



BOARD OF DIRECTORS MEETING
March 5, 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 – Latrell Crenshaw **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. **Letter of Recommendation – San Diego Surf School Inc.** **Action Item**
- 7. **President’s Report (3 minutes)** **Info Item**
 - a) Upcoming events
 - i. Discovering Community through Co-Working
- 8. **Previous Board Meeting Minutes Approval: (3 mins)**
 - a) **Approval of the February 6, 2024 Meeting Minutes** **Action Item**
- 9. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of December 2023
- 10. **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) **Fundraising Committee** **Info Item**
 - c) **Parking Advisory Board – update** **Info Item**
 - 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)
- 11. **CEO REPORT- Lee** **Info Item**
 - a) Executive Director Updates
 - b) Board Member Question – activity
- 12. **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.



BOARD OF DIRECTORS MEETING
February 6, 2023 * 1503 GARNET AVE
Minutes

Call to Order: 12:05pm

1. Introductions

Sign in: Eric M., Wilber L., Margy G., Randall E., Lisa G., Shayla H. Rebekah., Christine L., Ellen C., Emily P., Mariah K., Alex C., Dina R., Mercedes M., Patrick A.

Staff: Sunny L., Vanessa B.

2. Public Comment/Non Agenda Announcements

- Sunny would like to congratulate: Honorary Mayor of Town Council, Randall E. our Board President

3. Additions to Agenda (3 minutes)

Info Item

None

4. Political Representative’s Reports (10 minutes)

Info Item

District 1 – Karla Tirado:

- Feb. 15th at 6 p.m. 2024 Pacific Beach Town Hall, PB Library, RSVP Link will be circulated.
- Feb. 16th Connect with my Community Rep, PB Library

Mayor’s Office- Emily Piatanesi

- Emergency Support from the City is available for Businesses and Residents.
- Volunteer and donations opportunities are available, we can connect.

77th Assembly District- Mariah Kallhoff

- Summer Program for the Arts
- Accepting interns
- 2023 Legislative Highlights
- Woman of Impact Event- Taking nominations for different categories
- Sessions is now in session
- Bills have been reintroduced:
 - AB1992- Coastal Permits
 - AB2007- Unicorn Homes- Safe Foster housing for y

Senate District 39 – Cole Reed

- Budget 68 billion deficit is projected
- 1.5 million dollars is up for re-negotiations, affecting BID’s

Economic Development – Latrell Crenshaw

- Grants available for storm related damage,
- Focus on districts that have been affected by the storm.

5. Community Partners Reports (3 mins each)

Info Item

- a) PB Tuesday Farmers’ Market- Monitoring current weather conditions
- b) PB Woman’s Club- Ellen, President: High Tea Fundraiser May 18th, 2024 2pm-4:30pm
 - i. Would like to invite (8) DBP Board Members as guests/comped

6. President’s Report (3 minutes)

Info Item

- a) Recap – Board Retreat
 - Board Buddy system was introduced, to help keep everyone accountable
 - Discussed open board seats
 - Fundraising Presentation
 - Latrell provided
 - Added an amendment for the executive board, 1year term up to 3 years
 - Implementing a fundraising committee
- b) 2024 Events Calendar
 - Casino Night- April 11th
 - Coast of PB Restaurant Walk- May 15th

Heat of PB Restaurant Walk- Sep.18th
BeachFest- Oct 5th
Christmas on Crystal Pier- Dec. 7th
PB Holiday Parade- Dec. 14th

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

a) Approval of the November 5, 2023 Meeting Minutes

Action Item

- Erick made motion to approve the November 5th, 2023 meeting minutes, Shyla second the motion. Unanimous approval
Abstain: Margy G.

8. Financial Report (3 mins)

Review and approve the financials of November 2023

Action Item

- Erick made motion to approve the financials of November 2023 Lisa second, unanimous approval

9. Committee Reports (30 mins)

Action Item

a) Organization Committee

a. Officer Elections

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

Action Item

1. 3 Vacancies
2. Nomination for 2-year term – Jennifer Nowak

- Randall nominated Jennifer Nowak for a 2-year term, Margy made motion to approve Jennifer Nowak for a 2-year term and Lisa seconded the motion, unanimous approval.

b) Approval of FY 2025 Authorized Signers

Action Item

- a. Board Chair/President – Randall Engstrom
- b. Authorized to Sign Contracts – Randall Engstrom
- c. Authorized to Sign Programmatic Reports and Scope Adjustments – Randall Engstrom
- d. Authorized to Sign Reconciliations/Requests for Payment and Budget Adjustments – Lisa Gossmann & Randall Engstrom

- Shyla made motion to approve FT 2025 Authorized Signers as is, Erick second motion. Unanimous approval

c) 2023 Audit Report

Action Item

- Lisa made motion to approve 2023 Audit Report, Shyla second motion. Unanimous approval

d) New Committee Roster

Info Item

- Will now focus on Executive Committee, Fundraising and Parking Committee

e) Parking Advisory Board – update

- Analyzing more recent 60% utilization of meter Nov-Dec.
- 45,000 that comes to the parking district.
- Committee will decide how to use the funds
- Beach Bug is funded for 2 yrs. It is more expensive to operate than it is being used
 - Nov.- Dec. 3,000 rider per month. Current wait time 8 min. Demanding time 4pm-6 pm
 - Operating cost-\$40,000 a month

f) Special Events

- Next meeting February 20th at 6 p.m. at Discover PB.

g) Fundraising

- a. **Set first meeting**-Wednesday at 12 p.m., day of the week will be determined.

First meeting in February

- b. **Nominate chair- To be determined**

10. CEO REPORT- Lee

Info Item

a) Executive Director Updates

West Coast Urban Forum will be taking place in San Diego-February
Hosting a tour of PB- Showing people compass center, parking district, PB murals.

b) Board Member Question – What was the biggest take away from the Board Retreat?

- Christine, being able to connect with another board member.
- Randall, have a united front to share who we are.
- Margy, appreciated the fundraising presentation.
- Sunny- the importance of the elevator pitch and being authentic.

11. Adjourn:1 p.m.

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
Profit & Loss
December 2023

	Dec 23	Dec 22	Jul - Dec 23
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program			
Lord of the Wings	0	0	0
4430 · Clean and Safe Program - Other	0	3,625	0
Total 4430 · Clean and Safe Program	0	3,625	0
4115 · Beach Area Community Court	350	350	13,750
4120 · SBEP	0	6,100	0
4220 · BID	9,555	9,403	66,629
4230 · Public Right of Way	0	(100)	0
4300 · Special Events			
4310 · Annual Dinner			
4313 · Ticket Sales	0	675	0
Total 4310 · Annual Dinner	0	675	0
4350 · Contributions Income	0	0	616
4370 · Heart of PB Rest Walk	0	0	6,770
4375 · Christmas on Crystal Pier	1,450	1,200	3,600
4376 · Holiday Parade	2,552	417	10,287
Total 4300 · Special Events	4,002	2,292	21,273
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	0	0	27,045
Total 4320 · Beachfest	0	0	62,809
4400 · Other Income			
4460 · Merchandise	0	10	40
4470 · Miscellaneous Income	0	21	0
Total 4400 · Other Income	0	31	40
4410 · Banner District	1,350	4,950	10,450
4510 · Farmers Market	12,928	9,694	107,981
7010 · Interest Income	422	310	2,601
Total Income	28,607	36,655	285,533
Gross Profit	28,607	36,655	285,533
Expense			
6100 · Operating			
6105 · Auto Expense	0	252	1,250
6110 · Bank Fees-CC/LF/Service	469	585	4,980
6135 · Insurance-Liability	0	0	5,050
6155 · Meals	487	215	697
6156 · Training and Conferences	0	725	1,568
6160 · Office Supplies/Equip	551	1,519	2,381
6170 · Postage and Delivery	0	0	132
6175 · Printing and Reproduction	307	269	2,015

Discover Pacific Beach
Profit & Loss
December 2023

	Dec 23	Dec 22	Jul - Dec 23
6180 · Rent	7,321	3,025	29,171
6182 · Tax-Business	0	0	180
6185 · Telephone-Cell/Office	354	333	2,295
6190 · Utilities-GEW/Sanitation/Refuse	1,201	762	7,438
6195 · Payroll Expense			
Staff-Executive Director	0	8,161	41,256
Staff-Admin Support	0	6,983	59,117
Employer Tax	0	1,426	8,908
Processing Fee	0	26	109
Insurance-Health	0	850	4,550
Insurance-Work Comp	0	0	(349)
6195 · Payroll Expense - Other	0	0	200
Total 6195 · Payroll Expense	0	17,446	113,791
6199 · Miscellaneous	597	0	1,359
6205 · Accounting	0	3,700	6,000
6225 · Dues and Subscriptions	0	25	300
Total 6100 · Operating	11,287	28,856	178,607
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	50
6323 · Clean and Safe Program - Other	6,100	6,515	24,571
Total 6323 · Clean and Safe Program	6,100	6,515	24,621
6305 · Banner	0	250	3,229
6310 · Beach area community court	0	82	48
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	0	4,471	13,017
6315 · Farmers Market Expenses - Other	10,218	10,849	23,920
Total 6315 · Farmers Market Expenses	10,218	15,320	36,937
Total 6300 · Design & Improvements	16,318	22,167	64,835
6500 · Special Events Promotions			
6210 · Annual Dinner	0	2,000	0
6519 · Christmas on Crystal Pier	3,833	3,738	5,574
6520 · Holiday Parade	854	2,227	2,773
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
Equipment Rental	0	0	14,917
Kids	0	0	2,225
Marketing / Printing	0	0	7,968
Professional Orgainzers	0	0	12,887
Staging	0	0	18,156
Supplies and Misc.	0	99	489
Total 6510 · Beachfest	0	99	71,878

Discover Pacific Beach
Profit & Loss
 December 2023

	Dec 23	Dec 22	Jul - Dec 23
Total 6500 · Special Events Promotions	4,687	8,064	84,985
6600 · Outreach			
6220 · Contributions	0	0	800
6235 · Election	0	0	3,275
6505 · Advertising - Marketing	0	0	289
6551 · Mixers	0	0	17
6615 · Business Development	0	50	0
6650 · Newsletter	227	195	1,362
6651 · Marketing & Promotions	0	356	317
6600 · Outreach - Other	0	0	17
Total 6600 · Outreach	227	601	6,077
Total Expense	32,519	59,688	334,504
Net Ordinary Income	(3,912)	(23,033)	(48,971)
Net Income	(3,912)	(23,033)	(48,971)

Discover Pacific Beach
Balance Sheet
As of December 31, 2023

	Dec 31, 23	Dec 31, 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	(134,978)	(125,484)	(9,494)	(8%)
Total 1000 - Discover PB Operating (4991)	(2,490)	7,004	(9,494)	(136%)
1008 - Paypal	2,015	5,955	(3,940)	(66%)
1009 - Paypal - BACC	363	481	(118)	(25%)
1006 - Farmers Market # 6739	66,615	108,140	(41,525)	(38%)
1025 - Merrill Lynch	116,945	112,088	4,857	4%
1030 - Petty Cash	75	0	75	100%
Total Checking/Savings	183,523	233,668	(50,145)	(21%)
Accounts Receivable				
1200 - Accounts Receivable	19,640	2,811	16,829	599%
Total Accounts Receivable	19,640	2,811	16,829	599%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	204,613	237,929	(33,316)	(14%)
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	(294)	(2,171)	1,877	86%
Total Other Assets	(294)	(2,171)	1,877	86%
TOTAL ASSETS	208,040	239,479	(31,439)	(13%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	2,869	6,270	(3,401)	(54%)
2000 - Accounts Payable	8,843	10,784	(1,941)	(18%)
Total Accounts Payable	11,712	17,054	(5,342)	(31%)
Credit Cards				
US Bank	84	864	(780)	(90%)
Total Credit Cards	84	864	(780)	(90%)
Other Current Liabilities				
Payroll Payable	(29,796)	0	(29,796)	(100%)
Deferred Income SBEP	21,231	5,269	15,962	303%

Discover Pacific Beach
Balance Sheet
 As of December 31, 2023

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
2100 - Payroll Liabilities	6,670	29	6,641	22,900%
Total Other Current Liabilities	(1,895)	5,298	(7,193)	(136%)
Total Current Liabilities	9,901	23,216	(13,315)	(57%)
Total Liabilities	9,901	23,216	(13,315)	(57%)
Equity				
1110 - Retained Earnings	211,686	281,626	(69,940)	(25%)
3000 - Opening Bal Equity	35,423	35,423	0	0%
Net Income	(48,970)	(100,784)	51,814	51%
Total Equity	198,139	216,265	(18,126)	(8%)
TOTAL LIABILITIES & EQUITY	208,040	239,481	(31,441)	(13%)

Discover Pacific Beach
Profit & Loss
December 2023

	Dec 23	Dec 22	Jul - Dec 23
Ordinary Income/Expense			
Income			
4430 · Clean and Safe Program			
Lord of the Wings	0	0	0
4430 · Clean and Safe Program - Other	0	3,625	0
Total 4430 · Clean and Safe Program	0	3,625	0
4115 · Beach Area Community Court	350	350	13,750
4120 · SBEP	0	6,100	0
4220 · BID	9,555	9,403	66,629
4230 · Public Right of Way	0	(100)	0
4300 · Special Events			
4310 · Annual Dinner			
4313 · Ticket Sales	0	675	0
Total 4310 · Annual Dinner	0	675	0
4350 · Contributions Income	0	0	616
4370 · Heart of PB Rest Walk	0	0	6,770
4375 · Christmas on Crystal Pier	1,450	1,200	3,600
4376 · Holiday Parade	2,552	417	10,287
Total 4300 · Special Events	4,002	2,292	21,273
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	0	0	27,045
Total 4320 · Beachfest	0	0	62,809
4400 · Other Income			
4460 · Merchandise	0	10	40
4470 · Miscellaneous Income	0	21	0
Total 4400 · Other Income	0	31	40
4410 · Banner District	1,350	4,950	10,450
4510 · Farmers Market	12,928	9,694	107,981
7010 · Interest Income	422	310	2,601
Total Income	28,607	36,655	285,533
Gross Profit	28,607	36,655	285,533
Expense			
6100 · Operating			
6105 · Auto Expense	0	252	1,250
6110 · Bank Fees-CC/LF/Service	469	585	4,980
6135 · Insurance-Liability	0	0	5,050
6155 · Meals	487	215	697
6156 · Training and Conferences	0	725	1,568
6160 · Office Supplies/Equip	551	1,519	2,381

Discover Pacific Beach
Profit & Loss
December 2023

	Dec 23	Dec 22	Jul - Dec 23
6170 · Postage and Delivery	0	0	132
6175 · Printing and Reproduction	307	269	2,015
6180 · Rent	7,321	3,025	29,171
6182 · Tax-Business	0	0	180
6185 · Telephone-Cell/Office	354	333	2,295
6190 · Utilities-GEW/Sanitation/Refuse	1,201	762	7,438
6195 · Payroll Expense			
Staff-Executive Director	0	8,161	41,256
Staff-Admin Support	0	6,983	59,117
Employer Tax	0	1,426	8,908
Processing Fee	0	26	109
Insurance-Health	0	850	4,550
Insurance-Work Comp	0	0	(349)
6195 · Payroll Expense - Other	0	0	200
Total 6195 · Payroll Expense	0	17,446	113,791
6199 · Miscellaneous	597	0	1,359
6205 · Accounting	0	3,700	6,000
6225 · Dues and Subscriptions	0	25	300
Total 6100 · Operating	11,287	28,856	178,607
6300 · Design & Improvements			
6323 · Clean and Safe Program			
Lord of the Wings	0	0	50
6323 · Clean and Safe Program - Other	6,100	6,515	24,571
Total 6323 · Clean and Safe Program	6,100	6,515	24,621
6305 · Banner	0	250	3,229
6310 · Beach area community court	0	82	48
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	0	4,471	13,017
6315 · Farmers Market Expenses - Other	10,218	10,849	23,920
Total 6315 · Farmers Market Expenses	10,218	15,320	36,937
Total 6300 · Design & Improvements	16,318	22,167	64,835
6500 · Special Events Promotions			
6210 · Annual Dinner	0	2,000	0
6519 · Christmas on Crystal Pier	3,833	3,738	5,574
6520 · Holiday Parade	854	2,227	2,773
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
Equipment Rental	0	0	14,917
Kids	0	0	2,225
Marketing / Printing	0	0	7,968

Discover Pacific Beach

Profit & Loss

December 2023

	Dec 23	Dec 22	Jul - Dec 23
Professional Organizers	0	0	12,887
Staging	0	0	18,156
Supplies and Misc.	0	99	489
Total 6510 - Beachfest	0	99	71,878
Total 6500 - Special Events Promotions	4,687	8,064	84,985
6600 - Outreach			
6220 - Contributions	0	0	800
6235 - Election	0	0	3,275
6505 - Advertising - Marketing	0	0	289
6551 - Mixers	0	0	17
6615 - Business Development	0	50	0
6650 - Newsletter	227	195	1,362
6651 - Marketing & Promotions	0	356	317
6600 - Outreach - Other	0	0	17
Total 6600 - Outreach	227	601	6,077
Total Expense	32,519	59,688	334,504
Net Ordinary Income	(3,912)	(23,033)	(48,971)
Net Income	(3,912)	(23,033)	(48,971)

Discover Pacific Beach A/R Aging Summary As of December 31, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Audeo Charter School			1,800			1,800
City of San Diego (Bid Reimb)	9,555	-11,903				-2,348
Ecology Center	1,539		2,422	3,008		6,969
Republic National Distributing Co.					10,000	10,000
San Diego Running Co				2,562		2,562
Tavern At The Beach			450			450
The Hideout Bar & Grill					208	208
TOTAL	11,094	-11,903	4,672	5,570	10,208	19,641

Discover Pacific Beach
A/P Aging Summary
As of December 31, 2023

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	0	266	0	0	0	266
CDFA	1,452	0	0	0	0	1,452
City Treasurer	0	146	0	0	0	146
County of San Diego Dept. of Agriculture	0	364	0	0	0	364
Da-Le Ranch	74	0	0	0	0	74
EDCO Disposal Corporation	1,201	0	0	0	0	1,201
JR Organics	40	0	0	0	0	40
MP Family Farm	15	0	0	0	0	15
Nestle Pure Life	0	48	0	0	0	48
North Shore Printery	0	361	0	204	289	854
Safiros Sanitation	708	0	0	0	0	708
United Site Services	0	0	0	6,544	0	6,544
TOTAL	3,490	1,185	0	6,748	289	11,712