



**2021-2022
BID BOARD of DIRECTORS AGENDA**

Date: January 13, 2022
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

PLEASE REVIEW VHB POLICIES: In order to ensure adequate social distancing, the Board agrees to comply with Visit Huntington Beach's safety requirements: Everyone will be asked a series of screening questions at the front desk before signing in and being escorted straight to the conference room. All attendees must wear their mask the entire time. Chairs can't be moved from their current position. 10 people can fit around the table and up to 8 others can sit in designated seats around the perimeter of the room. We ask that no one congregate outside the conference room before or after the meeting and parking validation isn't included. No food or drink is allowed. In-person attendance is limited. A zoom link is provided for expanded participation.

SPECIAL NOTICE REGARDING COVID-19

On March 04, 2020 Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N-29-20 which allows a local legislative body to hold public meetings via teleconferencing, and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that some members of the Downtown Huntington Beach Business Improvement District Board and or Staff may participate in this meeting telephonically or electronically.

PUBLIC PARTICIPATION/AUDIO/VIDEO ACCESS TO BOARD MEETINGS: Pursuant to Executive N-29-20 and given the current health conditions, members of the public are encouraged to access the meeting live on-line at zoom.

Topic: January Board of Directors Meeting
Time: Jan 13, 2022 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84695425067?pwd=Y3ZwbjdOZG1KYWhldkxVRXVwSDIYQT09>

Meeting ID: 846 9542 5067

Passcode: 412712

One tap mobile

+16699006833,,84695425067#,,,,*412712# US (San Jose)

+13462487799,,84695425067#,,,,*412712# US (Houston)

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 hbbidexec@gmail.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 on later than 4:00PM Tuesday, January 11, 2022 in order to ensure inclusion into and read during the meeting.

Call to Order

Roll Call

Board Members: Brett Barnes, Stuart Goldberg, Kelly Miller, Jim Hall, Peter Townend, Bob Bolen, Janice Tugaoen, Mary Eikenbary, and Nate Bernal. Special advisor to the Board: Kay Cochran

HBDBID Staff: Sarah Kruer and Jaime Strong

1. Approve Minutes

Review Meeting Minutes from the December 9, 2021 Board Meeting

Recommended Action: Record and file meeting minutes from December 9, 2021 Board Meeting

2. Treasurer Report-Financials

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

Recommended Action: Record and file December accountants' compilation report for HBDBID.

3. President's Report

President Brett Barnes will provide an update on Downtown matters.

4. Interim Executive Director

Recommended Action: Discuss and approve an Interim Executive Director effective starting January 17, 2022.

5. Committees and Task Forces

Recommended Action: Discuss and approve Board member participation for committees and recommended projects as initial scope of work.

Volunteers for Marketing & Events Committee (as of 12/4/21): Rebecca Pate, Bare Bunny Aesthetics, Adam Anastasi, InRetrospect Mid Century Furniture and Décor, John Raymer, Fred's Mexican Café (new addition 12/14/21)

- Surf City Movie Nights
- Summer Cook-off Event (June)

Volunteers for Finance & Governance Committee (as of 12/4/21): Kelly Miller, Sandy Schulz-Taylor, Model Citizen, Tony Duran, EV Rideables, Bob Bolen, HB Realty

- Revision of ByLaws
- Recommended Budget Modifications with Surf City Collective (SCC)/ Pier Plaza Artisan Fair

6. Surf City Nights Revised Rules & Regulations

Recommended Action: Discuss and approve clarifications to Surf City Nights Rules & Regulations.

7. BID Branding Project

As noted in the Annual Report, BID staff recommends rebranding to a user-friendly name like Downtown HB, Discover Downtown HB, or Explore Downtown HB. Other BID's have adopted this experiential

approach to branding in recent years; please see www.downtownsm.com. The following handles and URL's are available:

- [@downtownhbusa](https://twitter.com/downtownhbusa), www.downtownhb.com

Recommended Action: Discuss and approve a user-friendly name and updated URL to enhance visibility and user engagement.

8. Discussion: Surf City Collective/ Pier Plaza Artisan Fair

Recommended Action: BID Staff to introduce Jodi McKay, Event Fusion, and provide an update on the progress of Surf City Collective.

9. Staff Reports: BID Executive Director -Sarah Kruer and BID Marketing Manager – Jaime Strong

10. City of Huntington Beach Update

- Denny Bacon will provide an update on Downtown maintenance from the Public Works Department.
- A representative from the City of Huntington Beach will provide an update on important issues regarding the Downtown Business Improvement District.

11. HBPD Update

A representative from H.B.P.D will provide an update on issues regarding the Downtown Business Improvement District.

12. Announcements

13. Adjournment

The next HBDBID Board Meeting is Thursday, February 10, 2022 at 9:00 a.m. It is likely the meeting will be zoom only.