



Huntington Beach Downtown  
Business Improvement District  
[www.hbdowntown.com](http://www.hbdowntown.com)

## 2017-2018 BID BOARD Regular Meeting

### Meeting Minutes

Date: December 14th, 2017  
Location: Legends Surf City  
301 Main Street  
Huntington Beach, Ca 92648

Day: Thursday  
Time: 9:30am

- I. **Call to order** – 9:31am
- II. **Roll Call** – Present: Matt Peterson, Dick Thorpe, Susie Smith, Mike Williams, Lizzie Raudenbush, and Dave Shenkman. Absent: Bob Bolen.
- III. **Public Comments** –
  - a. Mohamed the new owner of 7-11 introduced himself and stated they have installed a new security system and are working with HBPD to improve area.
  - b. Pat Rogers from 5<sup>th</sup> and PCH announced they are 100% occupied. She also inquired about the IDA report mentioned at the stakeholders meeting.
  - c. Nicole from Visit HB shared they will be conducting a visitors study and residents attitude towards tourists. This will take place mid Jan, April, July and Oct. They will be passing out dreamers and doers info to businesses and if you display the information they will be promoting 2 participating businesses per week on social media.
- IV. **Approval of the Minutes** -From BID Board Meeting – November 17<sup>th</sup>, 2017 and December 3<sup>rd</sup>, 2017.
  - a. Mike motioned to approve minutes, Lizzie seconded. All in favor. Filed as written.
- V. **President Items:**
  - a. Malco Cleaning Services- our current contract is up for renewal. Matt would like bid sheets from City to get bids from other providers including Malco to insure we are getting the maximum services for the allotted budget. Kellee will provide bid sheets tomorrow.
  - b. Visit HB-Ambassador Program- BID will meet with Kelly Miller to review program, scope of work, and contract. Looking for balance regarding cost. Mike and Dave will assist Matt.
  - c. St. Nicks- Holiday decorations- It was discovered there had been a 3 year contract signed when the intention was to try a new Holiday provider for a year. Matt feels we can unwind this 3 year contract.
    - i. Matt motioned to aggressively pursue to dissolve the contract, Mike seconded. All in favor. Motion passed
  - d. McGlynn Event contract – Personnel task force met and created a job description for the Executive Director position. Matt asked Kellee to post on City site. Kellee suggested to also add on California Main St Assoc. Dave stated the IDA firm has a service. Susie added the goal is to have a replacement Feb. 1<sup>st</sup>.

- i. Mike motioned to keep current contract that included a 30 day clause with Mary Ann as interim BID Manager, Susie seconded. All in favor. Motion passed.
- e. BOD vacancies- Board has reviewed candidates for the 2 Board vacancies. Matt recommends Kate Leigh and Max Schlutz. Dave agrees. Susie doesn't support and feels owners are have a vested interest in Downtown and recommends Shannon and Tuba. Lizzie pointed out she is a representative for her owners as they would not be able to serve on the board. Dave sticks with Matt's recommendation. Mike motions to accept Matt's recommendation of Kate and Max, Lizzie seconded. All in favor. Dick opposed. Motion passed.
- f. BID assessment review – Dick stated he believes there is an error re: his assessment fees on sq. footage. Matt suggested the BID fee schedule be reviewed. He created a task force to include: Matt, Mike, Dick, and Bob.

**VI. Treasurer's Report:**

- a. Review November Financials- Treasurer explained the Christmas tree and getting caught up with Visit HB shows as negative for the BID.
  - i. Mike motioned to approve BID financials, Lizzie seconded. All in favor. Filed as reported.
- b. SCN financials show marketing and advertising over budget. CPA will fix. SCN shows loss of 2,400 but within budget. Lizzie asked about bonus line. It was explained it's 20% of revenue.
  - i. Mike motioned to approve SCN financials, Lizzie seconded. All in favor. Filed as reported.
- c. Mike added for the record he now has the access to transfer money between the accounts if necessary.
- d. Review Reserve Fund Policy- Susie is concerned about how the policy worded. Board discussed. Matt thinks it's reasonable.
  - i. Mike motioned to keep reserve fund policy as is, Dick seconded. All in favor. Motion passed.

**VII. Staff Reports:**

- a. BID Manager, Mary Ann Senske – Mary Ann shared the IDA report link has expired and she will contact IDA for a new link. Dave stated he called and got a new one. Kellee said it should be put on website for transparency. Susie added the meeting minutes with Board recommendations should be attached.
- b. Surf City Nights Manager, Mary Ann Senske – Surf City's Got Talent is coming up in January. The Holiday Princess Party is coming up on 12/19.

**VIII. Committee and Task Force Updates:**

- a. Marketing- Update: 1st goal is to update database and solve communication issues with BID members.
- b. Events- Susie stated she covered a lot of ground at meeting.
- c. Surf City Nights- Committee will meet after new BID Manager is hired.
- d. Beautification- Shaving of Palm Trees will begin on Jan 5<sup>th</sup> and should 4-6 days.
- e. Personnel – Update was provided under President items.
- f. Finance/Governance- no meeting.

**IX. City of HB Business Development Update:** The City will be changing their fiscal year to start June 1<sup>st</sup>. The BID approval process will now be in March or April.

**X. City Council Comments: Councilpersons Brenden, Peterson & Posey:** none

**XI. Old Business –**

- a. The City met internally to find ways to assist with the collection of delinquent BID assessment fees. The delinquent business will receive a letter, phone call, and then a citation. This will take approximately

30-45 days. The fines will increase if the business remains delinquent. BID fees must be paid for the business license to be considered valid.

- b. Light of Love was requesting a donation. Susie said we shouldn't donate this year but add to events and try to work together for next year.
  - i. Matt motioned to not give requested donation, Susie seconded. All in favor. Motion passed.

**XII. New Business:** none

**XIII. Board Comments/Announcements:** none

**XIV. Adjourned:** 10:50am

- Next meeting: January 11<sup>h</sup>, 2018 9am @ TBD

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 Mary Ann Senske, BID Manager, at 714-536-8300.