



2022-2023
BID BOARD of DIRECTORS MEETING MINUTES

Date: April 12
Location: Main Street Branch Library
525 Main Street
Huntington Beach, CA 92648

BID Board of Directors **BOD Meeting Minutes** **April 12, 2023**

Call to Order at 1:00 pm by Brett Barnes

Roll Call

BID Board Members: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Darrick Hearn, Kelly Miller, Peter "PT" Townend

- Bob Bolen came into the BOD meeting at 1:12 pm.
- Moe Kanoudi left the BOD meeting at 1:28 pm.

Additional Attendees: Brian Smith, Marty Ortiz, Chris Cole, Jodi McKay

Absent: Nate Bernal

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Madeleine Gates

1. Approve Minutes

Record and file meeting minutes from the March 9, 2023, Board Meeting.

Peter "PT" Townend motioned to accept the March 9, 2023, Board Meeting.

Sandy Taylor seconded

Yes: Brett Barnes, Sandy Taylor, Moe Kanoudi, Peter "PT" Townend, Tony Duran, Kelly Miller, Darrick Hearn

No: 0

Absent: Bob Bolen, Nate Bernal

2. Treasurer Report-Financials

Treasurer Tony Duran presented the report on the current financial information provided by the CPA. It was noted that cleaning revenue was coded to the wrong account but will be corrected by the CPA. We were under \$34,000 for budget in terms of event revenue due to weather. Bob Bolen asked for

clarification in the March 2023 meeting regarding the financial coversheet. The cover letter is the accountant's standard statement, but the board is not required to work under those guidelines.

Recommended Action: Record and file accountants' compilation reports for HBDBID.

Sandy Taylor motioned to approve the financials for January 2023 and February 2023.

Darrick Hearn seconded.

Yes: Brett Barnes, Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Kelly Miller, Peter "PT" Townend

No: 0

Absent: Bob Bolen, Nate Bernal

3. President's Report

President Brett Barnes provided an update on Downtown matters.

- Reviewed Board of Directors duties from the nomination form
- Reviewed Board of Directors Retreat topics
 - One board, one voice
 - If Stakeholders have concerns, questions, etc. it is important to listen, take notes, contact Brett or Jaime
 - Kelly Miller emphasized what Brett said and added that there is a process and a proper way to be informed. Many opportunities to grow.
- Committees:
 - The Stakeholder committee meetings should put together what the BID does so that everyone is all on the same page
- Shoutout to Kim-Erin for Surf City Night reopening
- More information about Chili at the Beach (Saturday, June 17) and HB 4th Block Party (Friday, June 30) at the May BOD Meeting

4. City Updates:

Representatives from the City of Huntington Beach will provide updates on important issues regarding the Downtown Business Improvement District.

- Huntington Beach City Attorney's Office- no updates
- Economic Development- no updates
- HBPD by Lieutenant Brian Smith
 - Free speech activities at Pier Plaza, a public forum space
 - Lieutenant Smith answered BOD questions about Pier Plaza
- HBFD by Battalion Chief Marty Ortiz
 - Announcement of promotion of Marty Ortiz to Division Chief
 - HBFD is focused on preparation for upcoming events
- Marine Safety – no updates

Note: Bob Bolen came into the BOD meeting at 1:12 pm.

5. One-Year Review of Surf City Artisan Fair

Jaime Strong presented a review of the Surf City Artisan Fair. In December, HB Downtown submitted an RFP to operate Pier Plaza and hired Jodi McKay from Event Fusion as the event operator. HB Downtown received approval from the council to operate the Pier Plaza Artisan Fair in March 2022. Jodi has a lot of

talent in working with the vendors and creating community at the event through the Four Corners. The original budget was very conservative; it has evolved over months. The first year did a little over 84k in profit, with 10 dates canceled due to the weather. There is room to grow the event and add vendors.

Jodi McKay provided an overview of vendor acquisition and onboarding new vendors. Vendors must be at least 75% handmade or with an original design, seasonally updated product, have a social media presence, and all their correct compliance documents. The four corners were intended to show the grassroots history of our city, connectivity, and create a fresh weekly popup. This is done through thoughtful partnerships for each corner - nonprofit corner, learning corner for kids, creative corner, gathering corner.

Brett Barnes recommended forming a Surf City Artisan Fair Taskforce.

Note: Moe Kanoudi left the BOD meeting at 1:28 pm.

6. 2023 SWOT Analysis Review

Reviewed the 2022-2023 SWOT Analysis from the BOD Retreat.

7. HB Downtown Committees: Marketing & Events Committee and Stakeholder Relations Committee

Announced the members of the Marketing & Events Committee and Stakeholder Relations Committee.

- Marketing & Events Committee - Peter "PT" Townend (Chair), Kelly Miller, and Darrick Hearn
- Stakeholder Relations Committee - Tony Duran (Chair), Bob Bolen, and Nate Bernal
- Finance & Governance Committee- Brett Barnes (Chair), Moe Kanoudi, Sandy Taylor, and Tony Duran

8. Create Strategic Objectives

Discuss Strategic Objectives (12-18 months) for Marketing, Communications & Special Events & Stakeholder Relations.

- Develop what their priorities are
- Set a timeframe for goals
- Give a committee update at the next meeting
- Meet once a month and report back

9. Staff Reports:

Executive Director – Jaime Strong

- Mixer with the Mayor – April 25th at Killarney's, 1pm
- Networking Reception & Workshop for Business – May 3rd

Events & Social Media Manager – Kim-Erin Justice

- Surf City Nights - Spring Grand Opening
 - Surf City Nights has had great energy and feedback
 - March 28th event included The Ramsey Brothers perform and HBPD received the "Local Hero" award on behalf of HB Downtown

10. Discussion Topics and Announcements – 5 min. limit per topic

Peter "PT" Townend

- Jack's Pro was a great success over the weekend, suggests sending a letter of congratulations from the HB Downtown BOD
- First Surfing Sundays this weekend

Kelly Miller –

- Thank you, Sandy, and everyone who worked on the SCN, we should start thinking about holidays and how we can add programming into Surf City Nights

11. Adjournment at 2:08 adjourned by Brett.

The next HBDBID Board Meeting will be as follows:

- Board of Directors Meeting scheduled for Thursday, May 11, 2023