



2022-2023
BID BOARD of DIRECTORS SPECIAL MEETING AGENDA

Date: February 16, 2023
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Topic: BID BOARD of DIRECTORS SPECIAL MEETING AGENDA
Time: Feb 16, 2023 01:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84398442961?pwd=RFFZaVJQd2xjUDVUaWJkV3lPKzRWQT09>

Meeting ID: 843 9844 2961

Passcode: 683988

One tap mobile

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NOTE: The BID Board of Directors Meeting will NOT be recorded.

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 Wednesday, February 15, 2023 in order to ensure inclusion into and read during the meeting.

BID Board of Directors

Special Meeting Agenda

February 16, 2023

Call to Order

Roll Call

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

Special advisor to the Board: Kay Cochran

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Madi 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. Surf City Nights Task Force Review

Information: Sandy Taylor will provide an overview of the Surf City Nights Task Force.

2. BID Member Rate

Recommended Action: Discuss and approve Surf City Nights BID Member Rate Option #1 or Option #2.

BID Member Rate Option #1

- BID Member Rate: Complimentary 10x10 space
- (10) spaces available for BID Members
- Adhere to Surf City Nights Rules & Regulations and BID Member Requirements
- Pay CA Farmers Market Tax of \$2.00 each week
- Be in good standing with assessments & event fees
- Space must have a full activation with staffing for the duration of the event each week
- BID Members must let the marketing manager know (1) a month in advance
- Any violations of these conditions will result in a verbal warning, followed by a written warning. Upon the 3rd violation, your “rent free” status will be revoked

BID Member Rate Option #2

- BID Member Rate: Complimentary 10x10 space
- (10) spaces available for BID Members
- Adhere to Surf City Nights Rules & Regulations and BID Member Requirements
- Pay CA Farmers Market Tax of \$2.00 each week
- Be in good standing with assessments & event fees
- Minimum setup of A-Frame with Surf City Nights Special (no staffing required)
- BID Members must let the marketing manager know (1) a month in advance
- Any violations of these conditions will result in a verbal warning, followed by a written warning. Upon the 3rd violation, your “rent free” status will be revoked

3. Reinstate Hot Food Booth & Rate

Recommendation Action: Discuss and approve the return of Hot Food Booths with the following rate structure: Peak \$192.50, Mid Peak \$146.25, Off Peak \$100.

4. Downtown Partner Rate

Create a Downtown Partner Rate for the HB Chamber of Commerce, Pacific City, and Huntington Beach Hotels.

Recommendation Action: Discuss and approve a Downtown Partner Rate of \$50.00 per week, plus \$2.00 CA Farmers Market Tax. There would be (5) spots per week for the Downtown Partner Rate based on availability.

5. Surf City Night Vendor Referral Program

Vendors will receive 2 weeks free for referring a new vendor that has not been a part of our market in the past. The 2 weeks will be shown as a credit after the new vendor has been a part of the market for 90 days.

6. Special Events & Social Media Manager Rate

Increase monthly rate for Special Events & Social Media Manager from \$3,800.00 per month to \$5,600.00 per month.

Recommendation Action: Discuss and approve the rate increase for Special Events & Social Media Manager.

7. Administrative Assistant Hours

Increase weekly office hours for the Administrative Assistant from 15-20 a week to 25-30 hours a week at the rate of \$25.00 per hour.

Recommendation Action: Discuss and approve increasing the hours of the Administrative Assistant.

8. Surf City Night Marketing Budget

Jaime Strong to review the Surf City Nights Marketing Budget.

Recommendation Action: Discuss and approve the Surf City Nights Marketing Budget.

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

10. Adjournment

The next HBDBID Board Meeting will be as follows:

- Board of Directors Board Meeting scheduled for Thursday, March 9, 2023