



**2021-2022  
BID BOARD of DIRECTORS MEETING MINUTES**

Date: June 9  
Location: Visit Huntington Beach  
155 Fifth St., Suite 111  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**Call to Order: 9:02**

**Roll Call**

Board Members Present: Brett Barnes, Kelly Miller, Janice Tugaoen, Bob Bolen, Jim Hall, Sandy Schulz Taylor

Absent: Peter Townend, Stuart Goldberg, Nate Bernal

Additional attendees: Kim Carr, Natalie Moser, Dave Shenkman, Kriss Casanova, Marty Ortiz, Sterling Foxcroft, Molly Uemura, Kay Cochran, Jodi McKay

HBDBID Staff: Jaime Strong, Denise MacAllister

**Public Comments:** None

**1. Approve Minutes**

Kelly Miller made a motion to approve the minutes from the May 12, 2022, Board Meeting and May 26, 2022 Special Meeting. Sandra Schulz Taylor seconded.

Passed: 7:0

**2. President's Report**

President Brett Barnes provided an update on HB Downtown matters:

- MCS will be hosted at Duke's for a thank you luncheon.
- Draft BID annual report is due June 30, 2022, and will be presented at July 2022 board meeting
- ISA will be hosted in HB September 17-18

**3. Treasurer Report-Financials**

Treasurer Kelly Miller reported on the current financial information provided by the CPA.

Sandra Schulz Taylor made a motion to accept, record and file the May HBDBID financials. Jim Hall seconded.

Passed: 7-0

**4. City Updates**

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

- H.B.P.D - Not in attendance
- H.B.F.D

Update from Marty Ortiz (Fire Department)

- Calls are up this year city-wide

Update from Sterling Foxcroft (Marine Safety)

- Prepping for summer
- Junior Lifeguards starts on June 27
- Reviewed public dashboard maintained by Marine Safety

- City Attorney Office - Not in attendance
- Economic Development Office
  - Continue to work with restaurants and do outreach for retailers regarding the need for permit display going forward
  - There will be an update on Main Street Downtown Redesign at an upcoming Board Meeting
  - Communication will go out to businesses and restaurants regarding July 4<sup>th</sup> weekend
  - Renewal of BID contract will be in July/August
  - New city manager will start at end of June
  - New restaurant end of the pier to open around July 4<sup>th</sup>

### **5. Information: 4<sup>th</sup> of July Celebration**

Jaime Strong and Molly Uemura provided updates on the 4<sup>th</sup> of July Block Party on Thursday, June 30<sup>th</sup> and the 4<sup>th</sup> of July Celebration.

- Back to a traditional 4<sup>th</sup> of the July celebration including Main Street parade, 5K run, Pier festival
- June 30<sup>th</sup> block party on Thursday night
- Vendor market on First and Third Block of Main Street
- Update on the BID decorating contest

### **6. Information: Event Survey Questions**

BID staff discussed survey questions provided to gather feedback on the events produced by HBDBID. Events included in the survey will be Chili at the Beach, Surf City Nights, Surf City Days, Halloween, Magic on Main Street, 4<sup>th</sup> Block Party, etc.

### **7. Event Fusion/Jodi McKay's Contract**

Review and discuss Jodi McKay's contract as the event operator for Surf City Artisan Fair.

Kelly Miller made a motion to table the Event Fusion contract pending more information.

Seconded by Sandra Schulz Taylor

Passed: 7-0

### **8. Donation to the Boys & Girls Club of Huntington Valley**

Brett Barnes provided an update on the meeting with the Boys & Girls Club of Huntington Valley including the discussed donation agreement of \$3,000.00. Sandra Schulz Taylor made a motion to approve \$3,000.00 donation to Boys & Girls Club of Huntington Valley. Seconded by Bob Bolen.

Passed: 7-0

### **9. Staff Reports: BID Marketing Manager – Jaime Strong**

Jaime Strong provided update on BID matters.

- Downtown Meeting with HBPD at Hyatt on Tuesday, June 21<sup>st</sup>.
  - Hosted by the PD
  - Big Tony will discuss summer support
- Recapped May Stakeholder Meeting and June Partner Meeting with VHB
  - 40 attendees and it was a great event
  - Thank you to Cruiser and our speakers including Mayor Barbara Delgleize,
  - Chief Eric Parra, Kim Carr and Molly Uemura,
  - Next meeting hosted by VHB on Thursday, June 23<sup>rd</sup> at Sandbar limited seating-max out at 35
- Announced Shelbi Ortiz was hired to assist the BID with social media until end of July. Shelbi grew up in Huntington Beach and is home for summer from the University of Utah.
- Surf City Nights – Community & Library Services Night on Tuesday, June 28<sup>th</sup>
- Working through options to update the HB Downton Website. More to discuss at the July Board Meeting.

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

Bob Bolen shared he is scheduling a demonstration on surfboard design. Details to follow.

### **11. Adjournment: 10:05am**

The next HBDBID Board Meeting is July 14, 2022. In-person and zoom options will be provided.