



2020-2021 BID BOARD of DIRECTORS AGENDA

Date: January 14, 2021
Location: Virtual Zoom
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

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, member to the public are encouraged to access the meeting live on-line at zoom .

Topic: BID BOD Meeting
Time: Jan 14, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/83344936112?pwd=aThoTUtqcUVGQzVnRGhBZHpQZU1zZz09>

Meeting ID: 833 4493 6112
Passcode: 745525

To ensure the public's right to participate in this meeting, please perform the following:

In order to ensure adequate social distancing, the Board will not make a physical location available for the public to observe the meeting or offer public comment in person.

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 bidmanager@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 on later than 4:00PM Tuesday December 08, 2020 in order to ensure inclusion into and read during the meeting.

Call to Order**Roll Call**

Board Members Present: Dave Shenkman, Mike Williams, Kelly Miller, Stuart Goldberg, Danny Othman, Jim Hall, Janice Tugaeon, Mary Eikenbary, Sandra Schultz Taylor
HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

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. BID BOD Orientation

Dave Shenkman to provide an overview of roles, responsibilities, and process for BOD actions within a meeting.

2. Approve Minutes

Review Meeting Minutes from January 5, 2021 Special Board Meeting

Recommended Action: Record and file meeting minutes from January 5, 2021 Special BID Board Meeting

3. Treasurer Report-Financials

Treasurer Mike Williams will report on the current financial information provided by the CPA.

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

4. Revised Budget

Review and discuss revised budget which reflects a decrease in revenue and expenses due to COVID-19.

Recommended Action: Approve revised budget.

5. BID HR: Employee Layoff

Discuss layoff of BID Office Administrator due to decrease in revenue due to COVID-19.

Recommended Action: Approve the layoff of the BID Office Administrator with the final day of employment as EOD Friday, Jan. 15, 2021 and 2 week's severance.

6. Tuesday Night/ Surf City Nights

Review and discuss plan for gradual return to original Tuesday night (Surf City Nights) footprint. COVID-19 modifications for public health and safety have been made. The City supports the return of this event. The pending issuance of the Cal Trans permit for the 1st block of Main Street will determine timeline.

Recommended Action: Approve the return of a COVID-19 modified Tuesday night event.

7. President's Report

Dave Shenkman will provide a general update.

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

Sarah Kruer to provide an update on BID business including 6-month marketing plan detail.

Jaime Strong to provide an update on December BID events and Social Media Update.

9. City of Huntington Beach Update

A representative from the City of Huntington Beach will provide an update on important issues regarding the Downtown Business Improvement District.

10. HBPD Update

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

11. Announcements

12. Adjournment

The Next HBDBID Board Meeting is February 11, 2021. We anticipate continuing to use zoom for the BOD meetings until further notice.