



## 2019-2020 BID BOARD of DIRECTORS MEETING MINUTES

Date: July 22, 2020  
Location: **Virtual Zoom**  
538 Main Street  
Huntington Beach, CA 92648

Day: Wednesday  
Time: 2:00 PM

### 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

Join Zoom Meeting

<https://us02web.zoom.us/j/82882585284?pwd=d0lOR3R3L0srRi9LZllwcjJkNVZWdz09>

Meeting ID: 872 5105 2908

Password: HBDBID

**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 HBID 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 8:00PM Wednesday July 21, 2020 in order to ensure inclusion into and read during the meeting.

<b>1. Call to Order: 2:09pm</b>
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**2. 2019-2020 Board of Director's Roll Call**

Board Members: Dave Shenkman, Kelly Miller, Kate Leigh, Stuart Goldberg, Tony Duran, Mike Williams

Absent: Brett Barnes, Danny Othman, and Mike Ali.

HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

Additional Attendees: Robert Ramirez, Nicole Aube, Sergeant Knox, 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 09, 2020 BID Board Meeting. Motion was made to record and file minutes by Mike Williams. Seconded by Stuart Goldberg  
Passed 6-0

**5. Annual Report and Revised Budget**

a. Discussion was had on the Addendum to the Annual Report ( see attachment). Motion to approve Addendum was made by Kelly Miller. Seconded by Tony Duran.  
Passed 6-0

b. Discussion was had on the revised BID 2020-2021 Annual Budget. Mike Williams stated they cut roughly \$170K from the budget as we would have approximately a shortfall of \$170K from Surf City Nights. The largest cut of \$140K was coming from security. Dave Shenkman stated we are in survival mode. Security is not creating revenue for us and we need our staff as they are critical. Kate asked when assessments would be back as they were deferred till October by the city. Mike stated we are still receiving some. The new policy the city has out into place is then the renew their business license they will need to pay their BID assessment fees in order to renew. Kelly Miller stated we have HBPD and if the need arises and funds are available, we can always bring security back. Lieutenant Dereszynski asked if we would need more officers downtown during the day if there was no security as he will need to talk to his people. Dave Shenkman said we will need to all get together and have a discussion regarding if this will be needed.

Motion was made by Kate Leigh to approve the revised BID 2020-2021 Annual Budget. Seconded by Stuart Goldberg. Passed 6-0

**6. President Report**

Covid has impacted the ability of some of the BID Board members to be able to participate in board meetings. We are recommending that we temporarily suspend where the bylaws state that a specific number of board meetings missed results in the removal of the member from the board of directors. Mike Ali and Danny Othman have not been able to make our board meetings because of circumstances

surrounding Covid. Danny has stated in writing to Dave Shenkman that he would like to stay on the board. Mike Ali was unable to be reached. Dave feels that because of Covid we need to make this exception right now. Kate Leigh agreed we are in a different world right now and we need to make these exceptions.

Motion was made by Dave Shenkman. Seconded by Mike Williams. Passed 6-0

**Committee Reports:**

**7. Executive Committee**

The executive committee met on 7/20/20 and discussed the administration of the 2<sup>nd</sup> and 3<sup>rd</sup> block of Main St. They discussed the loyalty program and families first. As well as the property owners meeting.

**8. Budget and Finance Committee**

a. No meeting

**9. Special Events Committee**

a. No meeting

**Staff Reports:**

**10. BID Executive Director – Sarah Kruer**

In the property owners meeting that happened earlier today there was overwhelming support revamping the making the 2<sup>nd</sup> block closure. They would all like to see a much more cohesive look. IF it is going to be a long-term thing, we need to do this. Sarah stated that the city is requesting us to put together an ask for funds from the Cares Act to this a collaborative environment and implement a design standard for the businesses in the closure. We are working with Code 4 for pricing and the city to write this ask. We have to move quickly on this and are hoping to have it on the agenda of the August 3<sup>rd</sup> City Council meeting.

Kelly Miller commented that Bob Bolen was a little disconcerting in the meeting. He was very vocal as to not wanting this closure. Dave Shenkman stated we cannot let one person's opinion stop us from getting this done. Dave also stated there was support from the 3<sup>rd</sup> block businesses to make this happen. Sarah commented that one of the goals in doing this project is to show how retail can benefit from this closure as well and not just the restaurants. It is important to make sure they know that the reason we are starting with the 2<sup>nd</sup> block is that it will act as a template to further expand to other blocks. Sarah also stated we are working with 5<sup>th</sup> and PCH to make this look similar and cohesive to what their design is. Lieutenant Dereszynski asked if each business had a limited footprint and if they need to make it work within that? Mike Williams stated yes it has to fit within the city's guidelines. Kelly Miller commented that he has noticed there have been more masks and more social distancing happening than before. Lieutenant Dereszynski stated the HBPD has stated they are not issuing citations for masks at this time.

<b>Other:</b>
<b>11. City of Huntington Beach Update</b> No Update
<b>12. HBPD Update</b> Lieutenant Dereszynski asked for clarification about restaurant guidelines for social distancing as they had received some citizen complaints. Mike Williams informed him its 6ft from chairback to chairback.
<b>13. Announcements</b> Sarah stated there would more than likely be another emergency board meeting in the near future to vote on the formal Bid Ask and she wanted to thank everyone for making these meetings. Dave Shenkman also wanted to thank everyone for their participation and availability for all these recent meetings. Dave also asked that we change the next board meeting to Thursday August 6 <sup>th</sup> and he is not available on August 13.
<b>14. Adjournment:</b> 9:44am The next HBDBID Board Meeting is Thursday August 06.2020

*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 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@hbdowntown.com](mailto:info@hbdowntown.com) or 714-536-8300.*