



## HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS MEETING MINUTES

**Date:** April 3, 2024

**Day:** Wednesday

**Location:** Main Street Branch Library at 525 Main Street, Huntington Beach

**Time:** Meeting called to order at 4:08 PM

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**Roll Call-Members Present:** Tony Duran, Susie Smith, Sandra Schulz-Taylor, Bob Bolen, Nicole Lido, Darrick Hearn, Peter "PT" Townend

**Excused Absences:** Moe Kanoudi, Adam Schell

**Additional Attendees:** Kim Kramer, Lt. Brian Smith-HB Police Community Outreach Bureau, Love Ghione-Recording Secretary, Kriss Casanova-Economic Development Manager, Molly Uemura-City of HB

**Public Comments:** None

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### 1. Meeting Minutes:

- **Action:** Record and file meeting minutes from the March 6, 2024 board meeting.
- Motion to approve made by PT; seconded by Sandy.
- **Motion passed.**
  - 2024, Executive special board meeting March 15, 2024

### 2. Office Furniture:

- **Action:** Vote on approving up to \$3,000 in expenditures for new office furniture for HBBID office.
- Motion to approve made by Susie; seconded by Darrick.
- **Motion passed.**

### 3. Office Lease (Moe & Susie are on the lease)

- **Action:** Vote to renew HBBID office lease. Increase from \$900 to \$1050. (Actual cost is \$1400, Don Galitzen is donating \$350 per month as a donation to the BID non-profit)
- Motion to approve made by Susie; seconded by Bob.
- **Motion passed.**

### 4. Attorney Retainer Budget Item:

- **Action:** Approve retainer fee for a BID attorney for up to \$10,000.
- Motion to approve made by Nicole; seconded by Sandy.

- **Motion passed.**
  - Tony will present a couple of attorney candidates prior to next board meeting. One of them works with a BID of 750 businesses. We need to explore:
    1. How much time would \$10K buy
    2. What we want to accomplish with an attorney
    3. List of attorneys on **IDA report**

## **5. Treasurer Report-Financials**

- Sandy emailed December 2023 and January 2024 financials
  - Requirement is to have \$150K in reserves. Reserves were depleted during the pandemic.
  - Loan of \$150K from EDL (Economic Disaster Loan) must be paid back over 30 years.
  - Only one payment has been made to date.
- **Recommended action:**
  - Record and file accountant's compilation reports for HBDBID.
    - October to January (Budget vs. Actual)
    - Statement of Activity by Class (Revenues include Surf City Nights and the Artisan Fair)
      - Jodi had only one Artisan Fair in November (\$19K lost in revenues)
      - BID owes City money
      - There is a co-mingling of City and BID funds
  - Malco
    - \$198K annual cost
      - \$17700 per month to clean streets (net due every 30 days)
        - \$1202 of this amount needs to go into maintenance account
- The board needs to find a new Treasurer
  - Sandy asked everyone to consider being Treasurer.
  - Sandy wants to transfer her duties prior to October 1.
- Accountants are being interviewed (Tony will check with IDA and research possibilities)
- Received notice from Dept. of Justice about 990 and RRF1.
- AG and charitable trusts to settle it in 120 days.
- Accountant has been unresponsive and didn't file 2017 paperwork and RRF1 was incorrect.
  - Paperwork has been updated
  - Fine of \$300 should be waived for last year's late filing
  - File the 2017 paperwork and get it certified.
- There's a shortage of auditors per city council rep.
- **Action:** Recommend & vote to open bank account specifically for BID assessment funds

- The board is responsible for assessment funds as there is no advisory board to recommend distribution of these funds
- Previous Executive Director's salary consisted of 20% from assessment fund and 80% from regular fund
  - \$16K saved so far in saved consultant fees to date.
- Motion to approve made by Susie, seconded by Nicole.
- **Motion Passed.**
  - Item tabled until the BID has an attorney.
- Bob asked about statement activity \$1890 for beautification
- **Action:** Bob suggested adding \$1890 for beautification.
- Motion to approve made by Tony; seconded by Darrick..
- **Motion passed.**

## **6. Presidents Report**

Susie noted that she and Sandy have been putting in 30-40 hours each week on BID business.

- City Contract—Moe, Susie & Tony met with Kriss & Connor.
- \$66K owed to city for JCL for street closures on Tuesdays.
  - Negotiations in process with Tara to get \$20K forgiven.
- Google Docs—Now accessible
- SOP Office manual (40 pages) created by Jaime Strong
  - Cost was \$1500
- Met with Big Tony and hired 2 security staff for Surf City Nights due to rowdiness.
  - Sandy explained that the Ambassador program was originally created as a daytime team of 3 men for 8 hours. Only 6 of the 8 hours were used.
  - Now adding a 2-man team for the past two weeks.
    - Tony to give notice if his people need to come to the office.
  - Budget for replacement walkie talkies.
- \$1k cashier's check donation for office artwork -- anonymous
- Lock box in office for file cabinet keys - all files and petty cash will be locked up

## **7. City Updates:**

- Community and Library services Department – Molly Uemera
  - Jack's surf pro AVP coming May 17-19 on Northside
  - Independence Day Contractors have been approved.
    - Needs are scaled back due to it being a Thursday event.
    - There is a 90-day window to get it handled.
    - Friday, the 5<sup>th</sup> of July to keep Main Street closed for bands, etc.
    - BLOCK PARTY- Kick off 4<sup>th</sup> of July weekend.
    - Have Artisan Fair on Friday, Saturday, and Sunday.
    - The BID could sponsor parking for bikes.
  - Surf Skate Event is sold out
  - June 2 is International VW Bus Day-Don Ramsey

- US OPEN News...LEXUS coming in as title sponsor per P.T.
- City Liaison – Kriss Cassanova—No report
- HBPD— Lt. Brian Smith-HB Police Community Outreach Bureau
  - Updated Service Call blocks--Over a third are proactive engagement by PD checking out homeless.
  - Pier Plaza
    - got complaints about audible
      - Ordinance changed to it being unlawful if noise is audible for 50 feet or more from the source of the noise.
      - No impact to drums
    - Created emergency services access zone on pier.
    - No setting up of objects in emergency access areas.
- Hbfd--absent
- Marine Safety-absent

## **8. HB Downtown Committee Updates**

- Stakeholder Relations : Chair Tony Duran-no report
- Events
  - Chili at the Beach
    - Normally held in June, but Tustin has huge chili cook off same time
    - **Action:** Reschedule Chili at the Beach to September during Surf City Days
    - Motion to approve made by PT, seconded by Darrick.
    - **Motion Passed**
      - Need to decide who will run it and how it will be done
  - Aloha Pier Festival (\$18K)
    - Partner with Mark Hubble, CBVA
- Finance & Governance
  - Annual Report: City will pay for the printing and mailing of annual report.
    - **Action:** Allocate up to \$2500 to spend on annual report due in June.
    - Motion to approve made by Susie; seconded by Tony.
    - **Motion passed**
  - Sandy will have budget done by May.
    - **Action:** vote to approve budget to hire a contractor for \$1000 to \$2000 to compile the annual report.
    - Susie motioned to approve up to \$2500 for annual report, seconded by Sandy.
    - **Motion passed**
      - Sandy will meet with Kriss Cassanova.

## **9. HB Downtown Task forces:**

- Surf City Nights Chair, Susie Smith (No SCN meeting last month)

- Maryann Senske submitted a contract for SCN Manager, which the BID passed on.
  - BID owes Maryann \$500 for two nights.
- Connor, City Attorney liaison, recommended to put SCN Manager Opportunity out for bid
- Need to get RFP posted
- Salary estimate is \$70K for the year (e.g., Jodi gets 22% commission for artisan fair)
- Susie is going to bid on SCN contract
- Vendors who are more of a swap meet style don't fit the SCN model and shouldn't be allowed.
- Received some nasty letters.
- Cleaning up and getting new vendors (Sandy has numbers).
- Big Tony's guys make a big difference to how the market is run.
- Focus should be on Certified Farmers' Markets (not putting them in the dead zone).
- Had 2 squatters selling candies with a fake business license in front of Jack's.
  - Police came within 2 minutes of Susie's call.
  - Brian says anyone can get a business license.
- Had two girls from the Czech Republic setting up karaoke on 3<sup>rd</sup> block.
- Getting the occasional auto breach under control.
- Surf City Nights Financial Update, Sandy Taylor
  - March income was \$8K.
  - Projected income for April is \$24K
  - Jodi Vogel was paid \$350 to arrange music
    - Jodi mishandled her duties
    - BID does not pay musicians
    - BID gives free parking to band members
    - Jim Hall at Hurricanes fed band members
    - Check decibal allowed in CUP
- BOD handbook/orientation Nicole Lido

#### **10. Approve Interim BID manager salary**

- **Action:** Hire Interim BID Manager for \$50K-\$85K
- Motion by Sandy to approve an interim manager for up to 6 months, PT seconded motion.
- **Motion Passed** (Bob abstained)

#### **11. Discuss in-office staff assistance with Jamie Strong**

- **Action:** Approve a financial amount of \$750 for March social media and \$650 for office service in January.
- Motion to approve made by Sandy, seconded by Tony.
- **Motion Passed** (Bob voted No)

## **12. Social media contractor**

- **Action:** Approve a financial amount (not to exceed \$1500 per month) to hire a social media contractor
  - Adam has sent 2 proposals to BID and Jaimie is interested.
- Motion to approve made by Darrick, seconded by Susie.
- **Motion Passed** (Bob voted No)

## **13. Vote & approve SCN security**

- **Action:** Approve a 2-man team from Big Tony for 5 hours each Tuesday for months of March – September at \$36/hr. each (\$360/week)
  - Funds to come out of SSN budget (estimated annual total of \$10,800)
- Motion to approve made by Sandy, seconded by Nicole.
- **Motion Passed**

## **14. Non-profit grant writer**

- Tabled

## **15. Create task force for safety awareness and crime prevention**

- Tabled

## **16. Discussion Topics & Announcements** – No Discussion

### **17. Old Business**

- Jamie Strong & Kim Erin Justice exit checks are still on hold
- PT Peter Townend—discussion about name change of HBDBID
  - Table for near future.

### **18. New Business**

- Kiosks - tabled

### **19. Adjournment** at 6:00 P.M.

The next HBDBID Board Meeting will be as follows:

- **Date:** Wednesday, May 1, 2024
- **Time:** 4:00 P.M
- **Location:** Main Street Branch Library at 525 Main Street, Huntington Beach