



Board of Directors' Meeting [Virtual]
Minutes
Tuesday, October 27, 2020

Call to Order: Rick Wright called the meeting to order at 12:02 pm.

Present: Azalea Perez, Mary Ann Thiem, Marc Karren, Kim Millwood, Chad Marentette, David Schulz, Gustavo Santiago, Scott Ashton, Michelle Geller, Leslee Gaul, Rick Wright, Kim Heim, Cathy Nykiel, Gumaro Escarcega, Angie Leonard, Kristin Forbes, and Bobbie Mills

Absent: Tom DeMooy and Captain Adam Knowland

Guests: None

Approval of the September 22, 2020, Minutes. Kim Millwood made a motion to approve the September 22, 2020, minutes. David Schulz seconded the motion. The motion was approved unanimously.

Action Required Business:

1. Approval of Resolution for County Grant. Azalea Perez made a motion to approve the Resolution for County Grant to authorize Gumaro Escarcega to act on behalf of MainStreet Oceanside when applying for available grants through the County of San Diego. Kim Millwood seconded the motion. The motion was approved unanimously. The Resolution requires signatures of all board members.

Continuing Activities:

- 1. Financial Reports.** Angie prepared financial reports and Rick included them in the board packets. Chad asked why cash is more than last year. Rick said it is because of the PBID.
- 2. Executive Director Report:** Rick mentioned that he notified all board members that we have had one positive case for COVID-19 in the office. The individual is isolating for 10-14 days. All other staff who were in contact were tested and have all tested negative for the coronavirus.
- 3. Budget –** Rick said that a few months ago we were in dire straits with the loss of the Sunset Market, but the revenue from the Farmers Market has been more than expected and Beach Services revenue has been robust. Additionally, grant opportunities have been helpful. We have prepared a budget the best we can, and

assuming there is no Sunset Market through the end of June 2021, we are projecting a deficit of \$254,000. However, based on our cash position, proceeds from the Small Business Loan, and our savings in Chase Bank, we have \$479,000. We are projecting the ability to continue the organization as is through at least the end of June 2021, excluding any possible grants and stimulus. Regarding the budget that is presented, the July-September are actual numbers and figures through June 2021 are projected. We will continue to monitor and update based on actuals as we go along.

4. **PBID Report** – Gumaro reported the PBID Governing Committee is busy working on a few projects including reviewing proposals for pressure washing of sidewalks, developing a wayfinding program, installing a landmark sign in the downtown, and creating an RFP for a security/downtown ambassador program.
5. **Business Grants** – Gumaro reported that MainStreet Oceanside in partnership with the City has issued \$111,000 of CARES Act funding to small businesses in Downtown Oceanside struggling due to the pandemic. All recipients were grateful beyond words for the support of MainStreet and the City.
6. **Oceanside Fountain Patio Program** – Rick reported that through the City, MainStreet was given the opportunity to create an outdoor dining area around the Civic Center Plaza fountain. The City used funds from the CARES Act to purchase the equipment needed, to pay for the labor, and to administer the program for six months.
7. **Shop Local Program** – Gumaro reported that through CARES Act funding from the City and through a PSA with the City, MainStreet has created a modified version of Shop Local. The program will run from November 20 to December 20 and include a virtual coupon book, social media contests, monthly shopping events, and window decorating contests. Using \$10,000 allocated for the coupon book, MainStreet will issue a stipend to businesses to cover the difference of the discount they offer to consumers. We are currently discussing a Merry Makers Fair for December 12 in Lot 35 (next to what was Cabo Bar & Grill) at the corner of Tremont Street and Pier View Way.

Advisors reports:

1. **City of Oceanside – Michelle Geller.** Michelle thanked MainStreet and the Chamber for getting funds out to our businesses so quickly. She said right now the City is concentrating on resuming projects that were placed on hold earlier this year when COVID-19 hit. They are also working on more ways to help our businesses in anticipation of the colder weather and possible additional restrictions because of a rise in COVID-19 cases.
2. **Visit Oceanside – Leslee Gaul.** Leslie reported that Oceanside ended September with a 67% occupancy rate which is positive considering the pandemic. She said Oceanside continues to be well-situated compared to other southern California beach communities because our open spaces and available outdoor activities offer a nice and safe respite for people. Essential travel at Camp Pendleton is also a benefit

for us. She said they are working with Cal Travel and the County Supervisors on the California Endurance Coalition to continue advocating and educating regarding current guidelines and potential guidelines for opening up the fall events that our businesses rely on during the off-season.

- 3. Oceanside Chamber of Commerce – Scott Ashton.** Scott reported that the Chamber issued \$150,000 in small business grants to 77 small businesses in the areas outside of the Main Street district. There was a great deal of appreciation from businesses. They are also managing a \$10,000 Shop Local program between now and the end of the year and will use most of the funds to purchase gift cards at Oceanside small businesses and distribute them through contests. The North County Cares Program has raised \$65,000 in private funds. So far, \$37,000 in gift cards have been purchased from local restaurants in Oceanside and distributed in partnership with the Oceanside School District to families in need. As a side note, the Chamber is looking for a tenant to fill a small office, 700 sq. ft. for \$1225 per month, in their building behind the Star Theatre.

Public comment for items not on the agenda: Mary Ann Thiem requested to hear from other board members about anything they know that is happening.

Marc Karren reported there is a lot of activity happening including Angry Chickz going in at the vacant Burger Im space, a full-service veterinary clinic at 215 S. Coast Highway, and quite a few more deals in the works.

David Schulz reported the Star Theatre is not producing shows at this time, but he is teaching five days a week at the theatre with small groups of 12 people offering classes from ages 7-12, 13-18 and 18 and older. They are retrofitting the theater with high-speed internet and purchasing gear to be able to offer livestreaming through the Star Theatre Star Stream with a planned livestream event at the end of November. David thanked MainStreet Oceanside and the City for the good job of letting the people and businesses know that they have support.

Azalea Perez reported things have been really slow because of wedding and large event cancellations, but she has been getting occasional brides coming from out of state, specifically Phoenix, planning weddings with 10 people. Deliveries and online store purchases are really slow because people are not getting the unemployment or extra money now. She is working on putting together DIY kits.

Gustavo Santiago reported that downtown restaurants are very quiet right now and facing similar situations. He agreed that when there was stimulus money there was confidence for people to go out. He thanked the board members and everyone for the hard work and said he also appreciates the grant money. He is testing delivering outside the area to gain more business.

Adjourn. The meeting was adjourned at 12:57 pm.
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