



BOARD OF DIRECTORS MEETING
June 4, 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
7. **Previous Board Meeting Minutes Approval: (3 mins)**
 - a) **Approval of the May 7, 2024 Meeting Minutes** **Action Item**
8. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of April 2024
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. Accounting Services RFP **Action Item**
 - b) **Fundraising Committee** **Info Item**
 - a. Update
 - c) **Parking Advisory Board – update** **Info Item**
 - a. Bike Everywhere Day – May 16 – Pit Stop on Cass and Garnet – update
 - d) **BeachFest** **Action Item**
 - a. Sponsorship update (\$13,750 remaining goal)
 - i. *Thank you to our confirmed sponsors Earl & Birdie Taylor, Diamond Parking, Mavericks, Ocean Park Inn, Mate Maker, IPS Group, Bay City.*
10. **CEO REPORT- Lee** **Info Item**
 - a) **Executive Director Updates**
 - i. SBEP Advocacy/BID Budget Appropriation Process – update
 - ii. Small Business Advisory Board
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.



BOARD OF DIRECTORS MEETING
May 7, 2024 * 1503 GARNET AVE
MINUTES

1. CALL TO ORDER: 12:02 p.m.
2. **Introductions**
 Sign in: David R., Kayla S., Mariah K., Rebekah W., Margy G., Wilber L., L.T. Matthew B., Eric M., Randall E., John A., Eve A., Shylah H., Amy S., Jimmy Irwin., Michael C., Lisa G., Karla T., Annett, Viridiana, Nico
 Staff: Sunny L., Vanessa B.
3. **Public Comment/Non Agenda Announcements**
 - Amy Sower owner of Mission Surf is having an event on July 5th at their parking lot. Is looking for vendors and extended the invitation.
 - Annette, Branch Manager at SDCCU introduced herself to the group and is interested in connecting with the community. She is a new branch manager in PB.
4. **Additions to Agenda (3 minutes)** **Info Item**
 None
5. **Political Representative's Reports (10 minutes)** **Info Item**
 District 1 – Karla Tirado: On May 14th the Revised Mission Bay Master Plan will be presented at Council.
 - We are currently in Budget Season. The Mayors Budget revision is released on May 22nd. June 11th is the Final Review.
 - There are current City Board openings in D1. Feel free to reach out for any questions.
 - May 17th we will have Office Hours at the PB Library.
 - May 28th we will be at the PB Tuesday Farmers Market from 2pm-7pm
 Officer Botkin, M.- Will have officers in overtime to prepare for Memorial Day weekend.
 - The Commander post will be at Belmont Park.
 - There are new Summer Beach team stickers to promote unity.
 - Working on consistency with our officers of enforcing alcohol consumption, No more looking away.
 - Our focus is to promote balance and ensure peace.
 77th Assembly District- Mariah Kallhoff
 - Currently have 11 Bills in appropriations
 - Mariah will be at the May 11th Graffiti Clean-up & the PB Town Council Community Expo
 Economic Development – Viridiana
 - Budget Hearing began on Monday at Council this week.**Info Item**
6. **Community Partners Reports (3 mins each)** **Info Item**
 - a) PB Tuesday Farmers' Market:
 - Is expanding and will almost make it to Mission Blvd.
 - Today we have a new Poke vendor, we encourage everyone to stop by and support the Farmers Market.
 - b) PB Town Council
 - May 11th- Graffiti Clean-up
 - May 22nd PB Community Expo at PB Elementary School from 5pm to 7:30pm
7. **President's Report (3 minutes)** **Info Item**
 - a) Upcoming events
 - i. Coast of PB Restaurant Walk – May 15, 2024 – 4PM-9PM
8. **Previous Board Meeting Minutes Approval: (3 mins)** **Action Item**
 - a) **Approval of the April 2, 2024 Meeting Minutes**
Kayla made motion to approve the April 2, 2024 Meeting minutes, unanimous approval.
Abstain: Rebekah and Wilber
9. **Financial Report (3 mins)** **Action Item**
Review and approve the financials of January 2024 **Action Item**
Review and approve the financials of February 2024 **Action Item**
Review and approve the financials of March 2024 **Action Item**

Kaylah made motion to approve the financials for January, February and March 2024, Eric seconded the motion, unanimous approval.

10. Committee Reports (30 mins)

a) Organization Committee

a. Officer Elections

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

- 1. Nomination: David Rodgers – Fillippi’s Pizza Grotto**

Action Item

Action Item

Rebekah made motion to approve David Roger as a new Board Member completing a term until the end of the year, Shylah seconded the motion, unanimous approval.

2. Vacancies

Amy Sower owner of Mission Surf, expressed interest in becoming a board member.

ii. Board Member Removal

Action Item

- 1. Grant Cooper**

Shylah made motion to remove Grant Cooper as a Board Member, Kayla seconded the motion, unanimous approval.

b. Accounting Services RFP

Kayla made motion to approve the accounting services RFP, Jennifer seconded the motion, unanimous approval.

c. Letters of support

i. Shoreline Community Services

Cayrn was grateful for the PB BID’s support . This project’s goal is to house 6 crewmembers.

b) Fundraising Committee

Info Item

a. Update

c) Parking Advisory Board – update

Info Item

- a. Bike Everywhere Day – May 16 – Pit Stop on Cass and Garnet from 7 a.m. to 10 a.m.**

- b. PB Pathways Ad Hoc Committee meeting – May 20th, 6PM – Taylor Library**

d) BeachFest

Action Item

- a. Sponsorship update (\$13,750 remaining goal)**

- i. Thank you to our confirmed sponsors Earl & Birdie Taylor, Diamond Parking, Mavericks, Ocean Park Inn, Mate Maker, IPS Group, Bay City.**

11. CEO REPORT- Lee

Info Item

a) Executive Director Updates

- i. SBEP Advocacy – BID Alliance (Letter attached)**

- ii. Small Business Advisory Board-Volunteered as San Ysidro committee chair for San Ysidro Community.**

12. Adjourn- 12:56 p.m.

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Discover Pacific Beach
Balance Sheet
As of April 30, 2024

	Apr 30, 24	Apr 30, 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	(118,358)	(111,317)	(7,041)	(6%)
Total 1000 - Discover PB Operating (4991)	14,130	21,171	(7,041)	(33%)
1008 - Paypal	3,510	1,822	1,688	93%
1009 - Paypal - BACC	2,101	1,780	321	18%
1006 - Farmers Market # 6739	54,257	77,394	(23,137)	(30%)
1025 - Merrill Lynch	118,712	113,502	5,210	5%
1030 - Petty Cash	75	0	75	100%
Total Checking/Savings	192,785	215,669	(22,884)	(11%)
Accounts Receivable				
1200 - Accounts Receivable	33,981	17,463	16,518	95%
Total Accounts Receivable	33,981	17,463	16,518	95%
Other Current Assets				
Deposit - Rent	1,450	1,450	0	0%
Total Other Current Assets	1,450	1,450	0	0%
Total Current Assets	228,216	234,582	(6,366)	(3%)
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	1,579	213	1,366	641%
Total Other Assets	1,579	213	1,366	641%
TOTAL ASSETS	233,516	238,516	(5,000)	(2%)
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2020 - AP Farmers Market	11,544	3,903	7,641	196%
2000 - Accounts Payable	6,559	13,774	(7,215)	(52%)
Total Accounts Payable	18,103	17,677	426	2%
Credit Cards				
US Bank	0	40	(40)	(100%)
Total Credit Cards	0	40	(40)	(100%)
Other Current Liabilities				
2100 - Payroll Liabilities	22	37	(15)	(41%)
Total Other Current Liabilities	22	37	(15)	(41%)

Discover Pacific Beach
Balance Sheet
As of April 30, 2024

	Apr 30, 24	Apr 30, 23	\$ Change	% Change
Total Current Liabilities	18,125	17,754	371	2%
Total Liabilities	18,125	17,754	371	2%
Equity				
1110 - Retained Earnings	210,193	281,626	(71,433)	(25%)
3000 - Opening Bal Equity	35,423	35,423	0	0%
Net Income	(30,224)	(96,286)	66,062	69%
Total Equity	215,392	220,763	(5,371)	(2%)
TOTAL LIABILITIES & EQUITY	233,517	238,517	(5,000)	(2%)

Discover Pacific Beach Profit & Loss April 2024

	Apr 24	Apr 23	Jul '23 - Apr 24
Ordinary Income/Expense			
Income			
4430 - Clean and Safe Program			
Lord of the Wings	0	0	0
Total 4430 - Clean and Safe Program	0	0	0
4110 - Grants	0	0	16,903
4115 - Beach Area Community Court	2,200	1,850	22,150
4120 - SBEP	205	0	34,231
4220 - BID	14,083	13,029	128,672
4300 - Special Events			
4377 - Wild Rides	0	0	2,179
4310 - Annual Dinner			
4312 - Raffle	1,860	0	1,860
4313 - Ticket Sales	1,625	500	11,750
4310 - Annual Dinner - Other	0	0	2,375
Total 4310 - Annual Dinner	3,485	500	15,985
4335 - Coast Walk	3,105	1,700	3,105
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	0	30	19,511
Total 4300 - Special Events	6,590	2,230	53,566
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	1,715	0	38,225
Total 4320 - Beachfest	1,715	0	73,989
4400 - Other Income			
4460 - Merchandise	0	0	40
4470 - Miscellaneous Income	0	0	150
4486 - Mixers Business	5	0	5
4400 - Other Income - Other	0	0	550
Total 4400 - Other Income	5	0	745
4410 - Banner District	0	600	12,250
4510 - Farmers Market	20,430	19,146	186,091
7010 - Interest Income	471	355	4,367
Total Income	45,699	37,210	532,964
Gross Profit	45,699	37,210	532,964
Expense			
6100 - Operating			
6105 - Auto Expense	250	250	2,500

Discover Pacific Beach Profit & Loss April 2024

	Apr 24	Apr 23	Jul '23 - Apr 24
6110 · Bank Fees-CC/LF/Service	928	639	8,355
6135 · Insurance-Liability	0	0	3,338
6155 · Meals	107	0	919
6156 · Training and Conferences	0	(199)	2,572
6160 · Office Supplies/Equip	133	229	3,605
6170 · Postage and Delivery	0	6	139
6175 · Printing and Reproduction	283	96	3,134
6180 · Rent	3,660	3,025	40,152
6182 · Tax-Business	0	100	310
6185 · Telephone-Cell/Office	307	367	3,712
6190 · Utilities-GEW/Sanitation/Refuse	3,603	868	14,644
6195 · Payroll Expense			
Staff-Executive Director	8,251	7,175	82,513
Staff-Admin Support	5,373	6,683	85,984
Employer Tax	1,576	1,545	17,407
Processing Fee	95	19	489
Insurance-Health	950	850	9,500
Insurance-Work Comp	0	650	822
Total 6195 · Payroll Expense	16,245	16,922	196,715
6199 · Miscellaneous	0	0	1,384
6205 · Accounting	1,275	1,200	20,050
6225 · Dues and Subscriptions	0	0	300
Total 6100 · Operating	26,791	23,503	301,829
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	48,971
Total 6323 · Clean and Safe Program	6,100	6,240	49,021
6305 · Banner	0	0	5,747
6310 · Beach area community court	0	83	58
6315 · Farmers Market Expenses			
6315-01 · FM - Wages	6,841	5,819	47,960
6315 · Farmers Market Expenses - Other	9,030	1,060	39,416
Total 6315 · Farmers Market Expenses	15,871	6,879	87,376
Total 6300 · Design & Improvements	21,971	13,202	142,202
6500 · Special Events Promotions			
6210 · Annual Dinner	7,601	0	9,101
6515 · Coast Walk	540	500	540
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

Discover Pacific Beach
Profit & Loss
April 2024

	Apr 24	Apr 23	Jul '23 - Apr 24
City & County Fees	0	0	7,626
Entertainment	0	0	5,800
Equipment Rental	0	0	21,885
Kids	0	0	2,225
Marketing / Printing	0	600	7,968
Professional Organizers	0	0	12,887
Staging	0	0	18,156
Supplies and Misc.	0	40	580
Total 6510 - Beachfest	0	640	78,937
Total 6500 - Special Events Promotions	8,141	1,140	110,763
6600 - Outreach			
6220 - Contributions	0	0	1,080
6235 - Election	0	0	3,275
6505 - Advertising - Marketing	0	0	784
6551 - Mixers	0	0	52
6615 - Business Development	0	0	468
6650 - Newsletter	227	195	2,270
6651 - Marketing & Promotions	0	0	451
6600 - Outreach - Other	0	0	17
Total 6600 - Outreach	227	195	8,397
Total Expense	57,130	38,040	563,191
Net Ordinary Income	(11,431)	(830)	(30,227)
Other Income/Expense			
Other Income			
Employee Retention Credit	0	26,995	0
Total Other Income	0	26,995	0
Net Other Income	0	26,995	0
Net Income	(11,431)	26,165	(30,227)

Discover Pacific Beach A/R Aging Summary As of April 30, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Audeo Charter School					1,800	1,800
City of San Diego (SBE)	205	2,795		10,000		13,000
Diamond Parking - C		715				715
Ecology Center		3,135			3,008	6,143
IPS Group, Inc.		1,000				1,000
Mavericks Beach Club			5,000			5,000
Ocean Park Inn				5,000		5,000
Patrick Smith		125				125
Randall's Sandals		125				125
Steve Cordigyan				415		415
Tavern At The Beach					450	450
The Hideout Bar & Grill					208	208
TOTAL	205	7,895	5,000	15,415	5,466	33,981

Discover Pacific Beach A/P Aging Summary As of April 30, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
AT&T	4	0	0	0	0	4
Big Al's Baking Co	13	0	0	0	0	13
County of San Diego - DEH	0	380	0	0	0	380
Da-Le Ranch	161	0	0	0	0	161
EDCO Disposal Corporation	1,201	0	0	0	0	1,201
Fuel Thy Cells	294	0	0	0	0	294
Herritage Family Farms	633	0	0	0	0	633
JR Organics	823	0	0	0	0	823
Mannis Communications	500	0	0	0	0	500
MP Family Farm	665	0	0	0	0	665
Platinum Event Rentals	0	0	3,484	0	0	3,484
Rodney Kawano Farm	265	0	0	0	0	265
SG Bookkeeping Services, LLC	1,370	0	0	0	0	1,370
Smit Farms	21	0	0	0	0	21
Snapp and Associates Insurance Services	8,289	0	0	0	0	8,289
TOTAL	14,239	380	3,484	0	0	18,103



Discover Pacific Beach
1503 Garnet Avenue, San Diego, CA 92109
sunny@pacificbeach.org

Request for Proposals: Discover Pacific Beach

Discover Pacific Beach (Pacific Beach Community Development Corporation), the largest Business Improvement District in San Diego, invites proposals from CPA firms for regular bookkeeping services. Our organization seeks comprehensive support in various financial and administrative functions to facilitate our mission of promoting the Pacific Beach community both physically and economically. As a 501(c)(3) nonprofit corporation with a fiscal year ending on June 30, we prioritize accuracy, efficiency, and adherence to regulatory requirements.

Scope of Services:

1. Account Payable: Recording and allocating expenses, reconciling, and sending vendor payments, maintaining vendor files, including W-9's and proof of liability, as necessary, and organizing and filing transactions.
2. Account Receivable: Preparing and sending client invoices and monthly statements, receiving and recording client payments, handling bank deposits, and organizing and filing transactions.
3. Monthly reconciliation of all bank and/or line of credit statements.
4. Bi-monthly payroll processing, including payroll tax deposits if required.
5. Preparation of monthly financial reports, including but not limited to Balance Sheet and Profit & Loss reports.
6. Administrative duties, encompassing various functions.
7. Human Resources support, including 401k/IRA allocations and tracking, sick and vacation pay tracking, and employee benefits tracking and reconciliation.
8. Insurance management, including maintaining and managing existing and new policies, such as work comp and city audit preparation.
9. Corporation requirements, including filing quarterly Corporate Minutes and other state requirements, organizing and filing paperwork for easy access.
10. Participation in monthly management and Board of Director meetings.
11. Providing a monthly invoice illustrating the monthly allocation of time.

Response Requirements:

In your response to this Request for Proposal, we kindly request the following information:

1. Detailed explanation of your firm's experience in providing auditing, tax, and bookkeeping services to nonprofits and associations of comparable size to Discover Pacific Beach.
2. Information regarding any services provided to related industry associations or groups.
3. Fee proposal for FY 2025 bookkeeping services.

Submission Details:

Please submit your response to this Request for Proposal no later than June 15, 2024, to the address provided above. For any inquiries regarding the RFP, please feel free to contact us. We also appreciate acknowledgment if you choose not to submit a proposal.

Thank you for considering partnering with Discover Pacific Beach in our mission to enhance the Pacific Beach community. We look forward to reviewing your proposal.

Sincerely,
Sunny Lee
Executive Director
Discover Pacific Beach



BOARD OF DIRECTORS MEETING
CLOSED SESSION
June 4, 2024 1:00 p.m. * 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 items

3. Executive Director Review

Action Item

Discuss and execute the Executive Director review

4. Adjourn

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