



**2019-2020  
BID BOARD of DIRECTORS MEETING MINUTES**

Date: November 14, 2019  
Location: HB Art Center  
538 Main Street  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

<p><b>1. Call to Order:</b> 9:01am</p>
<p><b>2. 2019-2020 Board of Director's Roll Call</b> Board Members: Dave Shenkman, Mike Williams, Kelly Miller, Kate Leigh, Moe Kanoudi and Danny Othman. Board members absent: Murat "Coach" Koc, Brett Barnes and Mike Ali. 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><b>3. Public Comments</b> <i>No Public Comments</i></p>
<p><b>4. Approve Minutes</b> a. Reviewed Meeting Minutes from October 10, 2019 BID Board Meeting.  Kelly Miller motioned to record and file meeting minutes from October 10, 2019. Mike Williams seconded. Vote passed 5-0 with 1 abstention from Kate Leigh.</p>
<p><b>5. Treasurer Report – Financials</b> a. Mike Williams introduced our CPA Melissa Knudtson. She went over the new format for our financial reports. There will no longer be a P&amp;L but a Statement of Activity as we are a Non Profit. She informed everyone that everything is now on Quickbooks Online. We are a Cash Basis for our accounting not an Accrual so everything will be put into the month when it is recognized. Melissa also informed everyone that we have simplified the Chart of Accounts to make things cleaner. We will now provide a Statement of Activity by class which breaks it down by events. Kate would like us to add an additional column that states why we are over or under. A motion was made by Mike Williams to record and file the October 2019 accountants' compilation report for the HBDBID. Kate Leigh seconded. Vote passed 6-0.  b. Financial Policies and Procedures manual was updated by John and distributed. Addendums will be made as needed. Dave suggested we change where it states under Cash Management control that deposits to be made within 5 business days rather than 1 to allow for holidays or unforeseen circumstances. John explained the only cash that is taken is for parking. Kelly asked if we had petty cash and John informed him we do not need it. There was a discussion about how we get paid by the city. John informed them he had met with the City Manager to discuss how we get paid for the assessment funds. City stated it is our problem to deal with. We must</p>



submit invoices to the city in order to get money they collected on our behalf. Kelly suggested on page 10 we change to Approved and Corrected Mailing Addresses for remittance of checks. A discussion was had about the budget planning section and whether it was allowing the city enough time to approve and make changes. John stated yes it was. Dave stated by the 89' law we are approved on a year by year basis. Moe stated that we need to look at the 94' law for a 5 year approval. Kelly said maybe we implode the existing BID and start a "new" BID to make all the changes from the 89' to 94'. Motion was made by Mike Williams to approve as distributed pending the suggested updates. Seconded by Danny Othman. Vote passed 6-0.

- c. With the new 2019-2020 Executive Board the signers on the HBDBID bank account need to be updated to remove Kate and add Brett. Mike Williams stated there is no need to do this that they should remain the same. Motion was made by Mike Williams to approve the change. Seconded by Moe Kanoudi. Vote did not pass 0-6 so signers will remain the same.

#### **6. President Report**

- a. Dave Shenkman with Oliver the new City Manager. Very positive meeting. Oliver is very pro downtown. Also met with Lyn Semeta and had a very similar discussion.
- b. Dave will be forming committees ASAP. Especially one for Surf City Nights.

#### **Committee Reports:**

#### **7. Executive Committee**

- a. No meeting.

#### **8. Budget and Finance Committee**

- a. No meeting

#### **9. Annual Retreat**

- a. Brett Barnes, John Gilbert, and Dave Shenkman vetted Marianna Murane, a professional moderator. Discussion was had to approve up to \$5,000 for annual retreat to identify specific goals for the BID and implement a strategic plan. Retreat date will be December 12, 2019 from 10:00 am to 5:00 pm. Dave thinks it's a great idea and he liked the moderator. Dave also thinks everyone needs to be actively involved for this to work. Marianna will conduct 60-90 min phone interviews with each BOD member as well as other key individuals. She will put the results in a report without names and distribute. This process will help in the creation of a strategic plan and John cannot create one without all of the information she will be able to gather. Moe had some concerns as to why these interviews need to happen. He thinks the executive committee needs to be the ones having the interviews no need for all the BOD members. He is not opposed to it just thinks a small committee to do this would be better. Kate thinks that someone like this will make it successful. A further discussion was led by Moe as to what the IDA that had been done provided. He stated that we all know what we need to do it just isn't being done and why do we really need this consultant to tell us what we already know. Perception and the homeless issues need to be changed first and then we can focus on the other issues. This is not an expense that the BID needs right now. Kelly stated he



appreciates Moe's opinions but that the interviews are only a very small part of this process. Marianna will help to look at the boards mission and what the core priorities are and how we can address them. Kelly also stated at the end of the day when the report issued, we all will have an "AH HA" moment. Kate reiterated we need committees in order to get anything done. This retreat is an open meeting anyone can attend and speak their minds. Kate made the motion to approve the \$5K for this retreat. Kelly seconded. Vote passed 4-1 with 1 abstention from Mike Williams.

#### **Staff Reports:**

##### **10. BID Executive Director – John Gilbert**

- a. John had a meeting with Waymakers. Waymakers will host a Responsible Beverage Service training for Owners and Managers on how to serve responsibly. This will take place on December 18 from 11am-2pm at the Hyatt.
- b. John is going out for bid on our insurance policies. Please send John any recommendations you may have.
- c. November 20<sup>th</sup> the BID staff will be at a PBID training in Hollywood. This training will help with better communication with out stakeholders. Also the bid office is in need of a color printer and updated scanner.
- d. John met with Big Tony about our interest in keeping the evening ambassadors throughout the year. We would need an additional \$25K to get this done.

##### **11. Events Coordinator - Darci Henderson**

- a. Halloween was a very successful event. All the prizes were donated so it didn't cost us anything for those. Miracle on Main St. will be on 11/24/19. As of now no rain in the forecast. Santa will be here throughout the month of December on Tuesdays and Weekends. Kelly commented on how awesome Halloween was. Halloween will only get bigger and bigger. There may be an opportunity for a 2<sup>nd</sup> event later in the evening by adding an adult costume contest. This would also give the restaurants and pubs a 2<sup>nd</sup> hit.
- b. SCN-New vendors are being added and more farmers. A party for SCN 15<sup>th</sup> anniversary in 2 years. Planning starting soon.

#### **Other:**

##### **12. City of HB Business Development Update and Police Department Update**

- a. Robert Ramirez discussed they will be having a broader meeting will happen with regards to the connectivity study.
- b. Lieutenant Dereszynski discussed how changing the culture is huge. Culture will eat strategy for lunch but in order for this to happen everyone needs to work together. He stated the PD does need to step up its patrols of Downtown. He would love for their to be 8 more officers but unfortunately there is no money. Any ideas that anyone my have please share them directly with him. He also stated he does enjoy working with the BID.

##### **13. Announcements**

City council approved the Kite Store lease and it was the longest meeting EVER.



Huntington Beach Downtown Business  
Improvement District  
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#### **14. Adjournment**

Dave Shenkman stated no need for motion for adjournment as City Council does not do it. Meeting adjourned at 10:30am

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