



2022-2023 BID BOARD of DIRECTORS AGENDA

Date: April 12
Location: Main Street Branch Library
525 Main Street
Huntington Beach, CA 92648

Day: Wednesday
Time: 1:00 PM

PUBLIC COMMENTS: Members of the public wishing to participate in the HBBID Board meeting by submitting public comments on agenda or non-agenda items, can submit one communication per person of 300 words to jaime.strong@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 by 4:00 PM Tuesday, April 11, 2023 in order to ensure inclusion into and read during the meeting.

BID Board of Directors	Agenda	April 12, 2023
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Call to Order

Roll Call

BID Board Members: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Nate Bernal, Bob Bolen, Darrick Hearn, Kelly Miller, Peter Townend

Special advisor to the Board: Kay Cochran

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Madeleine Gates

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 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.

1. Approve Minutes

Review Meeting Minutes from the March 9, 2023 Board Meeting.

Recommended Action: Record and file meeting minutes from the March 9, 2023 Board Meeting.

2. Treasurer Report-Financials

Treasurer Tony Duran will report on the current financial information provided by the CPA.

Recommended Action: Record and file accountants' compilation reports for HBDBID.

3. President's Report

President Brett Barnes will provide an update on Downtown matters.

4. City Updates:

Representatives from the City of Huntington Beach will provide updates on important issues regarding the Downtown Business Improvement District.

- Huntington Beach City Attorney's Office
- Economic Development
- HBPD
- HBFD
- Marine Safety

5. One-Year Review of Surf City Artisan Fair

Information: Staff to present a review of the Surf City Artisan Fair.

6. 2023 SWOT Analysis Review

Information: Review and discuss the 2022-2023 SWOT Analysis from the BOD Retreat.

7. HB Downtown Committees: Marketing & Events Committee and Stakeholder Relations Committee

Information: Announce the members of the Marketing & Events Committee and Stakeholder Relations Committee.

8. Create Strategic Objectives

Information: Discuss Strategic Objectives (12-18 months) for the Marketing, Communications & Special Events & Stakeholder Relations.

9. Staff Reports:

Executive Director – Jaime Strong

Provide an update on BID matters including:

- Mixer with the Mayor – April 24th
- Networking Reception & Workshop for Business – May 3rd

Events & Social Media Manager – Kim-Erin Justice

Provide an update on BID matters including:

- Surf City Nights - Spring Grand Opening & April Forecast

10. Discussion Topics and Announcements – 5 min. limit per topic

11. Adjournment

The next HBDBID Board Meeting will be as follows:

- Board of Directors Meeting scheduled for Thursday, May 11, 2023.