

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

Date: May 9, 2019
Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

1. Call to Order: 9:00am

2. 2018-2019 Board of Director's Roll Call

Board Members Present: Dave Shenkman, Brett Barnes, Kate Leigh, Michelle Vespe, Moe Kanoudi, Mike Williams, Danny Othman, and Susie Worthy. Board members Absent: Murat "Coach" Koc, Past President: Matt Peterson.
HBDBID Staff: Darci Henderson and Faith Womack

3. Public Comments

No public comments.

4. Approve Minutes

a. Information: Reviewed Meeting Minutes from April 11, 2019 BID Board Meeting.

Brett Barnes motioned to record and file Meeting Minutes from BID Board Meeting April 11, 2019, Kate Leigh seconded. Vote passed 8-0.

5. Treasurer Report

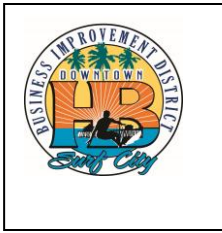
a. Kate Leigh reported we brought in \$10,000 this month; year-to-date we are down \$36,000 due to Surf City Nights rain cancellations. She reminded all that we have upcoming events, like Chili at the Beach, to bring in more income in the coming months. Kate also reported we have approximately \$260,000 in assets.

Mike Williams motioned to record and file the accountant's compilation report, Michelle Vespe seconded. Vote passed 8-0.

6. President Report

a. Dave Shenkman reported we executed the new security contract effective Tuesday, May 7, 2019. He and BID staff will meet monthly with Allied Universal.

b. The Executive Board will be meeting next week with the CEO of Long Beach Alliance and Dave Downey from the IDA to discuss the possibility of providing resources to the HBDBID while we recruit for an Executive Director. Dave announced that a bunch of resumes have been received and reviewed. Kellee Fritzal mentioned that Main Street consulting firms may also be able to help. She will put together a list.



Committee Reports:

7. Executive

No meeting

8. Budget and Finance

- a. Kate Leigh reported the committee had no quorum at the meeting, but met with the city regarding delinquent dues, billing, and collections. The delinquent dues report added to the Committee report per her request. Kate requested if you know any of these members personally inquire whether or not they have any questions about the payments. The committee is going to inquire how the Long Beach BID bills members and deals with delinquencies. There is \$10,000 in delinquent dues currently uncollected.

Question from Moe Kanoudi regarding meeting to review and revise member fees.
Board discussion.

Staff Reports:

9. BID Staff

- a. Darci Henderson reported on BID activities.
1. Darci Henderson reported we transitioned with the security company.
 2. Darci asked the city to continue trash removal on Main in October as peak-season instead of off-peak because we no longer have access to the dumpsters on the 200 block.
 3. Working with the city to address the chalk left from 4th of July parades. Chalk has remained on sidewalks and streets for months in years past.
 4. Darci reminded everyone there will be a Nominating Committee meeting in July.
 5. She is working with Emily from PBID on the new database transition.
 6. Surfriders is requesting we take over the replacement of the cigarette canisters when they break and there are currently broken canisters. The cost to replace them is \$85 each. Malco will continue collecting butts for recycling.

10. Events Coordinator

- a. Darci Henderson reported on Surf City Nights and BID events.
1. Darci Henderson reported she completed a field trip to the Oceanside Street Fair; She took pictures of cones used for closure and tow away zone.
 2. She will also visit Carlsbad, the largest street fair in the U.S., held in May and Nov.
 3. She will also be visiting Seal Beach this Sunday if it is not rained out.
 4. Surf City Nights task force meeting tomorrow.

Other:

11. Surf City Nights Management

- a. President Dave Shenkman recommends Darci Henderson continued to oversee Surf City Nights for the summer, not to exceed September 30, 2019, at a salary rate of



\$500 per week with no contract. Will be funded as a line item to Surf City Nights to cover the cost.

Kate Leigh motioned to approve, Moe Kanoudi seconded. Vote passed 8-0.

12. Chili at the Beach

- a. Dave Shenkman proposed retaining Darci Henderson to run the Chili at the Beach event on June 15, 2019 at her current rate of \$25 per hour including preparation hours.

Mike Williams motioned to approve, Moe Kanoudi seconded. Vote passed 8-0.

13. Holiday Beautification

- a. Darci Henderson requested to enter into a contract with BrightLife Designs for the 2019-2020 holiday tree and décor for \$18,900 and a deposit of \$1,890. She mentioned we will receive the new customer 10% discount again this year. Kate Leigh endorsed Bright Life based on past experience with them saying their price was great. Moe Kanoudi mentioned last year was the best year because there was no music, but residents have enjoyed music in past years. Per Darci Henderson, music is not part of the contract. In the past we have had music that coordinates with the lights. Some music from the tower is possible and Darci Henderson would like to keep the music separate. She will talk to Debbie Zuganelis about adding music separately from the property at 200 Main.

Michelle Vespe motioned to approve, Kate Leigh seconded. Vote passed 8-0.

14. City of HB Business Development Update

- a. Kellee Fritzal requested BID Annual Report with information about changes to fees for next year and a Welcome letter for new members. Michelle Vespe asked about the task force addressing BID member fees. Kellee responded the task force hasn't met yet.
- b. Kellee Fritzal clarified that the Brown Act doesn't prohibit two board members from talking to each other; it would prohibit a board member from contacting multiple board members.

15. Announcements

- a. Dave Shenkman announced Mayor pro tem Lyn Semeta is present for today's meeting.
- b. Moe Kanoudi mentioned the lights near the fountain, leading into the parking structure are fixed and nice and bright. He asked that the bathrooms in the parking structure be cleaned every two hours. He also announced the city is looking at new



elevators for next year. Moe Kanoudi had a discussion with R.J., the owner of the Hyatt Hotel; R.J. told Moe he is trying to keep his guests away from Main Street after dark until we do something to make it safer. Moe continued that R.J. has advised his staff not to recommend Main Street after dark and has added a shuttle service to Dukes and Cucina Alessa for his guests.

- c. Kellee Fritzal announced the city had signed a contract with a consultant to assess the path of travel from Main Street to Pacific City and they are just waiting on insurance.
- d. Dave Shenkman announced the addition of Faith Womack to the BID staff in the Admin Assistant position.

16. Adjournment

Kate Leigh motioned to adjourn the meeting, Susie Worthy seconded. Vote passed 8-0. Meeting adjourned at 9:35 am.

The next HBDBID Board Meeting is June 13, 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.