



2020-2021 BID BOARD of DIRECTORS UPDATED AGENDA

Date: April 8, 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: April 8, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/86833973406?pwd=TFowZzdFQVoyRGhleHRWcWs5M2Z2UT09>

Meeting ID: 868 3397 3406
Passcode: 625531

One tap mobile
+16699006833,,86833973406#,,,,*625531# US (San Jose)
+12532158782,,86833973406#,,,,*625531# 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, April 6, 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 Schulz-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 Forces and BID business.

2. Approve Minutes

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

Recommended Action: Record and file meeting minutes from March 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 March accountants' compilation report for HBDBID.

4. Surf City Nights Sponsorships

The BID has identified a suite of digital marketing materials (newsletter, social media posts) and space on the 2nd block of Main Street that can function as a highly desirable spot for sponsors to connect with the community during Surf City Nights. The BID has begun preliminary outreach to a select handful of possible sponsors and would like to negotiate rates based on guidelines established by the BOD. Business Services are charged between \$100-\$110/ week. Sponsorships would seek to generate \$250/ week based on the combination of premium real estate and marketing support. Demand can allow for fluctuation in estimated weekly fees.

Recommended Action: Discuss and approve BID staff negotiating sponsorships for Surf City Nights with a target weekly rate of \$250 for a vendor spot and marketing support. Broader sponsorships will allow for different fees to be charged based on scope and time of year.

5. Surf City Nights Commissions

The BID has determined that there is an opportunity to charge commission on a wider variety of products in the market based on local research and conversations with vendors.

Pre-packaged current pricing is:

Business Type	Peak Jun – Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov – Mar
Pre-packaged Food	\$95.00	\$80.50	\$66.00

Recommended new pricing with an expanded commission structure is: Pre-packed Food at \$75.00 or a 10% commission, whichever is greater.

Business Type	Peak Jun – Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov – Mar
Pre-packed Food	\$75.00	\$75.00	\$75.00

Example of pre-packed vendors: seafood, bread, milks, hummus, etc.

Snack current pricing is:

Business Type	Peak Jun – Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov – Mar
Snack	\$90.00	\$80.00	\$70.00

Recommended new pricing with an expanded commission structure is: Snack vendor at a seasonal rate structure below or a 15% commission, whichever is greater.

Business Type	Peak Jun – Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov – Mar
Snack	\$90.00	\$80.00	\$70.00

Example of snack vendors: kettle corn, donuts, etc.

Recommended Action: Discuss and approve the addition of commissions based on the pricing above to pre-packaged and snack categories beginning May 1st.

6. Information: Discussion of Rallies at the Pier, particularly WLM and hate-related activities

The BID celebrates all constitutional freedoms. However, a number of businesses have expressed concern over the loss of business related to (largely) peaceful rallies, which are unpermitted events allowed under the 1st amendment. Recent coverage of possible hate-related rallies at the pier has added a new level of concern: <https://www.latimes.com/socal/daily-pilot/news/story/2021-03-30/kkk-propaganda-drop-white-lives-matter-rally-inflames-newport-beach-huntington-beach>

Recommended Action: Discuss how to best express the BID's intolerance of racism and hate-related activities to the City in a productive way.

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 marketing and 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 May 13, 2021. We anticipate resuming an in-person meeting by this date. More details to come.