



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2016 - 2017 BID BOARD MEETING AGENDA - AMENDED

Date: APRIL 13, 2017

Location: HB International Surfing Museum
411 Olive Avenue

Day: Thursday

Time: 9:30 AM

- I. **Call to order.** Roll Call: BID Board = Brett Barnes, Bob Bolen, Keith Breiter, Steve Daniel, Erin Henry, Matt Peterson, Susie Smith, Nicole Thompson, Dick Thorpe
- II. **Public Comments** – limited to 3 minutes per person.
 - a. *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 3 minutes, and time may not be donated to another speaker.*
- III. **Approval of the Minutes** – From BID Board Meeting – March 09, 2017 and Special BID Board Meeting, March 31st
- IV. **President:**
Consideration of Agreement with International Downtown Association for a fee of \$15,000 plus lodging and meals, for Advisory Panel related to operations and organization of the HB Downtown Business Improvement District.

Summary of Item:

Discussion and direction regarding the overall assessment of the Downtown Business Improvement District (BID) which will focus on the BID's structure, governance, programming and service delivery. The assessment would be conducted by the International Downtown Association (IDA) Panel Advisory Service, which will include leading experts in the downtown industry. The panel will provide direct and objective opinions regarding best practices and they have no vested interests in Huntington Beach. (Attachment Letter)

Recommended Action: It is recommended that the Board of Directors:

- i. Authorize the BID President to enter into an Agreement with the IDA for \$15,000 and to provide airfare, hotel rooms, meeting rooms and meals,
- ii. Authorize the BID President and Vice President to work with the City Council Liaisons and City staff to refine the request and initiate the assessment.

- b. Adjust the annual budget to include the above fees.

V. Treasurer's Report:

- a. Treasurer will share the MARCH financial reports as reconciled by the outside accounting office of McGinty, Knutdson, and Associates. Reports include three accounts: BID, SCN, Malco Maintenance.

VI. Committees & Updates:

- a. Committee Chairs will provide updates regarding their efforts and activities since the last meeting.
 - i. Finance / Governance Committee:
 - 1. Review & present recommendations from Finance Commission
 - 2. Review & present recommendations re: 2017-2018 BID & SCN budgets
 - ii. Beautification Committee:
 - iii. Event Committee:
 - iv. Marketing Committee:
 - v. Hotel Task Force:

VII. Staff Reports:

- a. **BID Manager, Susan Welfringer**, will report on her past month's activities for the BID relating to marketing, members, recent and upcoming events, maintenance, public safety, city & community outreach, and office management.
- b. **Surf City Nights Manager, Mary Ann Senske**, will report on the past month's events and provide update regarding upcoming Surf City Nights events and activities.

VIII. City of HB Business Development Update:

- a. Representative from the City of HB will report on important issues for downtown in regards to new business development in the downtown business improvement district.

IX. City Council Comments: Councilperson Peterson & Councilperson Posey -

X. New Business:

- a. Bob Bolen & Dominic from HB Digital to present opportunity for LED sign
- b. Bob Bolen to recommend new event for downtown – Cornhole Tournament
- c.

XI. Board Comments/Announcements:

XII. Adjournment – Meeting adjournment

- a. Next meeting: Thursday, May 11, 9:30 AM at the HB International Surfing Museum.

- XIII. 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 at least 72 hours prior to each meeting. Questions on agenda items may be directed to Susan Welfringer, BID Manager, at 714-536-8300.