



## 2020-2021 BID BOARD of DIRECTORS UPDATED AGENDA

Date: March 11, 2021  
Location: Virtual Zoom  
315 3<sup>rd</sup> 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: Mar 11, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83275147306?pwd=M3RybDAyay9rOEYvYmRSZ2ZVM2l6dz09>

Meeting ID: 832 7514 7306  
Passcode: 153475

One tap mobile

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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](mailto: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 March 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 the Revenue Generation Task Force and formation of a Shop Downtown Retail Task Force.

**2. Approve Minutes**

Review Meeting Minutes from February 11, 2021 BID BOD meeting.

**Recommended Action:** Record and file meeting minutes from February 11, 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 February accountants' compilation report for HBDBID.

**4. Ambassadors Security Program – March – June 2021**

Tony Alvarez, President of 12 "0" 27 Protective Services, will provide a brief overview of the ambassadors security program and how his team works with the HBPD. The ambassadors program is a weekly weekend enhancement of Downtown security. There are three agents scheduled each six-hour shift at a rate of \$30.37 per agent/ per hour. has been on hiatus since 4<sup>th</sup> except for holiday weekends (MLK and President's Day). VHB has budgeted to fund half of the program through the end of their fiscal year, June 30, 2021. Projected monthly cost to the BID is approx. \$3,500 depending on the number of weekends and any extended shifts.

**Recommended Action:** Discuss and approve funding for the Downtown ambassadors security program through June 30, 2021 to coincide with approved VHB funding. Cost not to exceed \$15,000 (in the event of extended shifts for holiday weekends).

## **5. Information: EV Bike Program**

The City and HBPD are exploring the enforcement of existing EV codes on the beach path. BID members will be affected by enhanced enforcement.

**Recommended Action:** Discuss current scenario and develop a business-friendly approach that works with City and PD objectives. Direct BID staff to draft a letter communicating BID position to the City and PD and desire to participate in any possible Task Force to study this situation.

## **6. Information: Discussion of 3<sup>rd</sup> Block Closure Through Labor Day**

There has been interest expressed by some 3<sup>rd</sup> block businesses in revisiting the earlier request to close the 3<sup>rd</sup> block of Main St. to traffic through Labor Day to better synchronize the 2<sup>nd</sup> and 3<sup>rd</sup> blocks. The BID BOD voted to make this recommendation in Oct. and has not changed its position with a vote. The 3<sup>rd</sup> block continues to be divided on this topic and the lessening of COVID restrictions appears likely.

**Recommended Action:** Direct BID staff to conduct a new survey of 3<sup>rd</sup> block businesses and the local community to assess current support and sentiment for a closure. Additionally, direct BID staff to request sales tax reports or other available data from the City to analyze activity before, during, and after the previous closure with consideration to the state of COVID restrictions during those periods.

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

Sarah Kruer to provide an update on BID business.

Jaime Strong to provide an update on the return of Surf City Nights.

## **8. 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.

## **9. HBPD Update**

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

## **10. Discussion Topics and Announcements – 5 min. limit per topic**

## **11. Adjournment**

The next HBDBID Board Meeting is April 8, 2021. We anticipate continuing to use zoom for the BOD meetings until further notice.