



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

**Location:**

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

**Parking:** City Hall Parking Lot (no charge)

12:30pm-12:40pm      Arrival  
*Please check-in at the Lobby Concierge to receive a guest badge*

12:40pm-1:05pm      **BID BOARD OF DIRECTORS RETREAT– WORKING LUNCH  
(FRANK’S PHILADELPHIA DELI)**

**PUBLIC COMMENTS:**

Members of the public wishing to participate in the HBDBID Board of Directors Retreat by submitting public comments on agenda or non-agenda items, can submit one communication per person of 300 words to [jaime.strong@hbdowntown.com](mailto: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, February 1, 2023 to ensure inclusion into and read during the meeting.

**BID BOARD OF DIRECTORS RETREAT AGENDA:**

Call to Order

Roll Call

BID Board Members: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Kelly Miller, Nate Bernal, Bob Bolen, Peter Townend, Darrick Hearn

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Denise MacAllister

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 into 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. Approve Minutes – Brett Barnes  
Review Meeting Minutes from the January 19, 2023 Board Meeting.  
Recommended Action: Record and file meeting minutes from January 19, 2023 Board Meeting.
2. Retreat Guidelines – Brett Barnes
  - a. Agenda topics only
  - b. Rules of engagement
  - c. Parking lot topics
3. Review Pre-Work – Brett Barnes
  - a. 2019 Huntington Beach BID Strategic Plan
  - b. 2019 SWOT Analysis
4. Current Priorities (30-60 days) – Jaime Strong
  - a. Surf City Nights
  - b. Website
  - c. CRM

1:05pm-1:25pm

**CITY OF HUNTINGTON BEACH**

1. City of Huntington Beach Updates – Travis Hopkins, Assistant City Manager (15 minutes)
2. HBDBID Annual Report – Kriss Casanova, Economic Development Manager (5 minutes)

1:25pm-1:30pm

**BREAK**

1:30pm-2:20pm

**GUEST SPEAKER: JOHN LAMBETH, PRESIDENT & CEO CIVITAS ADVISORS**

1. Introduction – Kelly Miller
2. History of Business Improvement Districts
3. Best BID practices education
  - a. BID formation trends in U.S. and California
  - b. Traditional and non-traditional services and programs that BIDs provide its membership and stakeholders
  - c. Revenue generation options
  - d. Thoughts on the future strategic direction(s) of BIDs and how their program of work may be changing



- e. BID Board expectations
- f. Q & A (10 minutes)

2:20pm-2:50pm

**GUEST SPEAKER: KELLY MILLER, VHB PRESIDENT & EXECUTIVE DIRECTOR**

- 1. Visit Huntington Beach vital role in marketing/managing the destination brand
- 2. Quick review of 2023 visitor industry trends
- 3. Review of HB's destination competitive set of cities
- 4. Surf City Swell
- 5. Maximizing the generational opportunities of 2028 Olympics Games

2:50pm-3:00pm

**BREAK**

3:30pm-4:50pm

**2022-2023 BID BOD STRATEGIC PLAN**

- 1. SWOT Analysis
- 2. Review 2019 BID Strategic Plan
- 3. Create 2023 Strategic Plan
- 4. Committee Formation
  - a. Finance & Governance
  - b. Marketing & Events
- 5. 2022-2023 BOD word of the year

4:50pm-5:00pm

**CONCLUSION**

5:00pm-7:00pm

BOD Mixer at The Corner

Location:

The Corner

8961 Adams Avenue, Huntington Beach