

**HUNTINGTON BEACH DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING MINUTES**

Date: February 8, 2024 Day: Thursday
Location: Surf City Ale House Time: 1:00 P.M.
301 Main Street, #101
Huntington Beach, CA., 92648

Call to Order: 1:10PM

Roll Call-Members Present: Moe Kanoudi, Peter “PT” Townend, Darrick Hearn, Tony Duran, Susie Smith, Sandra Schulz-Taylor, Bob Bolen, Nicole Lido

Past President and Advisor to Board: Dave Shenkman

Additional Attendees: Battalion Chief Trevor McDonald, Kriss Casanova, Molly Uemura, Linda Vircks, Lee Love

Public Comments:

Dave Shenkman spoke with Past President Brett Barnes who is out of the country.

Approve Minutes:

Action: Review Meeting Minutes from January 18, 2024 BOD meeting.

MOTION made by Moe Kanoudi, seconded by Susie Smith to accept and approve the January 18, 2024 BOD meeting minutes.

YES: Moe Kanoudi, Peter “PT” Townend, Darrick Hearn, Tony Duran, Susie Smith, Sandra Schulz-Taylor, Bob Bolen, Nicole Lido.

Motion passed.

Treasurer Report – Financials:

Action: Signature Card....discussed having Brett Barnes and Susie Smith switching.

President’s Report:

Action: Susie Smith advised that Office Keys will need to be signed out from now on.

- Debit Card for BID in the office. Susie advised the need new Credit Card.
- Nicole Lido will be helping post official business on the website and updating the “HBDBID Orientation Reference Manual”
- Moving forward, minutes will reflect excused board members absences.
- Office Lease: Discussed rent increase. No final decision.

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- Contract between the City and the BID signed in 2022: Waiting for further information from the City.

City Updates:

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

- **Community and Library Services Department:** Molly Uemera, Special Events Supervisor
Surf City Marathon was a success with 18,00 runners registered.
- **Marine Safety:** Trevor McDonald, Battalion Chief
Discussed when & why of Pier closures. In communication with the National Weather Services.

HB Downtown Committee Update:

- **Marketing & Events Committee:**
Update from Committee Chair, Peter 'PT' Townend – Discussed new ideas for March Downtown events. Discussed ideas for a new HBDBID Logo.
 - Kriss Casanova – Discussed name change for BID.
- **Stakeholder Relations Committee:**
Update from Committee Chair, Tony Duran: Discussion on which direction the BID is heading.
- **SCN Task Force update:** Susie Smith
Quarterly meeting is a good time to discuss changes.

Creation of Sub committees and Task Forces:

- Events, Surf City Nights, Surf City Artisan Fair, Bylaws, Contracts, Marketing, Stakeholder Outreach, Board member handbook and orientation:
Action: Let Susie know which committee you want to be on and then committees will pick a chair.

Office Remodel:

- Susie Smith discussed Budget and cost of new furnishings for office remodel with Filing Cabinets that lock.
- Recommendation by Tony Duran to check businesses that may be upgrading and will donate their old furnishings.

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Surf City Temporary Operator:

- Review and approve proposal from Maryanne Senske to oversee Surf City Nights as a consultant during the month of February to evaluate status of the market .
- **Action:** Discussed approval of Maryanne Senske to oversee SCN during the month of February.

MOTION by Moe Kanoudi, seconded by Nicole Lido to approve a contract with Maryanne Senske as acting Market Manager until the end of February.

YES: Moe Kanoudi, Peter 'PT' Townend, Darrick Hearn, Susie Smith, Sandra Schulz Taylor, Bob Bolen, Nicole Lido.

NO: Tony Duran.

Motion passed.

Action: At the end of February, Maryanne Senske will give the Board an evaluation for Board use only. During this time, no change in Vendors.

Moe Kanoudi suggested the focus should be to bring more money in.

Discussed the fact that some Vendors are not paying their rent.

Surf City Nights Updates:

- Parking Stickers, Billing, Vender absence, attendance, marketing, and stake holder booths. Tabled until next meeting.

Executive Director:

- **Action:** Open the position up for Executive Director submissions. Discussed avenues for marketing the position:
 1. First Option: need a Contract with Salary. Talked to Jamie Strong.
 2. Second Option: Bring someone in to do Billing (must know QuickBooks). Need to have the right person by May.

Contracts:

MOTION by Nicole Lido, seconded by Peter 'PT' Townend to hire a temp to do all billing, etc. (QuickBooks a must).

YES: All in favor.

Motion passed.

MOTION by Nicole Lido, seconded by Susie Smith to have Jamie Strong create an office SOP manual to cover all items in her proposal for \$1,500 maximum over a period of two (2) weeks.

YES: All in favor.

Motion passed.

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Checks paid to Madeleine Gates, Kim-Erin Justice, Jaime Strong upon exit.

- Item Tabled.

Surf City Artisan Fair:

- Item Tabled.

Vacant Board of Directors position:

- Item Tabled.

Discuss the position of Past President:

- BOD discussed eligibility of Brett Barnes to function as Immediate Past President. Need to check with City Attorney. Tabled for further study.

Board of Directors time, date, and length of meetings:

- Discuss meeting time and date options.

MOTION by Sandra Schulz-Taylor, seconded by Susie Smith to change Board Meetings to the 1st Wednesday of the month at 4:00 PM.

YES: All in favor.

Motion passed.

New Business:

- NO NEW BUSINESS.

Old Business:

- NO OLD BUSINESS.

Discussion Topic and Announcement:

- Kite Party – March 9 & 10, 2024 (Sat/Sun).
- Museum opening night of February 29, 2024.

Meeting Adjourned: 2:38PM

Next HBDBID Board Meeting will be: Wednesday, March 6, 2024 at 4:00PM

Minutes recorded and respectfully submitted by: Linda Vircks and Lee Love