



**2017-2018
BID BOARD of DIRECTORS MEETING AGENDA**

Date: March 8, 2108
Location: Legends Surf City
301 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Call to Order

Roll Call

Board Members: Matt Peterson, Bob Bolen, Mike Williams, Dick Thorpe, Susie Smith, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, and Max Schlutz
BID Staff:

Public Comments

This is the time of the meeting for the Board of Directors to receive comments from the public regarding items of interest or agenda items. Pursuant to the Brown (Open Meetings) Act, the Board of Directors may not enter into discussion regarding items not on the agenda. Each speaker is allowed three minutes, and time may not be donated to another speaker.

Approve Minutes

Recommendation: Adopt the Minutes of the February 15, 2018, Board Meeting
Recommendation: Adopt the Minutes of the February 27, 2018, Special Board Meeting

Approve Agenda

Recommendation: Adopt the Agenda

President Report

- Perception Report
Information: President Matt Peterson will report on the Perception Report that was delivered to the city on behalf of the BID.
- Procedures and Protocol
Information: President Matt Peterson will report on the continuing effort to review procedures and protocols of the BID.



Treasurer Report

- **CPA Financials**

Information: Treasurer Mike Williams will report on the current financial information provided by the CPA.

Recommendation: Approve the February financial report for the HBDBID and Surf City Nights CPA.

- **Budget**

Information: Treasurer Mike Williams will report on the move to a July 1 fiscal year per City of HB requirements.

Staff Reports:

- **BID Manager Contractor**

Information: Marianne Tonjes will report on BID activities.

- **Surf City Nights Manager Contractor**

Information: Mary Ann Senske will report on Surf City Night activities.

Standing Committee Reports

- **Executive**

Information: Matt Peterson will provide a committee update.

- **Budget/Finance/Governance Surf City Nights**

Information: Mike Williams will provide a committee update.

Information: Mike Williams will report on the proposal for a HBDBID Payment Collection Policy.

Recommendation: Approve the HBDBID Payment Collection Policy.

Information: Mike Williams will report on the proposal for a HBDBID Security Policy.

Recommendation: Approve the HBDBID Security Policy.

Other Committees

- **Marketing**

Information: Lizzie Raudenbush will discuss social media advertising.

Recommendation: Approve permission for the marketing committee to oversee a monthly budget not to exceed \$600 for social media advertising through June 30, 2018.

- **Events**

Information: Susie Smith will provide a committee update.



- **Surf City Nights**

Information: Susie Smith will provide a committee update.

- **Beautification**

Information: Bob Bolen and Susie Smith will provide an update on the trees.

Recommendation: Approve up to \$500.00 for solar light samples and rat guards.

City of HB Business Development Update

Information: A representative from the City of Huntington Beach will report on important issues regarding businesses and new development in the downtown business improvement district.

City Council Comments

Information: Councilpersons Brenden, Peterson and Posey.

Announcements

Adjournment

The next HBDBID Board Meeting is April 12, 2018

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, at least 72 hours prior to each meeting and 24 hours prior to special meetings. Questions on agenda items may be directed to Marianne Tonjes, BID Manager, at 714-536-8300.