



**Huntington Beach Downtown Business Improvement District
Strategic Planning Retreat Meeting Minutes
Thursday, February 2, 2023
12:30pm-5:00pm**

Location:

Huntington Beach City Hall
2000 Main Street, Huntington Beach
Room B7

Call to Order: 12:44pm

BID BOARD OF DIRECTORS RETREAT AGENDA:

Roll Call

Present: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Kelly Miller, Nate Bernal (Arrived at 12:56pm) Bob Bolen, Peter Townend, Darrick Hearn

HBDBID Staff: Jaime Strong, Kim-Erin Justice

Additional Attendees Arrival:

Kriss Casanova 12:54pm
Travis Hopkins 12:55om
Mike Vigliotta 1:00pm

Public Comments: None

1. Approve Meeting Minutes from the January 19, 2023 Board Meeting.

A motion was made by Kelly Miller, second by Taylor to accept and file meeting minutes from January 19, 2023 Board Meeting.

Yes – Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Nate Bernal, Kelly Miller, Darrick Hearn and Peter Townend

No - 0

2. Retreat Guidelines – Brett Barnes reviewed

- a. Agenda topics only
- b. Rules of engagement
- c. Parking lot topics

3. Review Pre-Work – Brett Barnes reviewed

- a. 2019 Huntington Beach BID Strategic Plan
- b. 2019 SWOT Analysis



4. Current Priorities (30-60 days) – Jaime Strong reviewed
 - a. Surf City Nights - will need 50-60 new vendors with the City Council voting to reopen the 2nd block of Main Street. Mayor Tony Strickland will attend SCN monthly to engage with the community.
 - b. Website – Working internally on updates. Drone shots to update the website will be filmed by the HB Lifeguards
 - c. CRM – PBID Manager will come to the office to set up and train

CITY OF HUNTINGTON BEACH PRESENTATIONS

City of Huntington Beach Updates – Travis Hopkins, Assistant City Manager

Mr. Hopkins presented City Manager Al Zelinka's First 100 days in HB. Observations were, we are a passionate community rooted in natural resources invested in schools and sports. Surfing is synonymous with Huntington Beach. Volunteerism and patriotism are high priorities in the city. These attributes make us unique.

1. After this assessment, the City Executive team met to discuss. They are working on a direction and strategic plan with new council members. This will take place over the next few months:
 - Smaller set of ideas
 - Get community consensus
 - Input Community Feedback
2. Mr. Zelinka's new approach to his strategic plan is desiring more community outreach including:
 - Townhall meetings throughout the City
 - Community Satisfaction Survey
 - Relook at Downtown
 - LA 2028 Olympics Infrastructure

HBDBID Annual Report – Kriss Casanova, Economic Development Manager

Ms. Casanova presented a PowerPoint presentation to review the State requirements to renew the HB Downtown Business Improvement District. (PowerPoint available upon request)

GUEST SPEAKERS:

John Lambeth, President & CEO Civitas Advisors via Zoom

Mr. Lambeth presented a PowerPoint presentation to review Best BID practices, trends, future strategy and BID Board expectations. (PowerPoint available upon request)

Kelly Miller, VHB President & Executive Director

Mr. Miller presented a PowerPoint presentation on VHB's Role, industry trends and destination competitive set. (PowerPoint available upon request)

BOD STRATEGIC PLAN

- SWOT Analysis Exercise
- Committee Formation

Adjourned at 4:45pm