

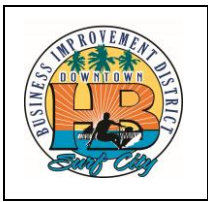


**2018-2019
BID BOARD of DIRECTORS MEETING MINUTES**

Date: October 10, 2019
Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

<p>1. Call to Order: 9:01am</p>
<p>2. 2018-2019 Board of Director's Roll Call Board Members: Dave Shenkman, Brett Barnes, Mike Williams, Danny Othman, and Susie Worthy. Board members absent Kate Leigh, Murat "Coach" Koc, Michelle Vespe HBDBID Staff: John Gilbert, Darci Henderson, and Jessica LaBrenz Also, in attendance from the City of Huntington Beach: Lieutenant David Dereszynski and Robert Ramirez.</p>
<p>3. Public Comments No public comments</p>
<p>4. Approve Minutes a. Reviewed meeting minutes from September 12, 2019 and September 30, 2019. Susie Worthy motioned to record and file meeting minutes from September 12, 2019 and September 30, 2019. Brett Barnes seconded. Vote passed 5-0</p>
<p>5. Treasurer Report – Mike Williams for Kate Leigh a. Mike reported final numbers for 2019 actual was \$529,000 projected \$613,000. Projected shortfall of \$64,000 with an actual shortfall of \$46,000. There was reduced revenue from SCN due to weather and a timing issue on recognizing revenue from the city. Susie Worthy motioned to record and file the year end financials for the HBDBID; Brett Barnes seconded. Vote passed 5-0 b. Motion was made by Susie worthy to eliminate the monthly contributions to the Friends of the Children's Library, International Surfing Museum and HB Art Center. Motion was seconded by Danny Othman. Passed 4-1(Brett Barnes voted against)</p>
<p>6. President Report – Dave Shenkman a. Dave and John met with Lieutenant David Dereszynski and discussed the staffing of the police for downtown and ongoing security concerns. b. Dave Shenkman explained the proposed changes to John Gilbert's contract which was on a month to month basis after the initial 3 months and expired September 30, 2019 and needed to be extended by 6 months as well as removing "interim" from his title. Motion was made by Danny Othman to drop the interim from John Gilbert's title and to amend the dates of John's contract to extend it 6 months. Motion was seconded by Mike Williams. Passed 5-0</p>



Committee Reports:

7. Executive Committee

- a. Murat "Coach" Koc arrived at 9:08am
- b. We need to generate more revenue and determine what the priorities of the BID are. John took the financials out 5 years into the future and we must change how we are operating, or we look to have a \$40K to \$60K loss each year. Committee has determined we need planning session for the staff to determine the priorities. Currently operating reserves are at \$120K which will get us through this next year. A plan needs to be put into place for additional revenue. We need two additional revenue producing events and we need to increase media growth of our current events. We had a loss in revenue due to the rain outs of Surf City Nights, but our greatest loss was from daytime security as it was not budgeted, and it is an expense of \$150K per year. Also, this past year we had major changes in assessment fees as it had not been done in quite a while and we will not be able to do that going forward. The only increases will be a possible industry standard increase. Our projected BID fees are \$120K per year but we are forecasted to bring \$115K per year so we need to find an additional \$5K to bridge that gap. We need to work with the business owners to help bridge this gap.

8. Budget and Finance Committee

- a. No meeting

9. Nominating Committee

- a. Stephanie made the recommendations of the nominating committee. Brett Barnes as Secretary, Mike Williams as Treasurer, Kelly Miller as Vice President, Dave Shenkman as President. A concern was brought up about Kelly being the Vice President as he is currently the President of Visit HB and should there be a time when the BID president is out, and he would have to step in it could be an issue. Stephanie stated that the nominating committee did discuss this and did not think it would be an issue. Mike, Brett and Kelly all agree that making a swap of the positions between Kelly and Brett would be a good idea.
- b. Alternative motion was made by Murat "Coach" Koc to approve the nominating committee's recommendation of the executive officers with the modification of Brett Barnes from Secretary to Vice President and Kelly Miller from Vice President to Secretary. Motion was seconded by Danny Othman. Passed 6-0.
- c. Dave Shenkman thanked the outgoing board and the new board members were asked to take their seats at the table.

10. 2019-2020 Board of Director's Roll Call

Board Members: Dave Shenkman, Brett Barnes, Mike Williams, Murat "Coach" Koc, Danny Othman, Kelly Miller and Mike Ali.

Board members absent Kate Leigh, Moe Kanoudi

Staff Reports:

11. BID Executive Director – John Gilbert

- a. Met with the Wayfinder's organization and the sergeant in charge to discuss programs for downtown. They have a \$50K grant allocated for Huntington Beach.
- b. Standing room only at the City Hall meeting. About 60% of downtown was represented.



12. Events Coordinator - Darci Henderson

- a. Surf City Days was a success. Good crowd and everything went well. Music was a great and helped drive business to the businesses on the beach. Dukes reported they were up 28%. Halloween will be the same as last year. Candy forms will be sent out. Miracle on Main Street is November 24th. For 2020 Surf City Days will need to change as the air show is scheduled for September 18th, 19th, and 20th. Surf City Sundown run hurt the businesses. Locals were upset as well. When the city has its recap meeting the businesses concerns can be expressed.
- b. Should we have SCN open on Christmas Eve and New Year's Eve? Darci will talk to the vendors and see if they are willing to come either of those nights.
- c. Chili at the beach day is TBD. A suggestion was made by Kelly to possibly move Chili at the Beach to the spring. The events committee needs to start back up to discuss all upcoming events, their respective dates and how we can make them better.

Other:

13. City of HB Business Development Update

- a. Robert Ramirez reported that they had a great meeting with the property owners to discuss downtown issues. Their main concerns were safety, cleanliness and the homeless issue. They would also like to do a connectivity study with Pacific City. Another meeting with be set up with the property owners to follow up and continue their focus on cleanliness and security.

14. Announcements

- a. Boys and Girls Club Annual Gala to be held on October 19, 2019. BID has a table of 10 and it needs to be filled. Current attendees from the BID are Darci, Jessica, John, Nicole Thompson, Dave Shenkman and Guest, Mike Ali and Guest. Two more seats available.

15. Adjournment

Brett Barnes motioned to adjourn the meeting; Mike Ali seconded. Vote Passed 7-0.
Meeting adjourned at 9:51am

The next HBDBID Board Meeting is November 14, 2019.

In accordance with the Ralph M Brown Act, Huntington Beach Downtown BID agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street and the HBDBID office 315 3rd Street, Suite E at least 72 hours prior to each meeting and 24 hours prior to special meetings. Questions on agenda items may be directed to staff at info@hbdowntown.com or 714-536-8300.