

June 26, 2020

Dear Directors of:

Pacific Beach Town Council

Pacific Beach Planning Group

Discover PB

Beautiful PB

We are residents of Pacific Beach who deeply care about the community and the role of Pacific Beach Community Groups in strengthening our neighborhood. We believe in order to truly enhance Pacific Beach, certain difficult steps must be taken.

The recent social media posts in which the Town Council says “Black Lives Matter” are encouraging. We thank President Brian White for actively participating in peaceful protests and sharing that La Mesa Police used excessive force during the recent demonstrations/riots.

However, systemic racial injustice is not only a problem where there is violence. It is happening in all communities. Pacific Beach is not immune to racism, discrimination and prejudice. Therefore, we ask for the following:

1. Re-dedicate this year’s Pacific Beach Town Council theme (currently “Year of the Police”) as “Year of the People,” with community-based projects to help those underserved by city services.
2. Increase the representation of Black and non-Black people of color on the Pacific Beach Town Council Board, Discover PB Board, Planning Group and Beautiful PB Board to 25% to reflect the racial diversity of the PB community. [NB: According to Niche.com, 76% of Pacific Beach residents are White, 14% are Hispanic, 4% are Asian, 3% are two or more races, and 2% are African American.]
3. Establish a Diversity, Equity, and Inclusion Committee with the objective of actively listening to the needs of historically underrepresented residents in Pacific Beach, identifying how to help address racial and social justice.
4. Change the name of the Pacific Beach Community Park to “Fannie and William Payne Community Park,” in honor of the late Mr. William Payne, the first black teacher at Pacific Beach Middle School, and his wife the late Ms. Fannie Payne, San Diego educator and philanthropist.
 - a. [William Payne’s story](#)
 - b. [Fannie Payne obituary](#)
5. Create opportunities to honor and acknowledge the Kumeyaay peoples, the original inhabitants of this land before colonization.
 - a. [See SDSU’s Kumeyaay peoples Land Acknowledgment](#)
6. Implement a community mentorship and college access program for historically marginalized and underrepresented students at Mission Bay High and Pacific Beach Middle School. The focus should be on connecting these students with local community mentors/sponsors, ensuring their academic success, and college preparedness.
7. Host events specifically for Black and non-Black residents of color to connect, heal, and build community.

8. Ban symbols that are representative of racism from public spaces, such as the Confederate flag and “Thin Blue Line.”
9. Select and hire more diverse performers, businesses, and vendors for Pacific Beach community events such as Concerts on the Green and Beachfest. Select and hire more diverse artists for community art projects.
10. Host an annual Diversity Assembly to assess the progress of initiatives put forth in this letter and reinforce community anti-racism goals.

We realize that change is a process and it takes courage. The ideas proposed herein are a platform from which to dive into education, inclusion, and action in the Pacific Beach community. Pacific Beach has the opportunity to increase representation and hear the voices of neighbors that have historically been marginalized, underrepresented, and excluded from our community. Real, lasting change can only come if the makeup of the PBTC reflects the diversity of the community. Diverse Boards and the actions of such organizations may help attract non-white residents to Pacific Beach.

We look forward to ongoing dialogue to effect positive change. Thank you for your consideration,

Paige Hernandez

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Founder Black Brown Pacific Beach
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Regina H. Sinsky-Crosby

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Crown Point Neighborhood Association Founding Member
Community Volunteer*

“ ‘Let’s invite more Black people to the table,’ implies ownership of the table and control of who is invited. Racism is about power.” - Bernice King

“We had compassion for those who got left behind but thought that our job was to provide them an opportunity (no matter how small) to get where we were. It didn’t occur to us that what we valued wasn’t what everyone else wanted.” - Chris Arnade

“The table is not a physical object sitting in some meeting room at city hall. It’s not a visioning session, public hearing or an online form. The table is out there. It’s the streets people are struggling to walk. It’s the dangerous crossing they are forced to make daily. It’s the substandard house they occupy or the small business they are trying to start. The table is our community.” - Charles Marohn