



Huntington Beach Downtown  
Business Improvement District  
www.hbdowntown.com

## REVISED 2016-2017 BID BOARD MEETING Minutes

**Date:** JANUARY 19, 2017  
**Location:** HB International Surfing Museum  
411 Olive Avenue

**Day:** Thursday  
**Time:** 10:00 AM

- **Call to order** 10:07
  - Present: Brett Barnes, Bob Bolen, Steve Daniel, Nicole Thompson, Dick Thorpe
  - Excused Absent: Scott Blakeslee, Keith Breiter, Erin Henry, & Matt Peterson
  - Also in attendance City Staff Kellee Fritzal. BID members: Steve (UPS), Kate (The Strand), Anthony (LAZ Parking) Maxine Daniel (Rocky Mountain)
  
- **Public Comments**
  - HB Downtown resident Andrissa who lives close by on 7<sup>th</sup> St. expressed the frustration from lack of residential parking as many visitors seek to park free in the neighborhoods vs paying at metered spaces or parking structure. She would like to see permit parking for residents or at least DT businesses encouraging their customers to park in the structure. She is also concerned with the amount of trash from visitors that is left on the residential blocks. Possibly add trash cans to numbered streets.
  
  - Bob (HB Reality) stated he heard the 24 hr fitness building will be broken up into multiple spaces.
  
  - Dick (Pristine Motors) mentioned Seal Beach has no metered parking on Main St.
  
- **Approval of the Minutes** - From BID Board Meeting – December 08, 2016
  - Brett motioned to accept minutes, Steve seconded. All in Favor. Minutes filed as written.
  
- **President**
  - Introduced Lt. Kent Ferrin & Sgt. Brian Smith, HBPD who updated the BID Board on current Public Safety issues in HB Downtown.
    - Adding more bike patrol
    - Training three new officers for the downtown duty
    - Will see more officers, more often
    - Will be more aggressive with “nuance” violations
    - Will remove bikes that appear abandoned after warning with a 72hr notice sticker
    - Continue to write littering tickets

- Update re: “trench coat guy” who was able to reduce his 18 month sentence to 40 days after petitioning the court, based on new statewide acceptance of recreational marijuana.

- **Treasurer’s Report**

- Brett reviewed the November and December Treasurers report – provided in a new format that shows actual vs. budget per month, Month-to-date, and Year-to-date.
- Nicole motioned to accept the report as presented; Bob seconded. All in favor. November and December 2016 Treasurers reports filed as written.

- **Surf City Nights**

- Surf City’s Got Talent starts Jan 31, 2017 and will run for 5 weeks. Will dedicate the first night to Cindy Cross.
- One SCN rain out in January. Budget for 7 annually.
- Shared a Farmers Market cookbook concept that she would like to create for Surf City Nights.

- **BID Manager Report**

- See BID Manager Report for full update. Highlights include: BID BOD Bios; Happy New Year Letter to BID Members; Reviewed Scavenger Hunt in progress; Discussed new event idea: Sandcastles on Main Street (Susan will share YouTube video and invite Dig it! Sandcastles to SCN for demo) use SCN event budget due to being a new event with no line item; Talked about re-paving of Main Street (board hoped for after Mar 17<sup>th</sup>, Susan will pass this on.) Joined Main Street USA, Inquired if board wants to be a sponsor of the Chamber Gala – board decided not to be sponsors this year; reported that we submitted an invoice for December assessments of \$10,380.00. On track with collection of BID assessments.
- Susan also inquired re: Board suggestions for “We Love our Locals” campaign in February. Was suggested we consider something for this in March instead of February – first need to review at Marketing Committee Meeting.
- Discussed when to hold Stakeholders meeting. BOD decided Wed, Feb 22<sup>nd</sup> at 4pm
- Regarding Payroll services: Reported that we were paying close to \$800/month for payroll services which included human resources. Since we no longer require the HR Services (establishing an employee manual, policies, procedures, etc.) we rec’d the following bids:
  - Paychex = \$103.00 per pay period (x24 pay periods) = \$2472.00 annually.
  - Paychex = \$180.00 additional per month for 401K = \$2160 annually
  - ADP = \$43.00 per pay period (x24 pay periods) = \$1032.00 annually
  - ADP = \$120 additional per month for 410K = \$1200 annually.
  - In light of these significant cost savings, Susan submitted a 30-day cancel request with Paychex and started contract details with ADP to begin effective February 1, 2017.

- **Committees & Updates**

- Finance / Governance Committee: Present final draft of the Operating Reserves Policy. Committee recommends the board vote to accept this policy.
  - Vote on operating reserve policy after reporting last month that recommendation is 1 yr. operating costs set for reserve. Brett motioned to accept reserve policy, Nicole seconded. All in favor. Reserve policy established.
  - Advised: Brett, Steve G. and Susan met with city attorney Michael Gates who advised that policy points, such as number of board members, etc are not legal matters. He suggested the committee meet with the individual council members who were offering specific direction of the policy points added without board input (such as the two year off the board policy.)
  - Steve Daniel advised still waiting for information from Susie re: what she has researched for Beautification. In the meantime, he did receive a quote to light ZPark, including the alley, with \$200,000 cost. Dick suggested HB sign on PCH. Bob likes lighting to reduce crime.
  - Steve D stated to clarify that he misspoke when using the term task force. Correct term is ADHOC. This refers to committees who are established for a specific task and is not a standing committee. We are not having secret meetings they have been open to the public with agendas posted 72 hrs. notice. Regardless of improper terminology we want to move forward, make progress, and get work done. Holiday ADHOC Roxanne (HB Hair Co.), Maxine (Rocky Mountain), Susan (BID), and Debbie (Bob Koury's office). Resident ADHOC Ron Sterud. BID Assessments ADHOC Dick (Pristine Motors), and Susan (BID).

- **City of HB Business Development Update**

- Kellee Fritzal reported that a new Community Prosecutor will start mid-Feb.
- Next DEDC meeting is Jan 25<sup>th</sup> – with Mayor Delgleize, Pro-Tem Posey, and councilmember Hardy.
- Regarding the parking garage: They have completed Phase I and will moving into Phase II.
- Kellee reported the city spent 200k on led lights from SCE. HB is changing them out citywide and purchases 1000 at a time.

- **City Council Comments: Councilperson Peterson & Councilperson Posey**

- No councilmembers present, no comments.

- **Old Business:** Presentation by parking companies regarding Valet Parking – tabled for next BID Board Meeting

- **New Business:** SCN Manager Contract

- Steve D motioned to renew, Brett seconded. All in Favor. SCN Manager Contract renewed.

- **Announcements:**

- Steve Daniel directed the BID Manager to connect with Urban Place Consulting Co. and arrange a meeting with BID manager, Steve D. and Dick T.

- **Adjournment** – Meeting adjourned at 11:34
- Next meeting: Thursday, February 09, 2017 @ 10AM at the HB International Surfing Museum.
- 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 Susan Welfringer, BID Manager, at 714-536-8300.