



2022-2023 BID BOARD of DIRECTORS MEETING MINUTES

Date: March 9, 2023
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

BID Board of Directors

BOD Meeting Minutes

March 9, 2023

Call to Order 9:01am by Sandy Taylor

Roll Call

BID Board Members: Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Darrick Hearn, Kelly Miller (via zoom), Peter "PT" Townend

Additional Attendees: Kay Cochran (via zoom), Dave Shenkman, Kriss Casanova, Brian Smith, Doug Leach, Molly Uemura

Absent: Brett Barnes, Nate Bernal

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Madeleine Gates

Also in attendance, Dave Shankman

Public Comments

Bob Bolen - Thank you to the City Council and merchants for the smooth reopening of Main Street.

1. Approve Minutes

Review Meeting Minutes from the February 2, 2023 Board Retreat and February 16, 2023 Special Meeting.

Sandy Taylor motioned to accept the February 2, 2023 Board Retreat and February 16, 2023 Special Meeting.

Peter Townend seconded

Yes: Sandy Taylor, Moe Kanoudi, Peter "PT" Townend, Tony Duran, Kelly Miller, Bob Bolen, Darrick Hearn

No: 0

Absent: Brett Barnes, Nate Bernal

2. Treasurer Report-Financials

Treasurer Tony Duran presented the report on the current financial information provided by the CPA. Bob Bolen questioned the sentence on the cover sheet for the budget that says management omits substantially the disclosures included in financials. Jaime will ask for clarification from our accounting firm.

Sandy Taylor motions to table financials until next BOD meeting to get clarification on the Cover Letter description from our accountant.

Bob Bolen seconds the motion

Yes: Sandy Taylor, Moe Kanoudi, Peter "PT" Townend, Tony Duran, Kelly Miller, Bob Bolen, Darrick Hearn.

No: 0

Absent: Brett Barnes, Nate Bernal

3. President's Report

In President Brett Barnes's absence, Sandy Taylor presents the President's report.

- Sandy thanked the City of Huntington Beach for the smooth transition to opening Main Street
- Sandy thanked Lieutenant Smith, the Downtown Foot Patrol and the HBPD for assistance with recent activity in the Downtown District.

4. City Updates:

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

- Lieutenant Brain Smith provided an update on:
 - Main Promenade Parking Structure Municipal Code Update
 - Misdemeanor Arrest Procedures and the Court Process
 - Incident Trend analysis as requested by Board of Director member Kelly Miller
- Doug Leach- Marine Safety
 - Beach preparations for Spring Break.
- Kriss Casanova
 - Main Street Redevelopment Project Update -
 - City Council has asked for more research to be done on what merchants and businesses want
 - Currently conducting surveys, result 76% of stakeholders indicated that they want Main Street revision and 46% said the plaza
 - Basic improvement in lighting and beautification wanted
- Molly Uemura
 - 2023 Event Calendar- presents all current calendared events for the city

5. Meeting Time

Change the BOD Meeting time from 9am to 1pm on the second Thursday of each month.

Moe Kanoudi motions to change the meeting time

Tony Duran seconds the motion.

Yes: Sandy Taylor, Moe Kanoudi, Peter "PT" Townend, Tony Duran, Kelly Miller, Darrick Hearn

No: Bob Bolen

Absent: Brett Barnes, Nate Bernal

6. Updating HB Downtown Business Improvement District ByLaws

Review Civitas Advisors, Inc. proposal to update the HB Downtown Business Improvement District ByLaws. The cost will be \$1500 for Civitas to update our current bylaws which were created in 2010. Once finished bylaws are presented, the board will then vote for approval.

Sandy Taylor motions to hire Civitas to update the HB Downtown Business Improvement District ByLaws. Kelly Miler seconds the motion.

Yes: Sandy Taylor, Moe Kanoudi, Peter "PT" Townend, Tony Duran, Kelly Miller, Bob Bolen, Darrick Hearn
No: 0

Absent: Brett Barnes, Nate Bernal

7. 2023 SWOT Analysis Review

8. HB Downtown Committees: Marketing & Events Committee and Stakeholder Relations Committee Information: Announce the members of the Marketing & Events Committee and Stakeholder Relations Committee was tabled for April Meeting.

9. Staff Reports:

Executive Director – Jaime Strong

Provide an update on BID matters including:

- Upcoming Stakeholder Meetings

Events & Social Media Manager – Kim-Erin Justice

Provide an update on BID matters including:

- Present Surf City Nights Spring Grand Opening

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

10. Adjournment

The next HBDBID Board Meeting will be as follows:

- Board of Directors Retreat scheduled for Thursday, April 13, 2023.

The meeting was adjourned at 10:01am.