



**PACIFIC BEACH TOWN COUNCIL
VIRTUAL GENERAL MEETING and INSTALLATION
JANUARY 20, 2021**

BOARD MEMBERS PRESENT: Marcella Bothwell, Karl Rand, Denise Friedman, Susan Crowers, Ellen Citrano, Brian Curry, Greg Daunoras, Michael Herndon, Brianna Jackson, Cathie Jolley, Charlie Nieto, Jane Nobbs, Kim Short, Ron Walker, Brian White

BOARD MEMBERS ABSENT: Tony Schlegel

CALL TO ORDER: 6:31

PRESIDENT'S REPORT

Marcella thanked 2019-2020 President Brian White for his kindness, perseverance, and dedication during his tenure as PBTC President for the past two years. Earlier today she presented Brian with an engraved gavel plaque commemorating his service.

Brianna Jackson, Chair of the Communications Committee reported on the launch of PBTC's first online community event for children with 35 attendees. Next week's Kids Series Event will feature a story & craft with 2020 Honorary Mayor Cathie Jolley. The adult series will kick off with Yin yoga. All online events are listed on PBTC Facebook page.

EMERGENCY SERVICES REPORT

Fire Station 21 – Captain Richard Marcello

Capt Marcello reported that the department has been fairly busy with a lot of inquiries related to COVID incidents. The department has already had their first round of vaccines. PBTC reposted the PSA by Fire Station 21 on our Facebook page related to legal/illegal fires on the beach. Question from FB viewer: Are people being tickets for illegal beach fires? Yes. If you see an illegal beach fire, please call the NON-Emergency numbers (619) 531-2000 or (858) 484-3154 to report, do not call 911.

SDPD Northern Division – Officer Brandon Broaddus: No report

San Diego Lifeguards – Sgt. Charles Knight

Sgt Knight reported they've had quite a few large surf action plans. Due to nice weather, crowds at the beach have been higher than usual for January and the lifeguards have been making rescues on a regular basis. Lately they haven't seen that many illegal beach fires, but they are writing citations.

COMMUNITY UPDATES

Discover PB – Sunny Lee

Sunny is the new Executive Director for DPB. She is experienced with Business Improvement Districts (BIDs) starting out in the East Village Association and most recently with the Old Town Chamber of Commerce. Once she gets acclimated, she will have updates on her goals for Discover PB improvements in the community. Welcome Sunny! Contact: sunny@pacificbeach.org

Shoreline Community Services – Caryn Blanton

Caryn reported that SCS is the only local non-profit with the sole purpose of eliminating homelessness. It's a community issue that needs to be addressed by the community.

To help facilitate future updates and conversations, Caryn shared some definitions which will be routinely used:

Engaged = a person was approachable, a conversation took place, services were offered.

Resources Given = includes, but not limited to: food, supplies, sleeping bags, clothing, transportation, IDs, medical, housing assistance, mental health assistance, detox, and family reunification.

Case Management = helping people who are actively pursuing goals: getting paperwork in order, applying for benefits, housing navigation, recovery support.

Shelter = inside but temporary (hotel, Convention Center).

Housing = different types of permanent housing.

December Update: On the first Tuesday of each month there is a coordinated outreach in Pacific Beach with a number representatives from the City, the County and Non-profit organizations. In the month of December, 40 people were engaged, 38 resources given, 1 shelter placement, 1 admitted into detox, and 16 flu shots were given.

PATH (People Assisting the Homeless) – Representative Cory Stapleton reported that 41 unique clients were served, 21 individuals are receiving active case management/resources, 5 people placed in shelter, and 64 total instances of services.

McAllister Institute (substance abuse & recovery): 64 case management, 2 substance abuse admissions, 1 shelter admit, 3 individuals placed in housing.

Shoreline Community Services: 800+ meals provided, 37 people given shower/laundry services, 1 person placed in temporary shelter, 7 people placed in permanent housing.

GOVERNMENT REPRESENTATIVES

Congressman Scott Peters – Cesar Solis: absent

State Senate President Pro Tem Toni Atkins (District 39) – Miller Saltzman: absent

Supervisor Nathan Fletcher (District 4) – Aaron Burgess: absent

Assemblymember 78th District – Chris Ward

Assemblymember Ward introduced his District Director, Ensermio Jake Estrada. He assured our members that he wants to get district services up and running, especially pertaining to unemployment benefits, healthcare and vaccines. He authored AB11 to work on climate resiliency, setting up local authorities within communities to work on climate adaptation issues. He is continuing to work on homelessness solutions. Contact: Ansermio.Estrada@asm.ca.gov phone (619) 645-3090

Mayor Todd Gloria – Kohta Zaiser, District 2 Representative

Last Wed was the Mayor Gloria's Inaugural State of the City Address. Dec 31st the Mayor signed an Executive Order to strongly enforce COVID guidelines & to fine people in violation. Parking citations have been waved except for red, white or blue zones. The SDGE franchise agreement has been extended until June 1st, giving time for community outreach/input before choosing a utility provider. In responding to a question from member Jim Marshall regarding enforcing the code for STVRs, Kohta said it is a high priority for resolution.

Councilmember Dr. Jennifer Campbell – Monique Tello, District 2 Representative

Council President Campbell condemned the violent actions of protesters in PB on Jan 9th. The office received messages of concerns about traffic safety issues at Beryl St & Lamont St., so they requested a traffic evaluation which will be completed in 30-60 days – they will update us when it's completed. The sidewalk vending issue continues to be a high priority. 911 by text is now a service available throughout San Diego County. There is a survey about the City's Climate Action Plan, they are asking for feedback from the community thru 2/19. Councilmember Campbell released the FY2022 Budget Priorities: replenishment of housing stock, combating homelessness, and specific to PB: roundabouts and streetlighting. Denise Friedman raised concerns about repeated protests in Pacific Beach and the impact on businesses and first responders. Marcella Bothwell applauded Marcella Teran's efforts working on reverse 911, adding that PBTC is willing to assist in any way. Monique responded that the City Council's Chief of Staff will bring it up with the Chief of Police, and she will update later. Contact: MoniqueT@sandiego.gov

PB Planning Group – Karl Rand, Chair

The PB Planning Group is the City-recognized organization which reviews building permit applications and land use issues, meetings on the 2nd Wed of every month. At the last meeting they tackled the STVR issue as it looks to be going before the City Council in late Feb. Karl thanked Assemblymember Chris Ward for his 2018 vote blocking Mayor Faulconer's proposed ordinance. PBPG vehemently opposes investor owned vacation rentals with a city-wide Cap for Tier 3. Numbers should be capped by district as that would limit the negative impact to Pacific Beach. At the Feb 9th meeting, The Jefferson (apt. complex) will present 3 mural ideas for the side of the building, for approval. Brian Curry from the Election Sub-Committee reported there are currently 14 board positions available- they would like residents & business owners apply – contact Adrienne Gallo.

FEATURED PRESENTATIONS

Pacific Beach Town Council Installation – President Marcella Bothwell

Introduction and welcome to new board members: Kim Short, Michael Herndon, Ellen Citrano, Cathie Jolley (a former PBTC president and 2020 Honorary Mayor of PB).

Returning board members include: Charlie Nieto, Tony Schlegel, Brianna Jackson (Communications Chair), Ron Walker (Membership Chair), Jane Nobbs (Rose Creek Cottage Chair), Greg Daunoras, Brian Curry, Brian White (Enhancement Chair), Denise Friedman (Treasurer), Susan Crowers (Secretary), Karl Rand (Vice President).

78th District Assemblymember Chris Ward administered the oath of office, and the 2021 PBTC board members were sworn in at 7:21 PM.



2021 PBTC Awards

Honorary Mayor: Elvin Lai

Elvin is a San Diego native and 4th generation owner/operator of the Ocean Park Inn hotel in Pacific Beach. Elvin is a community advocate, serving on a number of tourism-related boards and he is Chair of the San Diego Convention Center Board. In his own community of Pacific Beach, Elvin has served twice as president of Discover PB, and founded and co-chaired the PB Clean and Safe Pilot Program.

Elvin's work in the community is inspired by the quote from William Johnsen, "If it is to be, it is up to me."

Pug Sanford Community Service Award: Eve Anderson

Eve Anderson was honored with this award following decades of service in the Pacific Beach community. Eve has served as PBTC President (1978) and was selected Honorary Mayor (1982). Eve's been very active in the PB Woman's Club, and Chaired the PB Planning Group's "Streets and Sidewalks Committee. Currently she is the driving force behind the "Garnet Block Captains Program." Eve encourages everyone to volunteer because it's fun and good for your health! Earlier today Marcella presented Eve with a plaque and bouquet of flowers.

Ellen Citrano Caring and Compassion Award: This new PBTC award was named in honor of and dedicated to Ellen Citrano for years of caring and compassionate volunteer work in Pacific Beach following her retirement from the Navy to San Diego in 1992.

The 2021 Ellen Citrano Caring and Compassion Award was presented to Caryn Blanton. Caryn is a local true advocate helping the unhoused and those less fortunate. Caryn was founder of PB Street Guardians and is now the Director of Shoreline Community Services – making sure the most vulnerable in our community are cared for with compassion and equity through community relationships.

President's Awards: the evening concluded with 2019-2020 President Brian White presenting awards to volunteer board members for their efforts last year.

Rising Star Award: Charlie Nieto is the youngest board member ever to serve on the PBTC board. Charlie was recognized for his perspective on local issues, creative support and enthusiasm. He was the winner of the Quarantine T-shirt design contest with his "Hazmat Surfer" creation which contributed to raising \$5,000 for the PBTC donation to feeding local senior citizens during quarantine. Recently he created map artwork depicting weed abatement/trash clean up areas tackled by PBTC members and volunteers.

Communications Award: Brianna Jackson brings a new and professional level of communication strategies and ideas, whether related to social media, newsletters, or website development. Her most recent accomplishment as Chair of the Communications Committee is the PB Community Series of virtual events – a fun way for the community to come together during quarantine.

Membership Award: Ron Walker, Chair of the Membership Committee, has been the driving force behind growing individual and business memberships over the last couple of years. His technical know-how related to marketing and reaching people has made a real difference in renewals this year. Ron thanked Liz Segre (PBTC Office Manager) for her work on the committee, as well as the recent upgrades and improvements to our website.

Rose Creek Cottage Stewardship Award: Jane Nobbs has brought her well-rounded property management skills to her role as Chair of this committee. She works hand in hand with the venue operators, and has been responsible for securing bids and overseeing a number of necessary repairs and upgrades to this historic 1920s cottage and Pacific Beach landmark.

Green Thumb Award: Susan Crowers has been active on our weed abatement projects and recently helped design and install new drought-tolerant plants in front of the PB Wave sign on Grand Ave. The Enhancement Committee members are working closely with Parks & Rec to upgrade the gateway entrances to Pacific Beach in 2021, with a goal of upgrading *all* medians on Grand Avenue.

Excellence in Record-Keeping: Susan Crowers was given this award “in recognition of outstanding work as PBTC Board Secretary.”

ADJOURNMENT: 8:37

Minutes respectfully submitted by Susan Crowers