



**2021-2022  
BID BOARD of DIRECTORS MEETING MINUTES**

Date: May 12, 2022  
Visit Huntington Beach  
155 Fifth St., Suite 111  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**Call to Order at 9:01 am**

**Roll Call**

BID Board Members Present: Brett Barnes, Stuart Goldberg, Kelly Miller, Jim Hall, Peter Townend, Janice Tugaeon, and Sandra Schulz Taylor.

Absent: Bob Bolen,

Note: Nate Bernal joined the meeting at 9:35 am

Additional Attendees: Kim Carr, Natalie Moser, Mike Vigliotta, Trevor McDonald (Marine Safety), Brian Smith (HBPD), Molly Uemura, Dave Shenkman, Jodi McKay, Ryan Heil

HBDBID Staff: Jaime Strong, Denise MacAllister

No Public Comments

**1. Approve Minutes**

Kelly Miller made a motion to record and file meeting minutes from April 14, 2022 BID Board Meeting.

Second: Sandy Schultz Taylor

Passed: 7-0

**2. President's Report**

President Brett Barnes provided an update on Downtown matters including:

- BID committees are being set up
- Stakeholder meeting will be at Cruisers on May 25.

**3. Treasurer Report-Financials**

Treasurer Kelly Miller reported on the current financial information provided by the CPA.

Peter Townend made a motion to record and file March and April accountants' compilation reports for HBDBID.

Second: Stuart Goldberg

Passed: 7-0

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

- H.B.P.D

- Reported that Cinco de Mayo was safe and downtown monitored
- Planning for summer with downtown and the addition of beach patrol
- H.B.F.D
  - Junior lifeguard program starts June 27
- City Attorney Office
  - An appeal was filed on April 27<sup>th</sup> regarding the small claims case between Scott Tucker and the HBDBID
- Economic Development Office
  - Currently working on BID-City agreement
  - New City Manager starts end of June

### **5. 4<sup>th</sup> of July Main Street Block Party**

Information: BID Staff and the City of Huntington Beach, and SoundSkilz provided an update on the 4<sup>th</sup> of July Main Street Block Party on Thursday, June 30. Block party elements include:

- Mobile stage will be set up at Main and PCH with entertainment (TBD)
- Downtown BID decorating contest with details to follow
- Winner will be announced at the block party on June 30<sup>th</sup>
- Additional security has been added for Block Party

### **6. Renaming of Surf City Collective (Artisan Fair at Pier Plaza)**

BID Staff and Chief Assistant City Attorney, Mike Vigliotta, provided an update on changing the event name Surf City Collective. The Board directed BID staff to work with the trademark attorney and city to determine if the new name has been previously trademarked or has a domain. BID Staff discussed alternative names and financial requests from the HBDBID.

**Action:** Sandy Schultz Taylor made a motion to discuss and approve a new name for the Artisan Fair at Pier Plaza. BID board recommended that either Surf City Artisan Faire or Surf City Artisan Festival be used for the new name and to approve additional fees of up to \$6,000 to replace existing tents with new name

Second: Kelly Miller

Passed: 8-0, Nate Bernal joined the meeting

### **7. Special Events & Social Media Manager**

Review job description, rate, and hiring timeline of Special Events & Social Media Manager.

**Action:** Jaime Strong reviewed job description, rate, and hiring timeline of the Special Events & Social Media Manager. The position will be a contracted position with a rate of \$4,000.00 per month, 30 hours per week.

### **8. HBDBID Event Survey**

Create an Event Survey to get feedback from our members on HBDBID events and the impact on Downtown.

**Action:** BID BOD directed staff to create survey questions to be reviewed at the June 9<sup>th</sup> meeting.

**9. Staff Reports: BID Marketing Manager – Jaime Strong**

Jaime Strong provided an update on BID matters including:

- Surf City Nights -
  - May 10 Public Works Night was canceled due to wind. It is rescheduled for May 24<sup>th</sup> pending weather
  - Library Service Night will be hosted in June
- Surf City Collective -
  - Provided updates on event including community partners

**10. Discussion Topics and Announcements – None**

**11. Adjournment: 10:02 am**

The next HBDBID Board Meeting is June 9, 2022. In-person and zoom options will be provided.