



**2018-2019
BID BOARD of DIRECTORS MEETING MINUTES**

Date: December 13, 2018
Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

1. Call to Order 9:00 AM
2. 2017-18 Board of Director's Roll Call Board Members Present: Dave Shenkman, Moe Kanoudi, Murat "Coach" Koc, Brett Barnes, Mike Williams, Kate Leigh, and Michelle Vespe. Past President: Matt Peterson. Absent: Lizzie Raudenbush and Max Schlutz. HBDBID Staff: Marianne Tonjes, Darci Henderson Also, in attendance: City staff Kellee Fritzal, Chief Assistant City Attorney Mike Vigliotta, and City Councilman Patrick Brenden.
3. Public Comments Tony Duran from EV Rideables shared the City has a momentum and it needs to be embraced. We need to work with the City as it's a place of abundant opportunities. Tony also shared he has a marketing background and would like to be involved.
4. Approve Minutes Brett Barnes motioned to adopt the BID BOD minutes of the November 29, 2018, Moe Kanoudi seconded. Ayes: 7, Noes:0. Motion passed.
5. Treasurer Report – Financials a. Financials were not available due to the new coding and combining of reports. Kate Leigh motioned to table the October 2018 financials, Michelle Vespe seconded. Ayes: 7, Noes:0. Motion passed.
6. President Report a. Dave Shenkman reported he has met with Visit HB, HBPD, and the City. He discovered how things are prioritized. b. Dave announced that Board member Max Shlutz has submitted his resignation. The bylaws state that a vacancy in the office of a Director shall be filled by the President only after review of the application by the Board of Directors and with the approval of a majority of the Board of Directors. Candidates in the recent election have all had their applications recently reviewed. a. Dave Shenkman recommended Danny Othman for the replacement of Board Member Max Shlutz. Kate Leigh motioned for Danny Othman to replace Max Schlutz, Brett Barnes seconded. Ayes: 7, Noes:0. Motion passed. c. Dave Shenkman discussed goals and priorities with the Board. He would like everyone to read the IDA report. Michelle Vespe added she would like to continue to look at ways to create a pathway from Downtown to Pacific City. Matt Peterson shared that he feels it's important to continue working on perception regarding



security, lighting, restrooms and signage. Matt stated an over street lighting project will help with security and visitors. Matt also addressed the need for more restrooms and suggested monetizing them. Moe Kanoudi stated we need to find a way to get a lighting project through the City in a timely manner. Kate Leigh offered to get a bid from the company that installed the Tivoli lights on 5th St.

- d. Dave Shenkman announced we will have a task force for Surf City Nights to address some issues that will have a specific start and end date. Dave also stated our standing committees will be HBDBID Executive Board, Budget-Finance, and Nominating Committee. Dave named Kate Leigh and Mike Williams as co-chairs for Budget-Finance along with Stephanie Wilson, Nicole Thompson, and Tony Duran. Dave mentioned we will also need a committee for events.

Staff Reports:

7. BID Manager-Contractor

- a. Marianne Tonjes reported she continues to work with security and is trying to help them find a suitable area to take breaks. Marianne is also working closely with public works and the additional areas of cleaning being added to Malco's scope of work. Marianne explained she and Darci recently met with the CPA to address new coding as the financials are being combined. In addition, we discussed new reports that would be easier to read.
- b. Marianne Tonjes provided an update on the database. Marianne shared the database has been cleaned up and many missing emails have been inputted. However, when an owner is not on site it's a challenge to get contact information.

8. Events Coordinator

- a. Darci Henderson reported that Surf City Nights will be closed for the holidays on December 25th and January 1st. Darci stated she is glad SCN will be getting a task force to address BID member booths. There is a need for policies to give members an equal opportunity to participate.

Other:

9. Surf City USA Ambassador Program Agreement Between Visit Huntington Beach and the Downtown Business Improvement District (BID).

Nicole Lido explained the Ambassador program is four years old and began as security then evolved into hospitality with day time and night time security.

Board discussion concluded to review the program and possible cost share. Dave Shenkman stated to change verbiage to review as needed or quarterly.

Recommendation: Approve the annual agreement with Visit HB in the amount of \$27,000 for their fiscal year (October 1, 2018 – June 30, 2019), payable in monthly installments of \$3,000.00, beginning October 2018.

Kate Leigh motioned to approve the recommendation with Visit HB, Brett Barnes



seconded. Ayes: 8, Noes: 0. Motion passed.

10. Security Contract RFP

- a. EES Security is currently providing the security services for the HBDBID. The board discussed the contract and going out to bid.

Dave Shenkman motioned to table the item until next month, Kate Leigh seconded. Ayes: 8, Noes:0. Motion passed.

11. Board of Director Regular Meeting Date

- a. Board discussed changing the meeting date to the third week of the month. Conclusion was to keep the meeting the second Thursday of the month.

Michelle Vespe motioned to change the regular HBDBID Board of Director's meeting date to the third Thursday of each month, Moe Kanoudi seconded. Ayes: 0, Noes: 8. Motion failed.

12. City of HB Business Development Update

- a. Kellee Fritzal reported the banner on 1st and Walnut between Pacific City and downtown should be up in the next two weeks.

13. Announcements

Moe Kanoudi announced the Santa Harley ride will be downtown next Sunday from 11:45 – noon as they take gifts to Orangewood.

14. Adjourned

- b. Dave asked for a motion to close the meeting. Michelle Vespe motioned to adjourn the meeting, Brett Barnes seconded. Ayes: 8, Noes:0. Meeting adjourned 10:05 am.

The next HBDBID Board Meeting is January 17, 2019 and will be held on the third Thursday of each month hereafter.

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 3rd 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 Marianne Tonjes, HBDBID Manager, at 714-536-8300.