

2022-2023 BID BOARD of DIRECTORS SPECIAL MEETING MINUTES

Date: February 16, 2023

Location: Visit Huntington Beach

155 Fifth St., Suite 111 Huntington Beach, CA 92648 Day: Thursday Time: 9:00 AM

BID Board of Directors

Special Meeting Minutes

February 16, 2023

Call to Order: 1:08pm

Roll Call

Present: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Nate Bernal, Bob Bolen, Kelly Miller and

Peter Townend

Zoom: Nate Bernal (left meeting at 1:15pm)

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

Public Comments: None

1. Surf City Nights Task Force Review

Sandy Taylor presents an overview of the Surf City Nights Task Force. The Task Force has met twice prior to the BOD Special Meeting. Based on the current maps there are 109 spaces with a projected goal of \$265,000 for a rolling year to start on June 1, 2023. There will be a soft opening on March 7th and a Grand Opening on March 14th.

2. BID Member Rate

Discuss and approve Surf City Nights BID Member Rate Option #1 or Option #2 as listed below. The current BID Member rate is \$50.00 per night. A request was made that BID Member Vendors are required to sign the Surf City Nights Rules & Regulations to clarify the event is an HBDBID permitted event.

BID Member Rate Option #1

- BID Member Rate: Complimentary 10x10 space
- Updated at Meeting: (10) for storefronts at Street Level on Main Street, (5) for non-storefront 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

A motion was made by Kelly Miller, second Kanoudi to accept Surf City Nights BID Member Vendor Option #1

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

3. Reinstate Hot Food Booth & Rate

Discuss and approve the return of Hot Prepared Food Booths with the following rate structure: Peak \$192.50, Mid Peak \$146.25, Off Peak \$100. The booths would be setup on Olive Avenue in front of the post office and would include tables.

A motion was made by Sandy Taylor, second Townend to approve Hot Prepared Foods Booths and Rate at Surf City Nights.

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

4. Downtown Partner Rate

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.

A motion was made by Kelly Miller, second Barnes to approve a Downtown Partner Rate. Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No-0

5. Surf City Night Vendor Referral Program

Discuss a vendor referral program for current Surf City Nights vendors that includes 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.

A motion was made by Sandy Taylor, second Kanoudi to approve a Surf City Nights Vendor Referral Program

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

6. Special Events & Social Media Manager Rate

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

A motion was made by Moe Kanoudi, second Miller to approve Special Events & Social Media Manager Rate.

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

7. Administrative Assistant Hours

Approve increased 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.

A motion was made by Moe Kanoudi, second Miller to approve an Administrative Assistant up to 35 hours a week at the rate of \$25.00 per hour.

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

8. Surf City Night Marketing Budget

Discuss and approve the Surf City Nights Marketing Budget of \$7,350.00 to cover reopening marketing and event costs.

A motion was made by Moe Kanoudi, second Miller to approve of a reopening marketing budget for Surf City Nights.

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Kelly Miller and Peter Townend No – 0

Absent – Nate Bernal

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

Moe Kanoudi requested the BOD Meeting time to change from 9am to 1pm.

10. Adjournment: 2:01pm

The next HBDBID Board Meeting will be as follows:

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