



2019-2020 BID BOARD of DIRECTORS MEETING MINUTES

Date: March 12, 2020
Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

<p>1. Call to Order: 9:01AM</p>
<p>2. 2019-2020 Board of Director's Roll Call Board Members Present: Dave Shenkman, Brett Barnes, Mike Williams, Kelly Miller, Tony Duran, Danny Othman, and Mike Ali. Absent: Kate Leigh and Whitney Reimann. HBDBID Staff: John Gilbert, Darci Henderson, and Jessica LaBrenz. Also, in attendance: Mike Vigliotta, Robert Ramirez</p>
<p>3. Public Comments Pat Rogers asked if there was COVID-19 action plan? And if there was a plan B for the April 11, 2020 event.</p>
<p>4. Approve Minutes a. Reviewed Meeting Minutes from the February 13, 2020 BID Board Meeting. Mike Williams had an amendment to the minutes from February 13, 2020. Tony Duran made a motion to record and file amended Meeting Minutes from the February 13, 2020 BID Board Meeting. Mike Ali Seconded. Passed Ayes-5 Noes-0 Abstain-2</p>
<p>5. Treasurer Report – Financials a. No report was given as the financials were not ready for review from the CPA due to the demands of tax season and she is extremely busy. A motion was made to table the approval of the February financials by Kelly Miller. Second was made by Mike Williams. Passed 7-0</p>
<p>6. President Report a. A discussion was had about the Covid-19 Virus and the effects it was having on SCN and the spring fling. The governor was recommending that all events with a gathering of over 250 people be cancelled. Dave was in agreement with this statement and thinks we need to follow the recommendation. We need to wait and see what the city decides for SCN. Brett stated it's no different than a retail environment so why should we have to close. Mike Williams stated it's a free event come as you wish it's not mandatory for people to come. Kelly Miller stated we should wait 24/48 hours to see how everything unfolds. In the meantime, go out and live local. Our merchants are going to be hurting. Dave stated it's day by day. Darci commented that Oceanside had already cancelled their market through the end of March. Mike Ali stated his business is on the beach and because of spring break he was still busy with customers. He stated people are still coming here because they can't travel to other locations. This could possibly increase our businesses. Dave stated we will be following the advice of the local government and the city was currently meeting and we would follow what they decide. Danny asked that a formal announcement from the BID should be made once a decision has been made. Mike Vigliotta stated that we should wait to put out any form of an announcement until we are directed by the city. Dave also stated that the April 11 event is a wait and see as well. It's a very fluid situation. Mike Williams suggested we get hand sanitizer stations for the entrances. Brett said we should be able to get them through Ecolab</p>

and would get us his contact there. Mike Ali stated Restaurant Depot still had hand sanitizer. Kelly Miller stated he would work with the BID to make the formal statement once we knew.

Committee Reports:

7. Executive Committee

- a. None

8. Governance and Finance Committee

- a. Had a meeting on 2/18. Discussion was had about proposing BID zone changes and assessment adjustments. This will be presented to the board at the April meeting.

9. Special Events Committee

- a. Meeting to take place after Board meeting today 3/12/2020.

Taskforce Reports:

10. Surf City Nights Taskforce

- a. No Meeting. Task force would still like to get a solid number from 5th and PCH about them participating and the task force will meet again to discuss.

11. Marketing Taskforce

- a. Had two meetings. The new BID Matters newsletter was sent out. Awesome response. John said we had about 6 or 7 responses from the survey. A welcome packet is being worked on.

12. Reputation Management Taskforce

- a. None

13. BID Employee Handbook.

- a. The City Attorney has reviewed, modified and approved the BID handbook. Motion was made by Kelly Miller to approve and implement the BID Employee Handbook. Brett Barnes seconded. Motion Passed Ayes-6 Noes-0 Abstain-1.

14. Donation to Boys and Girls Club

- a. Discussion was had about the donation to the Boys and Girls Club and what they do for us to make the donation. Darci stated they bring about 20-30 staff members to Chili at the Beach. They man the ticket booths and help with judging. They handle all the money being collected. We feel secure with them as Bob goes around and collects money multiple times throughout the event. Mike Ali asked if this was in our budget. It was stated that yes this is part of the Chili at the Beach budget and the donation basically goes to just pay the staff they bring. Mike Williams made a motion to approve up to \$5,000 partnership with the Boys and Girls club for Chili at the Beach. Danny seconded. Passed 7-0

15. Resort Transportation Plan

- a. A motion was made by Brett Barnes to table this discussion due to the current events of Covid-19. Mike Ali seconded. Passed 7-0

Staff Reports:

16. BID Executive Director – John Gilbert

- a. Safe HB is a collective of Waymakers, Huntington Beach Police Department, the BID, and others. They are discussing the over serving of alcoholic beverages as well as zoning for Lyft and Uber drivers to help assist the police. The evening ambassadors who are scheduled to start on Saturday March 14 and will be evaluated over the next two months. They will be working together with Sergeant

Smith on patrols. Dave stated that Sergeant Smith is a ROCKSTAR. He is very hands on and committed to Downtown.
17. Events Coordinator – Darci Henderson a. SCN closed on 3.10.2020 due to rain that never happened. Scheduled to reopen on 3.17.2020 depending on what direction we are given from the city. The shift of the vendors on 3.3.2020 went well. Four farmers were not happy, three BID members were not happy. One BID member quit. Sales were down for some of the farmers. That were moved to Walnut. Events will move forward once direction given by city.
18. City of Huntington Beach Update a. Robert stated there is a meeting next week to discuss the renewal of the BID. Mike Vigliotta offered to hold a Brown Act training.
19. HBPD Update a. None
20. Announcements: Danny wanted to know what the steps would be to get a Homeless Task Force going again. Dave stated he would talk with Sergeant Smith about this.
21. Adjournment at 9:35am The next HBDBID Board Meeting is April 9, 2020.

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