



**2021-2022
BID BOARD of DIRECTORS AGENDA**

Date: April 14, 2022
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

PUBLIC COMMENTS:

Moe Kanoudi thanked the City of Huntington Beach and the BID for supporting the downtown clean-up last week. He noted all the businesses and restaurants were cooperative, and the feedback on the clean-up was positive from businesses and local citizens.

Call to Order: 9:02 am

Roll Call

Board Members: Kelly Miller, Nate Bernal, Jim Hall, Peter Townend, and Sandra Schulz Taylor.
Absent: Brett Barnes, Bob Bolen, Stuart Goldberg, Janice Tugaoen
HBDBID Staff: Jaime Strong, Denise Mac Allister

Additional Attendees: Moe Kanoudi, Brian Smith, Trevor McDonald, Marty Ortiz, Kriss Casanova, Mike Vigliotta, Dave Schenkman, Jodi McKay

1. Approve Minutes

Review Meeting Minutes from the March 10, 2022 Board Meeting and March 28, 2022 Special Meeting.

Action: Sandra Schulz Taylor made the motion to approve the minutes from the March 10, 2022 Board Meeting and the March 28, 2022 Special Meeting.

Second: Nate Bernal

Passed: 5-0

2. President's Report

President Brett Barnes was absent from the meeting. No report was provided.

3. City Updates: Representatives from the City of Huntington Beach provided updates on important issues regarding the Downtown Business Improvement District.

H.B.P.D. Update Provided by Lieutenant Smith

- HBPD is working on preventing loitering in the Downtown Parking Structure.
- HBPD continues to collaborate with the BID on additional event support with Downtown Ambassadors (Big Tony).

H.B.F.D and Marine Safety Update Provided by Battalion Chief Ortiz and Trevor McDonald

- There was a small fire in the parking structure dumpster that was closed and locked. The cause was determined to be an accident, and the sprinkler system put out the fire.
- Water Safety Event at Pier Plaza on June 19th.
- Introduced website: <https://safebeachday.com/huntington-city-beach> will provide public information including event information, frequently asked questions, beach safety, etc.

City Attorney Office Update Provided by Chief Assistant City Attorney Mike Vigliotta

- The City is working on an agreement with the HBDBID to clarify the roles and responsibilities.

City of HB Update Provided by Kriss Casanova from Economic Development

- Earth Day event at the Pier on April 22, 2022.
- Main Street Cleaning and Re-Design Update.

4. Treasurer Report-Financials

March Financials are not available for the April meeting.

5. Information: BID Executive Director

Jaime Strong, Interim Executive Director, stepped out of the meeting.

Kelly Miller provided an overview of the search for the Executive Director position, including candidates, the interview process, etc. The search was narrowed down to four applicants interviewed by the hiring panel. The hiring panel met several times to finalize the decision. Kelly Miller recommended that Jaime Strong be named the new Executive Director effective April 15, 2022. He noted there would be a 90-day focus and review strategy. Starting salary is \$105,000 with financial incentive potential for a step-up after the 90-day review. Board members noted that Jaime Strong is very organized, has developed strong relationships, and has a passion for Downtown. There was a discussion regarding how salary was determined.

Action: Sandy Schutz Taylor made the motion to approve Jaime Strong for the Executive Director position.

Second: Nate Bernal

Passed: 5-0

Jaime Strong, BID interim executive director, re-entered the meeting, and Kelly Miller congratulated her on being approved as the new Executive Director effective April 15, 2022. Jaime Strong noted she felt lucky to be with Downtown BID and shared her thank you.

6. Information: 4th of July Celebration

Jaime Strong to provide an overview of the proposed 4th of July Block Party for Main Street on Thursday, June 30, from 4-9 pm. The event would include the first, second, and third blocks of Main Street. The event is an opportunity to bring city officials, staff, and the community together. The HBDBID would partner with Soundskilz on event elements, including entertainment, a vendor market, etc. (Special note: BID members can be part of the vendor market at no fee). There will be a Downtown decorating contest with an incentive to be in the 4th of July Parade. More details to follow.

Action: Kelly Miller approved the 4th of July Block Party concept and instructed staff to provide additional updates at the May BOD Meeting.

Second: Sandy Schulz Taylor

Passed: 5-0

7. Information: Add Sandy Schulz-Taylor as Approved Check Signer

Action: Nate Bernal approved adding Sandy Schulz-Taylor to the First Bank main account as a check signer.

Second: Kelly Miller

Passed: 5-0

8. Information: Surf City Collective Update

Jaime Strong provided an update, including the ribbon-cutting ceremony tomorrow, April 15, 2022, at 11 am at Pier Plaza. Jodi McKay updated the opening weekend event elements, vendors, and sponsors.

9. Staff Reports: BID Marketing Manager – Jaime Strong

Jaime Strong to provide an update on BID matters.

Social Media - @hbdowntown and @hbdowntownevents - A second Instagram account (@hbdowntownevents) will support Surf City Nights, special events, etc.

Surf City Nights and update the partner calendar – A recap was provided on the Surf City Nights dedicated to Don Ramsey (Community Partner). The next community event will be Public Works night on May 10th.

BID Mixer Update – date and speakers will be provided soon. The meeting will be held like a mixer to create more engagement and interaction.

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

- Thank you to our former Mayor Lynn Semeta and Oliver Chi for supporting outdoor dining. Thank you to Kim Carr for her continued work to support Downtown businesses.
- Jim Hall, Surf City Ale House, noted they received a reward from the Senate. During COVID, the Senate reached out regarding his business concerns and economic needs. Surf City Ale House received an accommodation for their work and effort.
- Peter Townend, International Surfing Museum, shared that Surfin' Sundays are back on April 23rd from 11 am-5 pm. Surfin' Sundays have been around for over 20 years at the Pier Plaza.

11. Adjournment: 10:08am

The next HBDBID Board Meeting will be Thursday, May 12, 2022. In-person and zoom options will be provided.