

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

Date: August 8, 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, Moe Kanoudi, Kate Leigh, Michelle Vespe, Mike Williams, Danny Othman, and Susie Worthy.
Board members Absent: Murat "Coach" Koc and Past President: Matt Peterson.
HBDBID Staff: John Gilbert, Darci Henderson and Faith Womack
Also in attendance from the City of Huntington Beach: Julie Paik and Lieutenant David Dereszynski

3. Public Comments

- a. Guy Guzzardo, co-owner of ME Helme House Furnishing Company, spoke – Jack Clapp's BID fees tripled from \$300 to \$900. He received no notice; it was out of the blue. He came in to speak to the Board, and it wasn't handled correctly. Try tripling the BID fee for everyone and see what would happen. Now his BID fee is reduced by \$100 per store. He is a nice guy, so he paid the fee. The guy didn't even get a notice; he just paid the fee. It was not fair. It was wrong. It's extortion in my opinion as a business owner. It's not right.

4. Approve Minutes

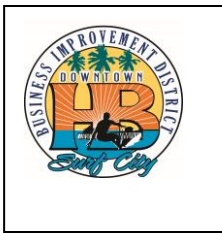
- a. Information: Reviewed meeting minutes from July 25, 2019 BID Board Special Meeting.

Kate Leigh motioned to record and file Meeting Minutes from BID Special Board Meeting on July 25, 2019; Mike Williams seconded. Vote passed 7-0 with one abstain from Michelle Vespe.

5. Treasurer Report — Kate Leigh

- a. Kate Leigh reported assets are up from June and income is on target through the rest of the year. Security still slightly over budget but should not be a permanent variance. Year to date we are \$10,000 in the positive.
- b. John and I met with the accountant. Reports will look slightly different at the start of the new fiscal year in October. The variance will also be shown.

Mike Williams motioned to record and file the July 2019 accountant's compilation report for the HBDBID; Moe Kanoudi seconded. Vote passed 8-0.



6. President Report – Dave Shenkman

- a. Dave Shenkman reported he attended the ABC meeting. He also met with Kellee Fritzal, and she reported there has been progress on the lighted pathway to Pacific City from Downtown. Ongoing discussions with HBPD.
- b. Dave Shenkman reported the documents required for renewal have been completed and we are on the agenda for the City Council Meeting on August 19, 2019. The meeting starts at 6 pm. This is the first of three meetings.

Susie Worthy asked if the documents from our Special meeting on July 25, 2019 being presented. The 17% increase in BID assessment fees is on the docket. At that meeting, I abstained from the vote but from investigating I think 17% is too high. LA is a rent control district and can only increase rents a small percentage. A two hundred dollar increase for one BID member is too much. I received the BID assessment document from Darci Henderson and some of the assessments are incorrect. The mapping is incorrect. The second block of Main Street is not on equal status. Malco doesn't clean on the second block of 5th Street. The benefit level is not fair or equal for some members. I will not be voting for it.

- c. The Nominating Committee consist of Stephanie Wilson, Steve Grabowski, and Bob Hoxie. The only comment from the Nominating Committee on the application was that question one should be split into two questions. Brett Barnes, Moe Kanoudi, Kate Leigh and Murat "Coach" Koc are staying and everyone else [Dave Shenkman, Michelle Vespe, Mike Williams, Danny Othman, and Susie Worthy] needs to run if desired. Applications are due August 23, 2019. Please recruit for Board members.

Michelle Vespe motioned to approve the BID Board application for the 2019-2020 elections; Kate Leigh seconded. Vote passed 7-1 with Susie Worthy against.

Committee Reports:

7. Executive Committee

- a. No meeting

8. Budget and Finance Committee

- a. No meeting

Staff Reports:

9. BID Executive Director – John Gilbert

- a. John Gilbert provided an update on BID priorities.

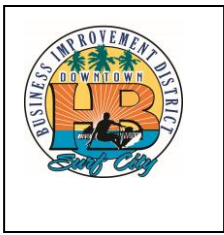
John Gilbert reported we have sent the final version of the annual report and budget to the City of Huntington Beach. We will send the final version including the new map to all Board members. We submitted a \$708,000 budget with income and expenses listed.

The approval process is:

08/19/19 Resolution with City Council

09/03/19 Public Meeting at City Council

09/16/19 Public Hearing at City Council



- b. Darci and I are happy with our meeting with Denny Bacon, Public Works, and Buddy Malone, Malco. We discussed how we can assist each other with cleaning and maintenance concerns. The City is going out to BID on Downtown cleaning and currently contracts with Malco.
- c. One of our concerns is we are always behind the City with budgeting because our budget cycles are different. We need to address this.

10. Events Coordinator – Darci Henderson

- a. Darci Henderson reported on Surf City Nights and BID events.

Darci Henderson announced Surf City Days is coming up on September 14th and 15th. Brett Barnes and I are having lots of meetings to prepare. There will be volleyball, Old Skool Sk8 session, vendors, HSS Surf Demo Day, surf contest, Dory races, vintage VW Bus show, food, entertainment and more. Main Street will be closed on Saturday but only the pier and beach will be closed on Sunday. She will report the finalized schedule at the next Board meeting.

11. Downtown Events

- a. Moe Kanoudi spoke about the timing of events happening downtown. He would like to look at Chili at the Beach, which is a great event, but the timing has been questioned by many retailers he has talked to. Chili at the Beach is the day before Father's Day and the middle of June, a busy time for restaurants participating in the event. He wants to consider moving the event to late Labor Day or the middle of September, not to interfere with Surf City Days. The City uses events to bring in funds with a promoter. We could do some marketing for businesses downtown. Not just banners but big balloons with names of the businesses on each corner. First, we discuss the timing of Chili at the Beach. Second, we look at sponsorship from local companies to advertise, other marketing, examples of sponsor contracts, and more.

Dave Shenkman suggested more off-season events and ask the businesses how they feel about it by doing a Survey Monkey. Brett Barnes added that the timing of Chili at the Beach is close to the chili contest in Tustin and international food fairs. Children in the City are still in school doing finals at the time of Chili at the Beach. Dave Shenkman suggested we discuss timing further and look at fall, Sept-Oct or beginning of Nov.

Other:

12. City of HB Business Development Update

- a. Julie Paik, standing in for Robert Ramirez, no report.
- b. Lieutenant David Dereszynski from the Huntington Beach Police Department reviewed the US Open saying the police addressed illegal vending and they had no



major incidents. The event went off great. Training for BID staff and security went well. Let him know if additional training is needed.

- c. Susie Worthy asked for an update on the Homeless Navigation Center. The Sergeant responded that there is some legislation, so everything is on hold until it is resolved. Additional discussion about the procedure for handling homeless on private property.

13. Announcements

- a. Brett Barnes announced the City is putting in plants along PCH and they look great.

14. Adjournment

Brett Barnes motioned to adjourn the meeting; Moe Kanoudi seconded.
Vote passed 8-0. Meeting adjourned at 9:40 am.

The next HBDBID Board Meeting is September 12, 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.