



## 2019-2020 BID BOARD of DIRECTORS MEETING MINUTES

Date: August 6, 2020  
Location: Virtual Zoom  
538 Main Street  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

### SPECIAL NOTICE REGARDING COVID-19

On March 04, 2020 Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N-29-20 which allows a local legislative body to hold public meetings via teleconferencing, and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that some members of the Downtown Huntington Beach Business Improvement District Board and or Staff may participate in this meeting telephonically or electronically.

**PUBLIC PARTICIPATION/AUDIO/VIDEO ACCESS TO BOARD MEETINGS:** Pursuant to Executive N-29-20 and given the current health conditions, member to the public are encouraged to access the meeting live on-line at zoom .

<https://us02web.zoom.us/j/88372381211?pwd=aTRZOW1vQWFleFFPZHgzbjREWjhCZz09>

Meeting ID: 883 7238 1211  
Passcode: 3158300

**To ensure the public's right to participate in this meeting, please perform the following:**

1. In order to ensure adequate social distancing, the Board will not make a physical location available for the public to observe the meeting or offer public comment in person.
2. **PUBLIC COMMENTS:** Members of the public wishing to participate in the HBBID Board meeting by submitting public comments on agenda or non-agenda items, can submit one communication per person of 300 words to [bidmanager@hbdowntown.com](mailto:bidmanager@hbdowntown.com). Public comments received in this way will be included as part of the meeting and read aloud to the Board during the meeting. Public Comments must be received on later than 4:00PM Tuesday August 4, 2020 in order to ensure inclusion into, and read during the meeting.

**1. Call to Order:903am**

**2. 2019-2020 Board of Director's Roll Call**

Board Members Present: Dave Shenkman, Brett Barnes, Mike Williams, Kelly Miller, Kate Leigh, Stuart Goldberg

Absent: Tony Duran, Danny Othman, and Mike Ali.

HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

Other: Mayor Semeta, Steve Holtz, Robert Ramirez, Lieutenant Dereszynski

**3. 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 comment communication via e-mail will be read and entered into the minutes. Communications are limited to 300 words or less.*

**None**

**4. Approve Minutes**

Reviewed Meeting Minutes from July 24, 2020 BID Board Meeting. Motion was made to record and file minutes by Kate Leigh. Seconded by Mike Williams

Passed 6-0

**5. Treasurer Report – Financials**

Treasurer Mike Williams reported account balance was at \$16,500. \$130K in Reserves. We received \$4K over our budgeted assessments for the month. We received a total of \$13,667 in revenue for the month. \$34K received from the City for Malco payments. Motion was made to record and file July accountants' compilation report for HBDBID by Brett Barnes. Seconded by Stuart Goldberg. Passed 6-0

**6. Discussion of Events and Social Media Manager Position**

Discussion was had on the Events and Social Media Manager Position and changing the title to Marketing Manager instead of Events and Social Media Manager.

**7. Masks Up Campaign**

Coordinated by Catherine June and VHB. It's a play on Surf's Up. It is intended to counter t the negative PR of HB and no masks. Campaign to role out 8/7/20. Bod will be tagging masks up in their social media posts. The signposts down main street will have banners with the Mask Up artwork on them and NO cost to the BID.

**8. OneHB Grant Program**

OneHB Grant Program will ramp up once the other program is over. The program will be grants of \$5K for businesses with 10 employees to less who have been in business for at least 1 year. The donor is asking that grants go to the Resort and Downtown districts in HB. The BID is working with Marie Knight is happy to help in anyway possible. Robert stated the program will run from 8/10/20-8/17/20. Hotels, Pacific City, and Downtown BID business are eligible. There are 20 grants and they were made possible by the generous \$100K donation from Robert Mayer Sr. Dave stated the Robert Mayer Sr. give unbelievable support to Downtown and the city. Marie's team is working on the merchandise for sale and finalizing all the details.

## **9. President Report**

Great property owners meeting. Dave is in constant communication with Mayor Semeta, the city, Sarah regarding Downtown. Sarah stated there needs to be a very dedicated aspect to the retail on the 3<sup>rd</sup> block. The 3<sup>rd</sup> block is a unique challenge due to the fire lane requirements.

Dave is very excited and optimistic about the way downtown is going right now and wants to make sure the positivity is continually promoted.

Sarah is going to reach out to Oliver about the ask for funding on the style concept for the closed blocks. Dave suggested we start a task force for this.

## **Committee Reports:**

### **10. Executive Committee**

- a. No meeting

### **11. Budget and Finance Committee**

- a. No meeting

### **12. Special Events Committee**

- a. No meeting

## **Staff Reports:**

### **13. BID Executive Director – Sarah Kruer**

Jaime reported social media has been extremely active. We are up to almost 500 followers. Ramping up and creating a more intense strategy for the 3<sup>rd</sup> block. Working on doing some curated content. This is truly meant to be a community account with a lot of communication. We have a great partnership with Brittany at VHB. Also working with 5<sup>th</sup> and PCH through Pat Rogers. Dave applauded all of Jaime's handwork and contact with all the businesses.

The BID had a wonderful conversation with Chris Cole regarding the Farmer's Market. Its community, its essential. Sending the COVID checklist, maps and all info

to Chris to get this going again. Working to hopefully secure the spaces near the post office to clear out the debt we owe to our vendors and hopefully bring in some revenue.

**Other:**

**14. City of Huntington Beach Update**

Robert stated they have awarded 820 small business grants and funded 160 of them so far. If we get calls from businesses asking about where their funds are, direct them to their small business representative. The BID annual report has been approved and will be on the agenda at the 9/8/20 City Council meeting. Steve Holtz is the new Community Director. He came from the City Of Irvine and was also with the City Of Huntington Beach in the past as the Housing and Real Estate Manager.

Steven is really excited to be back in HB. Steve has lived in Downton for over 21 years. Thrilled to be working with the BID and excited to be back. He loves to travel but will not be doing that for a while due to COVID. He just had a son in January. Steve grew up in Long Beach, worked in Irvine for 13 years before coming back to Huntington Beach, He looks forward to meeting everyone in person.

**15. HBPD Update**

Lieutenant Dereszynski stated changes are going well. The ambassadors will be back starting 8/9/20. Wanted to know if we have seen any issues during the day time. Kate stated 5<sup>th</sup> and PCH parking structure has been nailed with homeless and graffiti. They are also working with the Pasea as they have had some issues as well. Lieutenant asked when Surf City Nights would return. Sarah stated that we are hoping to get just a farmer's market back this month. It would just be on Olive and maybe a few sports on the 3<sup>rd</sup> block.

It was brought to his attention the rules for outdoor dining were unclear. PD is working with the city to get clear guidance. Mike stated its unclear and very confusing regarding hours and glass on the patios. It would be nice to see is consistent. Lieutenant stated no glass on patios at all. Mike said he cannot have glass on his extension, but he can on his original area which makes no sense. The PD will work to get clarification on timing and glass issues.

**16. Announcements**

Mayor Semeta really appreciates all the support for the Masks Up campaign.

**17. Adjournment: 959a**

The next HBDBID Board Meeting is Thursday September 10, 2020

*Street and the HBDBID office 315 3<sup>rd</sup> Street, Suite E at least 72 hours prior to each meeting and 24 hours prior to special meetings. Questions on agenda items may be directed to staff at [info@hbdownatown.com](mailto:info@hbdownatown.com) or 714-536-8300.*