax	18,796	12,600	6,196	149%
Processing Fee	420			
Insurance-Health	10,200	5,000	5,200	204%
Insurance-Work Comp	1,923	1,500	423	128%
Total 6195 - Payroll Expense	206,955	184,100	22,855	112%
6199 - Miscellaneous	1,259			
6205 - Accounting	21,213	16,000	5,213	133%
6225 - Dues and Subscriptions	475	1,500	(1,025)	32%
Total 6100 - Operating	320,104	286,800	33,304	112%
6300 - Design & Improvements				

Discover Pacific Beach

Profit & Loss Budget vs. Actual

July 2022 through June 2023

	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
6323 - Clean and Safe Program				
Lord of the Wings	244			
6323 - Clean and Safe Program - Other	76,530	71,500	5,030	107%
Total 6323 - Clean and Safe Program	76,774	71,500	5,274	107%
6305 - Banner	14,547	0	14,547	100%
6310 - Beach area community court	1,073	500	573	215%
6315 - Farmers Market Expenses				
6315-01 - FM - Wages	55,983			
6315 - Farmers Market Expenses - Other	37,531	55,000	(17,469)	68%
Total 6315 - Farmers Market Expenses	93,514	55,000	38,514	170%
6318 - Friday Market Expense	0	0	0	0%
6325 - Design other	269			
6340 - Tree/Garden/ Maintenance	527			
Total 6300 - Design & Improvements	186,704	127,000	59,704	147%
6500 - Special Events Promotions				
6210 - Annual Dinner	11,372	0	11,372	100%
6513 - Bikes, Boards and Brew	0	0	0	0%
6515 - Coast Walk	2,223	0	2,223	100%
6519 - Christmas on Crystal Pier	7,426	0	7,426	100%
6520 - Holiday Parade	11,686	0	11,686	100%
6540 - Heart Walk	914	0	914	100%
6510 - Beachfest				
Beer Garden	13,362			
City & County Fees	11,001			
Entertainment	3,050			
Equipment Rental	39,196			
Fish Taco Challenge	238			
Kids	2,125			
Marketing / Printing	5,958			
Professional Orgainzers	23,824			
Staging	19,179			
Supplies and Misc.	7,172			
6510 - Beachfest - Other	0	85,525	(85,525)	0%
Total 6510 - Beachfest	125,105	85,525	39,580	146%
6500 - Special Events Promotions - Other	0	57,500	(57,500)	0%
Total 6500 - Special Events Promotions	158,726	143,025	15,701	111%
6600 - Outreach				
6220 - Contributions	3,300	200	3,100	1,650%
6235 - Election	1,734	1,500	234	116%
6505 - Advertising - Marketing	734	7,500	(6,766)	10%
6551 - Mixers	0	100	(100)	0%
6615 - Business Development	1,399	0	1,399	100%
6650 - Newsletter	2,340	4,000	(1,660)	59%
6651 - Marketing & Promotions	1,961	0	1,961	100%

Discover Pacific Beach

Profit & Loss Budget vs. Actual

July 2022 through June 2023

	Jul '22 - Jun 23	Budget	\$ Over Budget	% of Budget
6600 - Outreach - Other	211	0	211	100%
Total 6600 - Outreach	11,679	13,300	(1,621)	88%
8010 - Contingency	0	15,000	(15,000)	0%
Total Expense	678,713	585,125	93,588	116%
Net Ordinary Income	(131,451)	0	(131,451)	100%
Other Income/Expense				
Other Income				
Employee Retention Credit	39,696	0	39,696	100%
Total Other Income	39,696	0	39,696	100%
Net Other Income	39,696	0	39,696	100%
Net Income	(91,755)	0	(91,755)	100%

Discover Pacific Beach A/R Aging Summary As of June 30, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
City of San Diego (Bid Reimb)	11,284					11,284
City of San Diego (SBE)	4,029	2,520			218	6,767
Ecology Center	1,206	1,665				2,871
San Diego Running Co		400				400
The Hideout Bar & Grill					408	408
TOTAL	16,519	4,585			626	21,730

Discover Pacific Beach A/P Aging Summary As of June 30, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	109	0	0	0	0	109
Chubb	0	48	0	0	0	48
Classic Beverage	0	0	0	0	-570	-570
DirectTV	0	88	0	0	0	88
EDCO Disposal Corporation	868	0	0	0	0	868
Gorilla Service Industries	0	2,798	0	0	0	2,798
North Shore Printery	437	0	0	0	0	437
Platinum Event Rentals	0	2,261	0	0	0	2,261
Safiros Sanitation	708	0	0	0	0	708
SD Street Banners LLC	0	0	232	0	0	232
Valdez Landscaping Services	6,240	0	0	0	0	6,240
TOTAL	8,362	5,195	232	0	-570	13,219

Discover Pacific Beach
Balance Sheet
As of February 29, 2024

	Feb 29, 24	Feb 28, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - Discover PB Operating (4991)				
1002 - Discover PB - Special Projects	122,575	122,575	0	0%
1001 - Discover PB Savings	9,913	9,913	0	0%
1000 - Discover PB Operating (4991) - Other	(113,722)	(146,761)	33,039	23%
Total 1000 - Discover PB Operating (4991)	18,766	(14,273)	33,039	231%
1008 - Paypal	2,003	1,175	828	70%
1009 - Paypal - BACC	1,957	408	1,549	380%
1006 - Farmers Market # 6739	50,372	78,417	(28,045)	(36%)
1025 - Merrill Lynch	117,837	112,773	5,064	4%
1030 - Petty Cash	75	0	75	100%
Total Checking/Savings	191,010	178,500	12,510	7%
Accounts Receivable				
1200 - Accounts Receivable	38,219	36,748	1,471	4%
Total Accounts Receivable	38,219	36,748	1,471	4%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	230,679	216,698	13,981	6%
Fixed Assets				
Furniture & Equipment	16,734	16,734	0	0%
Leasehold Improvements	49,388	49,388	0	0%
Accumulated Depreciation	(13,013)	(13,013)	0	0%
Accumulated Amortization	(49,388)	(49,388)	0	0%
Total Fixed Assets	3,721	3,721	0	0%
Other Assets				
Clearing Account	(830)	143	(973)	(680%)
Total Other Assets	(830)	143	(973)	(680%)
TOTAL ASSETS	233,570	220,562	13,008	6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	3,519	13,346	(9,827)	(74%)
2000 - Accounts Payable	15,389	8,470	6,919	82%
Total Accounts Payable	18,908	21,816	(2,908)	(13%)
Credit Cards				
US Bank	291	436	(145)	(33%)
Total Credit Cards	291	436	(145)	(33%)
Other Current Liabilities				
Deferred Income SBEP	14,728	0	14,728	100%
2100 - Payroll Liabilities	161	204	(43)	(21%)

Discover Pacific Beach
Balance Sheet
As of February 29, 2024

	Feb 29, 24	Feb 28, 23	\$ Change	% Change
Total Other Current Liabilities	14,889	204	14,685	7,199%
Total Current Liabilities	34,088	22,456	11,632	52%
Total Liabilities	34,088	22,456	11,632	52%
Equity				
1110 - Retained Earnings	210,193	281,626	(71,433)	(25%)
3000 - Opening Bal Equity	35,423	35,423	0	0%
Net Income	(46,135)	(118,941)	72,806	61%
Total Equity	199,481	198,108	1,373	1%
TOTAL LIABILITIES & EQUITY	233,569	220,564	13,005	6%

Discover Pacific Beach
Profit & Loss
February 2024

	Feb 24	Feb 23	Jul '23 - Feb 24
Ordinary Income/Expense			
Income			
4430 - Clean and Safe Program			
Lord of the Wings	0	0	0
4430 - Clean and Safe Program - Other	0	1	0
Total 4430 - Clean and Safe Program	0	1	0
4110 - Grants	5,000	0	16,903
4115 - Beach Area Community Court	2,050	400	17,700
4120 - SBEP	8,251	0	16,503
4220 - BID	17,793	16,373	96,695
4300 - Special Events			
4377 - Wild Rides	0	0	2,179
4310 - Annual Dinner			
4313 - Ticket Sales	4,500	675	6,375
4310 - Annual Dinner - Other	1,250	0	1,250
Total 4310 - Annual Dinner	5,750	675	7,625
4350 - Contributions Income	0	0	616
4370 - Heart of PB Rest Walk	0	0	6,770
4375 - Christmas on Crystal Pier	0	0	5,400
4376 - Holiday Parade	9,224	0	19,511
Total 4300 - Special Events	14,974	675	42,101
4320 - Beachfest			
Action Sports	0	0	6,575
Artist Booth	0	0	8,125
Fish Taco Challenge	0	0	10,434
Food booth	0	0	6,655
Merchant Booth	0	0	3,975
Sponsors	3,750	0	30,795
Total 4320 - Beachfest	3,750	0	66,559
4400 - Other Income			
4460 - Merchandise	0	40	40
4470 - Miscellaneous Income	50	20	50
4400 - Other Income - Other	0	0	550
Total 4400 - Other Income	50	60	640
4410 - Banner District	0	450	12,250
4510 - Farmers Market	16,701	16,781	143,722
7010 - Interest Income	417	330	3,492
Total Income	68,986	35,070	416,565
Gross Profit	68,986	35,070	416,565
Expense			
6100 - Operating			
6105 - Auto Expense	250	250	2,000
6110 - Bank Fees-CC/LF/Service	970	568	6,635
6135 - Insurance-Liability	270	0	3,338

Discover Pacific Beach Profit & Loss February 2024

	Feb 24	Feb 23	Jul '23 - Feb 24
6155 · Meals	0	129	705
6156 · Training and Conferences	540	826	2,108
6160 · Office Supplies/Equip	111	111	3,317
6170 · Postage and Delivery	0	0	132
6175 · Printing and Reproduction	280	268	2,571
6180 · Rent	3,660	0	32,831
6182 · Tax-Business	0	0	210
6185 · Telephone-Cell/Office	370	248	3,029
6190 · Utilities-GEW/Sanitation/Refuse	0	868	8,639
6195 · Payroll Expense			
Staff-Executive Director	8,251	7,175	66,010
Staff-Admin Support	5,373	7,343	75,237
Employer Tax	1,686	1,807	14,203
Processing Fee	95	11	299
Insurance-Health	950	850	7,600
Insurance-Work Comp	1,171	924	822
Total 6195 · Payroll Expense	17,526	18,110	164,171
6199 · Miscellaneous	0	50	1,359
6205 · Accounting	1,350	1,125	16,000
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	25,327	22,553	247,345
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	50
6323 · Clean and Safe Program - Other	6,100	6,240	39,821
Total 6323 · Clean and Safe Program	6,100	6,240	39,871
6305 · Banner	1,704	8,689	5,747
6310 · Beach area community court	10	287	58
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	7,055	5,420	33,954
6315 · Farmers Market Expenses - Other	1,420	2,225	27,271
Total 6315 · Farmers Market Expenses	8,475	7,645	61,225
6325 · Design other	0	269	0
Total 6300 · Design & Improvements	16,289	23,130	106,901
6500 · Special Events Promotions			
6210 · Annual Dinner	0	245	0
6519 · Christmas on Crystal Pier	0	0	5,574
6520 · Holiday Parade	0	0	11,851
6540 · Heart Walk	0	0	2,581
6541 · Wild Rides Car Show	0	0	2,179
6510 · Beachfest			
Beer Garden	0	0	1,810
City & County Fees	0	0	7,626
Entertainment	0	0	5,800

Discover Pacific Beach
Profit & Loss
February 2024

	Feb 24	Feb 23	Jul '23 - Feb 24
Equipment Rental	6,968	485	21,885
Kids	0	0	2,225
Marketing / Printing	0	0	7,968
Professional Organizers	0	0	12,887
Staging	0	0	18,156
Supplies and Misc.	91	0	580
Total 6510 - Beachfest	7,059	485	78,937
Total 6500 - Special Events Promotions	7,059	730	101,122
6600 - Outreach			
6220 - Contributions	0	0	1,080
6235 - Election	0	0	3,275
6505 - Advertising - Marketing	0	239	289
6551 - Mixers	0	0	17
6615 - Business Development	468	968	468
6650 - Newsletter	227	195	1,816
6651 - Marketing & Promotions	54	0	371
6600 - Outreach - Other	0	0	17
Total 6600 - Outreach	749	1,402	7,333
Total Expense	49,424	47,815	462,701
Net Ordinary Income	19,562	(12,745)	(46,136)
Net Income	19,562	(12,745)	(46,136)

Discover Pacific Beach
A/R Aging Summary
As of February 29, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Audeo Charter School					1,800	1,800
City of San Diego (SBE)	10,000					10,000
Ecology Center	2,008	3,092			3,008	8,108
Mavericks Beach Club		1,250				1,250
Ocean Park Inn		5,000				5,000
San Diego Running Co	9,224					9,224
Steve Cordigyan		2,179				2,179
Tavern At The Beach					450	450
The Hideout Bar & Grill					208	208
TOTAL	21,232	11,521			5,466	38,219

Discover Pacific Beach A/P Aging Summary As of February 29, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AED Brands	0	0	0	0	1,493	1,493
AT&T	109	0	0	0	0	109
City Treasurer	420	0	0	0	0	420
Da-Le Ranch	14	0	0	0	0	14
EDCO Disposal Corporation	0	1,201	0	0	0	1,201
Herritage Family Farms	430	0	0	0	0	430
MP Family Farm	454	0	0	0	0	454
Platinum Event Rentals	3,484	0	0	0	0	3,484
Safiros Sanitation	708	0	0	0	0	708
SG Bookkeeping Services, LLC	1,445	0	0	0	0	1,445
Shoreline Community Services	0	3,050	3,050	0	3,050	9,150
TOTAL	7,064	4,251	3,050	0	4,543	18,908



Special Event Policy Discover Pacific Beach

Discover Pacific Beach (DPB) is dedicated to supporting events that enhance the vibrancy and culture of Pacific Beach while ensuring the safety and satisfaction of attendees. This Special Event Policy outlines different tiers of endorsement and partnership opportunities for events seeking DPB's support.

Types of support provided by DPB:

Endorsement

- Event endorsed by Discover PB, no permit required, and no liability on part of DPB.
- Board approval required.
- Usage of DPB logo as a supporting sponsor upon request.

Partnership

- Board approval required for both options.

Option 1

- Discover PB holds permit and insurance
- Sponsor and Vendor Approval: Yes.
- Accounting: Monthly reports to DPB, end-of-event report within 60days.
- Profit Share: Events under 100 attendees – 10% . Events over 100 attendees – 15%.
- Event Management Fee: None.
- Financial Risk: Discover PB pays event permit and police fees, but event will reimburse DPB for permitting costs and police fees; DPB not liable for any expenses.
- Usage of DPB logo as a supporting sponsor required.

Option 2

- Discover PB holds permit and insurance
- Sponsor and Vendor Approval: Yes.
- Accounting: Managed by DPB.
- Profit Share: 50/50 split.
- Event Management Fee: Negotiable.
- Financial Risk: DPB is responsible for all finances and splits profit with event
- Usage of DPB logo as a supporting sponsor required.
- Responsibilities of each contributor will be negotiated and outlined in a contract

Requirements for Event Support Proposals:

- Permit: Who will be responsible for the permit application. If required by the City of San Diego.
- Liability: Event organizer to hold special event insurance, naming both the City of San Diego and Discover PB as additionally insured.
- Sponsor and Vendor Approval: Discover PB requires final approval on vendors/sponsors for all partnering events.
- Accounting: Outline a plan for payments.
- Profit Share: Determined as per event tier.
- Event Management Fee: Negotiable based on event tier and services provided.
- Financial Risk: Clarified as per event tier.
- Event Management Expectations: Expectations to be outlined based on event requirements.

Approval Process:

1. Submit proposal to Sunny Lee - Executive Director.
2. Scheduled presentation to the Fundraising Committee.
3. Fundraising Committee makes recommendations to the Board of Directors.
4. If not supported, appeal to the Executive Committee.
5. Approval by either committee leads to board meeting agenda placement.
6. Full or partial presentation at the board meeting.
7. Board approves or denies event and proposed agreement.
8. Approved events will have a contract drawn up by the Executive Director for execution.

This policy ensures clarity, transparency, and accountability in event partnerships, facilitating successful collaborations between DPB and event organizers for the benefit of Pacific Beach community.

Date: TBD (Tentatively Sunday, September 8th)

Time: Event Start 11am - Event End 4pm

Location: Cass St. between Loring and Opal, and as much as 100 feet down side alleys



Concept: Free and open to the public event featuring local businesses, food, music, and activities. Revenue will be derived from beer and wine sales, as well as exhibitor booth sales and sponsorships.

Attendees: Estimated 5,000 attendees

Target Audience: Local, foodies, and families

Revenue Streams:

- Beer sales
- Wine sales
- Exhibitor booth sales
- Sponsorships

Expenses:

- Permitting
- Street closure
- Security
- Insurance
- Marketing
- Entertainment
- Tables and chairs
- Fencing/Barriers
- Restrooms

Organizing Team:

- Event Director - Carlye Wund
- Sponsorship Director - Liliana Nabhan
- Volunteer Coordinator - Lesley Smith
- Marketing Director - Gazel Armagan
- Beer Garden Director - Jared Lazar
- Entertainment Director - Henry Feldman
- Security Director - John Denev
- Logistics Director - Sean Burns
- Clean Up Director - Catherine Creeden

To-Do List:

- Determine date
- Obtain permits and licenses
 - a. What's the specific permit type Eddie has
 - b. What permit type is needed from Discover PB
- Recruit volunteers
- Develop marketing plan
 - a. Set up website
 - b. Order supplies
- Book entertainment
 - a. Work with Peregrine Music, Beaumont's, Joe at 710, Alan at Pacific Beat
- Recruit exhibitors
 - a. Determine Pricing w/ and w/o staff support
- Secure sponsorships
 - a. Determine Where sponsorship banners/experiences are to be located
- Sell tickets (free to public, presale with premium cocktails or
- Set up street closure (7am-11am)
- Set up security (7am-11am)
- Set up and decorate venue (7am-11am)
- Provide restrooms (7am-11am)
- Provide trash and recycling bins
- Clean up after event (4-5pm)

Concept A:

This concept would allow for a large open space in the middle of the event. We could use this space to lay down turf for attendees to bring lawn chairs, or include a family friendly central sponsor experience, like a pinball arcade,

Restrooms would likely be on the wall along Latitude 32 Pub, or could be at the Westernmost point at the alley in front of Second Nature. Note: this is premised upon getting approval from the landlord at the northwest intersection of Cass and Loring.



Concept B:

This concept would not require the use of the landlord space at the Northwest corner of Cass and Loring. This will make for a tighter event.

Restrooms would likely be on the wall along Latitude 32 Pub.



Beachfest Budget			
Revenue	2022 Budget	2023 Actual	2024 Budget
Grants	\$15,000.00	\$ 14,000.00	\$ 14,000.00
PB Merchants		\$ 3,975.00	\$ 4,000.00
Action Sports	\$ 4,500.00	\$ 9,471.00	\$ 15,000.00
Artist Booth	\$ 13,100.00	\$ 8,125.00	\$ 10,000.00
Concessions	\$ 2,000.00		\$ 1,000.00
Fish Taco Challenge	\$ 11,250.00	\$ 10,434.00	\$ 11,000.00
Food Booths	\$ 3,300.00	\$ 6,655.00	\$ 6,000.00
Sponsors	\$ 20,000.00	\$ 27,045.00	\$ 45,000.00
Beer Garden	\$ 40,000.00		\$ 25,000.00
City Fees	\$ 20,000.00	\$ 6,100.00	\$ 10,000.00
Total	\$129,150.00	\$ 85,805.00	\$141,000.00
Expenses	2022	2023	2024
Event Activities			
Beer Garden		\$ 1,810.00	\$ 15,200.00
Fencing			\$ 4,000.00
Ice/Ice Truck		\$ 1,810.00	\$ 3,000.00
Product/Mixers			\$ 1,200.00
Equipment			\$ 3,500.00
Furniture			\$ 3,500.00
City and County Fees		\$ 7,895.00	\$ 12,400.00
County Health		\$ 2,169.00	\$ 2,200.00
City Permits		\$ 1,884.00	\$ 2,000.00
Fire Marshall		\$ 146.00	\$ 200.00
SDPD		\$ 3,696.00	\$ 8,000.00
Entertainment		\$ 5,800.00	\$ 12,000.00
Beer Garden Stage			\$ 6,000.00
Main Stage		\$ 5,800.00	\$ 6,000.00
Equipment Rental		\$ 16,581.00	\$ 18,230.00
Event Equipment - Furniture		\$ 2,446.00	\$ 4,000.00
Fencing/Porta potties		\$ 6,554.00	\$ 6,500.00
Power/Light		\$ 4,088.00	\$ 4,100.00
Street Closure Equipment			
Walkie Talkies		\$ 210.00	\$ 230.00
Hotel Room		\$ 1,273.00	\$ 900.00
Ambulance		\$ 2,010.00	\$ 2,500.00
Kids		\$ 2,225.00	\$ 3,000.00
Supplies			\$ 500.00
Entertainment		\$ 2,225.00	\$ 2,500.00
Marketing/Printing		\$ 7,965.00	\$ 9,700.00
Printing - Pre-event		\$ 4,599.00	\$ 3,500.00
Marketing/Promotions - Paid Ads		\$ 2,349.00	\$ 5,000.00
Banners/signage		\$ 1,017.00	\$ 1,200.00
Professional Organizers		\$ 13,787.00	\$ 20,000.00
Security		\$ 11,787.00	\$ 17,000.00
Staff		\$ 2,000.00	\$ 3,000.00
Staging		\$ 18,156.00	\$ 24,000.00
Stage		\$ 11,967.00	\$ 15,000.00
Sound		\$ 6,189.00	\$ 9,000.00
Supplies and Misc.		\$ 489.00	\$ 1,000.00
Total Expense	\$ -	\$ 74,708.00	\$ 115,530.00
Net Income	\$129,150.00	\$ 11,097.00	\$25,470.00