



2021-2022

BID BOARD of DIRECTORS SPECIAL MEETING MINUTES

Date: March 26, 2022

Location: Zoom

Day: Thursday

Time: 9:00 AM

Call to Order: 9:01 am

Roll Call

Board Members Present: Brett Barnes, Stuart Goldberg, Bob Bolen, Jim Hall, Peter Townend, Janice Tugaoen, and Sandra Schulz Taylor.

Absent: Kelly Miller, Nate Bernal

Additional attendees: Kim Carr, Natalie Moser

HBDBID Staff: Jaime Strong, Denise MacAllister

No public comments

1. Pier Plaza Event Name

Reviewed renaming HBDBID's Pier Plaza Event from Surf City Collective to Surf City Artisan Faire or Surf City Artisan Festival.

Action: Brett Barnes made a motion to rename HBDBID Pier Plaza BID event from Surf City Collective to Surf City Artisan Fair with no 'e' at the end.

Second: Jim Hall

Passed: 7-0

2. Hire Trademark Lawyer

BID Staff did seek counsel from Charlene Krough from Dorsey & Whitney LLP regarding the renaming of Surf City Collective. It was suggested to secure a trademark for Surf City Nights and the approved Pier Plaza event name.

Action: Sandy Schulz Taylor made a motion to hire Charlene Krogh from Dorsey & Whitney LLP to trademark Surf City Nights and Surf City Artisan Fair.

Second: Stuart Goldberg

Passed: 7-0

3. Boys and Girls Club Donation

The current agreement for Chili at the Beach is to donate \$6,000.00 to the Boys & Girls Club of Huntington Valley. Chili at the Beach 2022 was not financially successful for the HBDBID due to no sponsors and lower-than-expected ticket sales.

Action: No motion made. Item tabled to the June Board Meeting. Discussion to have Brett Barnes and Stuart Goldberg and HBDBID staff to meet with Boys and Girls Club of Huntington Valley representative to discuss.

3. Special Events & Social Media Manager

Review job description, rate (\$4,000.00 per month), and hours (30 hours per week).

Action: Brett Barnes made a motion to approve the Special Events & Social Media Manager position including rate and hours. Position to be posted in national and state downtown job notice(s). The Board directed staff to look at local colleges/universities to see if there are any opportunities for student(s) to get credits as interns to support BID needs.

Second: Sandy Schulz Taylor.

Passed: 7-0

4. Adjournment: 9:32 am.

The next HBDBID Board Meeting is June 9, 2022. In-person and zoom options will be provided.