



2020-2021 BID BOARD of DIRECTORS UPDATED AGENDA

Date: February 11, 2021
Location: Virtual Zoom
315 3rd St.
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, members of the public are encouraged to access the meeting live on-line at zoom.

Topic: BID BOD Meeting
Time: Feb. 11, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/82078454124?pwd=allwdEN1YnFaUmV6cFBrOXg3d1ZTUT09>

Meeting ID: 820 7845 4124
Passcode: 360467

One tap mobile [+16699006833](tel:+16699006833),82078454124#,,,,*360467# US (San Jose)
[+12532158782](tel:+12532158782),82078454124#,,,,*360467# US (Tacoma)

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 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 February 9, 2021 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 and 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. President's Report

Dave Shenkman to provide an update on Task Force creation and an overview of the EIDL loan and BID Reserve Fund policy.

2. Approve Minutes

Review Meeting Minutes from January 14, 2021 BID BOD meeting.

Recommended Action: Record and file meeting minutes from January 14, 2021 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 January accountants' compilation report for HBDBID.

4. PBID Presentation and Discussion

Marco Li Mandri, President of New City America - <http://newcityamerica.com/about/>, has been retained by the City of HB to explore support for the formation of a PBID in Downtown HB.

PBID presentation: 15 minutes, Q&A: 5 minutes

Recommended Action: Discussion

5. Information: Pre-approval of hotels outside the BID zone to become BID members

The Hyatt Regency Huntington Beach Resort and Spa and The Waterfront Beach Resort, a Hilton Hotel, have expressed interest in joining the BID. Membership within the BID is available to all businesses in the general Downtown HB area. Hotels with 50+ rooms in Zone A pay an annual assessment of \$1,404. Hotels with 50+ rooms in Zone B pay an annual assessment of \$1,200. There is no pricing guideline for hotels outside Zones A and B to join the BID as members.

Recommended Action: Approve BID membership for the Hyatt Regency Huntington Beach Resort and Spa and The Waterfront Beach Resort, a Hilton Hotel, at an annual assessment rate of \$1,000 per hotel.

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

Sarah Kruer to provide an update on BID business, President's Weekend – additional MALCO and security support - and Revenue Task Force.

Jaime Strong to provide an update on Downtown Dining Week and Tuesday Nights.

7. City of Huntington Beach Update

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

8. HBPD Update

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

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

- Downtown Relief Programs
- Future Pedestrian Areas/ Block Closures

10. Adjournment

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