

4. Outgoing BOD Comments and Feedback

- Stuart Goldberg suggested that all board members understand their term limits and thank the BID for his time on the Board.
- Jim Hall thanked the BID for the opportunity to understand the downtown business operation. The experience has been rewarding.

5. Nominating Committee

The Nominating Committee presented their recommendations for Executive Officers for HBDBID 2022-2023 Board of Directors.

Recommended Slate:

President - Brett Barnes

VP – Sandra Schulz-Taylor

Treasurer – Tony Duran

Secretary – Moe Kanoudi

Dave Shenkman noted that all blocks are represented.

Kelly Miller made a motion to accept the nominating committee recommendations for Executive Officers. PT Townend seconded.

Passed 8:0

Abstained 1

6. Adjournment 9:10 am

Call to Order 9:11 am

Sandy Shultz Taylor opened the meeting.

7. 2022-2023 Board of Director's Roll Call

Board Members Present: Kelly Miller, Nate Bernal, Bob Bolen, Sandra Schulz Taylor, Peter Townend, Moe Kanoudi, Tony Duran, and Darrick Hearn

Absent: Brett Barnes

Additional Attendees: Kim Carr, Natalie Moser, Dave Shenkman, Kay Cochran, Brian Smith and Marty Ortiz

Special advisor to the Board: Kay Cochran

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Denise Mac Allister

8. City Updates

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

- H.B.P.D: No Updates
- H.B.F.D:

Captain Marty Ortiz shared:

- Thank you for Surf City Nights celebrates the Huntington Beach Fire Department. They enjoyed interacting with the community at Surf City Nights.
- Preparing for the Pacific Airshow the Fire Department took part with other departments in several tabletop exercises before the event. He noted there were no major incidents and felt very prepared.
- There is a Red Bull moto event this weekend at State Beach south of Beach Boulevard.
- The Fire Department Open House is this Saturday, September 15th at the Gothard Fire Station/training center.
- There is a Fire Engine wrapped in pink for Breast Cancer month sponsored by Orange Coast Memorial. The Engine will tour the City.
- There are ambulances being added to the City as well as ambulance operators.
- Marine Safety: No Updates
- Economic Development
 - Kriss Cassanova noted that the outreach included several meetings with local businesses and citizens.
 - On November 1st the City Council will be presented with a drafted schematic for the downtown Main Street design. It was reiterated that this is a draft.
 - The current design is a flexible closure on Main Street, with improvements to the first and second blocks.
 - Bob Bolen – shared that there were good walkabouts for the downtown outreach. He shared that there were choices on stones and lighting. He felt no choice was given on input during the walkabout on the width of dining areas and walkway of the promenade.
 - Kriss Cassanova requested that the downtown redevelopment discussion be placed on the agenda for the next Board Meeting.

6. Information: City Council Approval of Annual Assessment

Tony Duran and Jaime Strong provided a recap and review of October 4, 2022 City Council Meeting. Every year the BID goes to City Council to approve the allocation of assessments to the HB Downtown Business Improvement District. There were 7 written protests against the BID.

7. CRM (Customer Relationship Management)

Jaime Strong provided an update for CRM software including options and costs. Discussion on a CRM database where the BID can track communication and ensure a robust history showing their communication to our businesses. Tony Duran noted that the CRM being looked at 'PBID Manager' is good for the BID. Notes the data does need to be inputted carefully. He shared that there will need to be dedicated hours to input it correctly; he recommended 20-30 hours weekly at the beginning for set

up and development. It was shared that the CRM-PBID setup fee is \$600 and \$100 monthly. The information would be open for public records requests.

Discussion on the need to develop a task force to help set up CRM for the PBID and to determine what data the BID would like in the CRM.

Kim Carr shared the City Council wants to make sure that when the communication goes out it is actually going out to all the businesses downtown. Kim Carr noted that the CRM would reassure City Council that the communication regarding the assessments is being delivered. It was shared that the City Council strongly encourages the BID to go forward with the process and do a robust drill down to ensure the data is correct.

Discussion on a new user-friendly name for the HBDBID. Currently, the office is using: HB DOWNTOWN.

It was reiterated that the revenue from the Surf City Artisan Fair is not part of \$107,000 assessment.

Discussion to reinstate the PBID Manager Program that the BID had a few years ago.

Kelly Miller made a motion to instruct the BID staff to contact John Gilbert and talk to a CRM representative. The information gathered on budget costs and hours needed to implement the CRM to be presented at next board meeting.

Moe Kanoudi seconded

Passed 8:0

8. Information: Surfrider Donation

Surfrider requested a donation of \$700.00 to the "Hold On To Your Butt" program. The donation would replace and repair damaged canisters in Downtown and HBDBID branding for canisters.

Discussion on giving Surfrider a complimentary booth at Surf City Nights so they can work on gathering donations to replace and repair damaged canisters.

Kelly Miller motioned to offer Surfrider a complimentary booth at Surf City Night. Sandy Shultz Taylor seconded

Passed 7-0

Abstained 1

Kelly Miller amended the motion to allow Surfrider to have a complimentary booth at three Surf City Nights. Sandy Shultz Taylor seconded

Passed 8-0

7. Information: Surf City Artisan Fair

Jaime Strong updated the BOD on the Surf City Artisan Fair and provided a forecast for November and December.

Projected income: \$47,500

Total expenses: \$39,042

Profit \$8458

The Surf City Winter Wonderland with a skating rink at Pier Plaza will be 11/19-1/8. SCAF will move to the 6th street parking lot and use the Pier Plaza amphitheater.

There was a discussion regarding the decrease in SCAF vendors. It was commented a member that the vendor rent cost is too high. Sandy Shultz Taylor noted that \$100 for vendors and that is not a high cost compared to other markets. It was shared that the traffic is down. Additional feedback included vendor rotation and Four Corners programming. It was recommended to discuss with the contractor for input and ideas to improve the event.

9. Staff Reports:

Jaime Strong – Executive Director

- BID 2022-2023 Board of Directors Election Recap
- Thanked the H.B.P.D. for the Critical Incident Training
- Upcoming BID Board of Directors Retreat
 - Save the Date: Friday, November 4th
- Stakeholder Events
 - Date TBD: International Surfing Museum Tour with PT
- Upcoming Events
 - Halloween
- Surf City Nights Review
- Social Media Update
 - Increase in followers and engagement

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

Bob Bolen shared the 23rd Annual Surfboard Shaper Hall of Fame is this Saturday, October 15th at Pier Plaza.

13. Adjournment 10: 24 am

The next HBDBID Board Meeting is November 10, 2022. In-person and zoom options will be provided.

Board Meetings are not recorded.