



2021-2022

BID BOARD of DIRECTORS SPECIAL MEETING AGENDA

Date: March 26, 2022

Location: Zoom

Day: Thursday

Time: 9:00 AM

Topic: BID Board of Directors Special Meeting

Time: May 26, 2022 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/87508949448?pwd=ZWcrRUt1Y3VyMWsxOE5PWlkreIMxUT09>

Dial by your location

+1 669 900 6833 US (San Jose)

Meeting ID: 875 0894 9448

Passcode: 029815

Find your local number: <https://us02web.zoom.us/u/kbDf1RVzu>

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, May 25, 2022 to ensure inclusion in and read during the meeting.

BID Board of Directors

Agenda

May 26, 2022

Call to Order

Roll Call

Board Members Present: Brett Barnes, Stuart Goldberg, Kelly Miller, Nate Bernal, Bob Bolen, Jim Hall, Peter Townend, Janice Tugaoen, and Sandra Schulz Taylor.

Special advisor to the Board: Kay Cochran

HBDBID Staff: Jaime Strong

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. Pier Plaza Event Name

Review renaming HBDBID's Pier Plaza Event from Surf City Collective to Surf City Artisan Faire or Surf City Artisan Festival.

Recommended Action: Discuss and approve the renaming of the Pier Plaza Event.

2. Hire Trademark Lawyer

BID Staff did seek counsel from Charlene Krough from Dorsey & Whitney LLP regarding the renaming of Surf City Collective. It was suggested to secure a trademark for Surf City Nights and the approved Pier Plaza event name. Estimate costs will be provided at the meeting.

Recommended Action: Discuss and approve the hiring of Charlene Krogh from Dorsey & Whitney LLP to trademark event names.

3. Boys and Girls Club Donation

The current agreement for Chili at the Beach is to donate \$6,000.000 to the Boys & Girls Club of Huntington Valley. Chili at the Beach 2022 was not financially successful for the HBDBID due to no sponsors and lower-than-expected ticket sales.

Recommend Action: Discuss and approve to donated \$6,000.00 to the Boys & Girls Club Huntington Valley from the HBDBID Budget.

3. Special Events & Social Media Manager

Review job description, rate (\$4,000.00 per month), and hours (30 hours per week).

Recommended Action: Discuss and approve the Special Events & Social Media Manager position including rate and hours.

4. Adjournment

The next HBDBID Board Meeting is June 9, 2022. In-person and zoom options will be provided.