



2019-2020
BID BOARD of DIRECTORS MEETING MINUTES

Date: January 23, 2020
Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

1. Call to Order: 9:00am
2. 2019-2020 Board of Director's Roll Call Board Members Present: Dave Shenkman, Brett Barnes, Mike Williams, Kelly Miller, Danny Othman, Whitney Reimann. Absent: Kate Leigh, Mike Ali, Tony Duran HBDBID Staff: John Gilbert, Darci Henderson, and Jessica LaBrenz.
3. Public Comments <i>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 speaker is allowed three minutes, and time may not be donated to another speaker. None</i>
4. Approve Minutes a. Reviewed Meeting Minutes for Special Board Meeting from December 20, 2019. Mike Williams motioned to record and file meeting minutes from December 20, 2019 Special Board Meeting. Kelly Miller Seconded. Passed 6-0
5. Treasurer Report – Financials a. Treasurer Mike Williams reported that for December we had \$30K in Revenue. We had a \$10K shortfall for SCN due to scheduled closures. We transferred \$20K from reserves. We have had a total of \$30K transferred from reserves this year. Brett Barnes motioned to record and file December 2019 accountant's compilation report for December 2019. Whitney Reiman Seconded. Passed 6-0
6. President Report a. No Report
Committee Reports:
7. Executive Committee a. No Meeting
8. Governance and Finance Committee a. Requests for new events need go to the city not to the BID. Kelly stated that VHB gets a lot of requests as well and they have a process they follow now for events. Robert did state that he encourages people to contact us for these events so that they can partner with us but only volunteers that info they ask. Kelly Miller suggested we do a check box or something on the permit application to make sure they have talked with the BOD first about their event or to add it to the application process for all events that happen Downtown.

Darci expressed concern at how the partners have been excluded from the city meetings where the discussions are happening about these events. Robert said he will run these suggestions by management to see if it's possible.

- b. Discussion was had about the process for submitting an event budget to the Finance committee for approval prior to event planning.

Mike Williams motioned to approve new process for all events to submit event budget to Finance Committee for approval and funding. Kelly Miller seconded.
Passed 6-0

9. Special Events Committee

- a. Darci reported that they are forming a committee task force to address 2 new events that need to be added. They would like to have a new community event before peak season starts. Ideas will be presented to the board for approval. 5th street would like to be participate in these events

Taskforce Reports:

10. Surf City Nights Taskforce

- a. Task force met. SCN to be at full occupancy by 2/25/2020. Shifting farmers to Walnut. A lottery to be held for openings on 2nd block once the shift happens. Food vendors on 1st block will be shifted to free up additional spaces. Signs will be made directing people to the new location of the farmers. The board will vote on the new SCN Rules and Regulations in February. Discussion about reducing of hours in Jan and Feb to 8:00 pm starting in 2021. There is a rate change to go into effect in June 2020. Peak season rates increased by 10%, adding a new rate called Mid Peak for the months of April, May, Sept and Oct. The calculation for Mid Peak is off peak plus peak ÷ 2. ACH/CC and cashiers check will be the only forms of payment accepted for rent starting 6/1/2020. We would like to activate 5th/PCH for summertime. Staff along with task force will generate a letter informing vendors of all of the changes.

11. Marketing Taskforce

- a. First meeting will be 2/5/2020 members are Danny O, Pat R, Nicole T, Kelly M, Dave S, Stuart G from Innocean, Michelle S and Darci H.

12. Reputation Management Taskforce

- a. Have not met yet

Staff Reports:

13. BID Executive Director – John Gilbert

- a. 2nd LEAD training class was held on 1/22/2020 and was very well attended. This was sponsored by Waymakers. The kickoff was in December and was standing room only as attendance was high. This was well received by all who attended. The main focus is getting Downtown back to responsibly serving.

Working on meeting with business owners to get ideas for improving Downtown. BID has new GL insurance through John Petit Insurance agency. We are now paying \$800.00/year rather than \$7,000/year which was the premium in previous years. We will go out for BID on D&O and Worker Comp as they come up.

<p>Working with Kelly and the city for Lyft and Uber programs to get a set rate for South HB residents to travel to Downtown. We would like this to include Zone 2 as well (hotels/Pacific City)</p>
<p>14. Events Coordinator - Darci Henderson</p> <p>a. Surf City Nights update was given earlier under SCN Task Force. Committee and Task Force had first meeting and are working on ideas for new events. Beginning with the community event and will present to the BOD soon.</p>
<p>Other:</p>
<p>15. City of Huntington Beach Update</p> <p>a. Robert reported they currently are in early stages of economic development studies for retail and cluster analysis for business retention and attraction.</p> <p>Kelly Fritzal will be leaving HB and going to work for the City of Fullerton. Her last day will be January 29, 2020.</p>
<p>16. HBPD Update</p> <p>a. PD met with John Gilbert and Security to bridge the gaps and to have a better understanding of each other. An understanding was made that security will be calling PD more frequently and this will be documented by PD.</p> <p>Marathon weekend coming up no changes for HBPD.</p> <p>Dave Shenkman asked if the new Sanctuary City laws have had an impact yet or not.</p> <p>Darci asked that for Tuesday nights is it possible to get rid of the people who just show up with petitions and get in people and vendors faces aggressively to get them to sign. Unfortunately that's not an option due to Free Speech. Darci also asked if it was possible to get them a designated area to stay. Kelly Miller agrees we need to do something about this. Robert said he would research and let us know. We need to continue to report these people if they become aggressive to the foot officers on duty.</p>
<p>17. Announcements</p>
<p>18. Adjournment: 9:37am</p> <p>The next HBDBID Board Meeting is February 13, 2020.</p>

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 staff at info@hbdowntown.com or 714-536-8300.