



*Huntington Beach Downtown  
Business Improvement District*

[www.hbdowntown.com](http://www.hbdowntown.com)

## **2016 - 2017 BID BOARD MEETING MINUTES**

**Date:** APRIL 13, 2017  
**Location:** HB International Surfing Museum  
411 Olive Ave

**Day:** Thursday  
**Time:** 9:30 AM

### **Call to order-** 9:33am

**Roll Call-** Present: Brett Barnes, Bob Bolen, Steve Daniel, Erin Henry, Matt Peterson, Susie Smith, Nicole Thompson, Dick Thorpe. Absent: Keith Breiter

### **Public Comments-**

- Pat Rogers (5<sup>th</sup> & PCH) wanted to know who was instructing the video taping of these meetings. It was revealed to her that it was being paid for from a private citizen Kim Kramer. Pat Rogers stated she was not giving her permission to be filmed. Kate Leigh (5<sup>th</sup> & PCH) and Bobbi (Aloha Grill) stated they did not give permission to be filmed either.
- Dianna (ISM) announced June 20<sup>th</sup> is International Surfing Day and a "Circle of Honor" to honor the Summer Games will attempt to break a World Record for the largest paddle out and have 500 surfers in Olympic colors make 1 circle.
- Bobbi (Aloha Grill & G's Boathouse) stated the owner is questioning the BID assessment fees on the annual bill and wants to know if fairness can be addressed. Ex: hotels pay \$600 but they also have retail and restaurants.

**Approval of the Minutes-** From regular BID Board meeting on Mar 9<sup>th</sup> and Special BID Board Meeting on March 31<sup>st</sup>.

- Regarding March 31<sup>st</sup>. Bob wants addendum added to minutes stating discussion at Special BID BOD Meeting included finding other ways to fund Ambassador Program if BID is asked for more money in the future. Brett motioned to accept both March meeting minutes including addendum, Matt seconded. All in favor. Filed as written.

### **President-**

- The Finance / Governance committee met recently to review the city's finance commission recommendations. Minutes (draft) from this committee meeting were distributed as Brett reviewed each recommendation. The Finance/Governance committee identified immediate action areas and other items they felt would be better addressed after a consultation with IDA. The Finance/Government committee recommends the BID Board hires the International Downtown Association. Fee is \$15,000 plus lodging and meals.
  - The Board had a discussion at length with opposing views and decided in the end to table the discussion until a call could be made to reduce IDA's fees or receive bid from another firm. Cost was the main concern

**Treasurer's Report** – no accountant's compilation report due to tax season

## Committees & Updates

- Event Committee – New Event Sand Castle’s on Main is this Sat. The Van Klan will be on the Pier with their VW Bus Event.
- Marketing –Dominic presented a Cornhole Event idea Bob would like to add Downtown. Bob will pick date and estimate cost to present to board to vote.
- Beautification Committee – Reported they have a 200k lighting bid. Working on quotes for banners and flags for first 5 blocks of Main St and side streets. Need to make decision on Holiday tree. Matt requested getting second bid from St. Nicks.

## Staff Reports

- **BID Manager, Susan Welfringer** see managers’ report for full detail. Reviewed letter that she wrote on behalf of the board asking the city to address problem of insufficient number of public restrooms in the downtown destination. Also shared summary of CPRA requests she has compiled over the past year, starting April 13, 2016.
- **Surf City Nights Manager, Mary Ann Senske** all is well. Public Works comes downtown to Walnut on May 23. Mary Ann asked that we address the 4<sup>th</sup> of July committee in advance regarding cleaning the street of chalk following the parade.

## City of HB Business Development Update –

- Simone: There are items coming up on next city council related to new business HQ Gastropub having later than midnight hours and Blackbull being able to keep their hours when they move/improve outdoor dining.

## City Council Comments: Councilperson Peterson & Councilperson Posey –

- Councilperson Patrick Brenden spoke about the ADHOC for the homeless. Today is the 1<sup>st</sup> meeting and will be reviewing taskforce recommendations and determine objectives for the next 12 months. Patrick also advised that they are working on different solutions and possible changes to the current entertainment C.U.P.

## New Business-

- Presentation from Bob (HB Realty) and Dominic (HB Digital). Shared images of LED sign to attract travelers on PCH to head up Main St. Can be solar, could sell advertising, can adjust lighting in evening, would be programmable, approx. 300k cost. Bob likes wording “World Famous”. Matt agreed that gateway signs are great. Bob was asked to move forward with Visit HB and the City.

## Board Comments/Announcements

- Visit HB announced the UK buzz is off the charts
- Susie (Makin Waves Salon) will have her 20<sup>th</sup> Anniversary party on 4/22
- Matt (Legends) will move forward with the Residents Advisory Committee with Ron Sterud
- Bob – Mark your calendar – Oct 21<sup>st</sup> Int’l Surf Board Shapers Induction
- Bob – reminded everyone to like his FB page and share events there
- Steve – Parking garage improvements underway; focused on the 3 initiatives: Parking/Restrooms; Public Safety/Homelessness; and Beautification.

## Adjournment – Meeting adjourned 11:02

Next meeting: Thursday, May 11, 9:30 AM at the HB International Surfing Museum.