



2020-2021 BID BOARD of DIRECTORS AGENDA

Date: May 13, 2021

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 escorted straight to the conference room as they arrive. 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: May BID BOD Meeting

Time: May 13, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83772651791?pwd=Q1ZsNHk2YlYrY1JkWi9PVWxwFQ1RZQT09>

Meeting ID: 837 7265 1791

Passcode: 907074

One tap mobile

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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, May 11, 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 April 8, 2021 BID BOD meeting.

Recommended Action: Record and file meeting minutes from April 8, 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 April accountants' compilation report for HBDBID.

4. Information: 4th of July Celebration

Introduce Steve Clayton and Ryan Heil of SoundSkilz. They have a 3- year contract with options to renew with the City of HB to produce the 4th of July experience that successfully engages the community, Downtown businesses, and achieves a positive economic impact: <https://www.hb4thofjuly.org/>.

Recommended Action: Discuss current plans for the 4th of July and how the BID can be actively involved in creating successful engagement with Downtown businesses.

5. Information: Pier Plaza Programming

The BID has had exploratory conversations with the City about possibly collaborating to program Pier Plaza.

Recommended Action: Review attached proposal and engage in dialogue about how the BID can contribute to creating solutions for Pier Plaza that will promote increased business to Downtown.

6. Surf City Nights Rate Increases

The BID staff has determined it appropriate to increase the rate for the crafter category of business in the market based on competitive research.

Current pricing:

Business Type	Peak Jun-Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov-Mar
Crafter	\$82.50	\$74.25	\$66.00

Recommend new pricing:

Business Type	Peak Jun-Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov-Mar
Crafter	\$95.00	\$80.00	\$70.00

Example of crafters: candles, macramé, etc.

Recommended Action: Discuss and approve the SCN rate increase for crafters beginning June 2021.

7. Information: Review Results of The Downtown Experience Survey

The Downtown Experience Survey demonstrates strong support for expanded pedestrian and outdoor dining areas in Downtown HB. Reviewed in conjunction with the previous Downtown survey from Oct. 2020, there is consistent support for additional block closures regardless of the level of COVID restrictions.

Recommended Action: Discuss and approve presentation of survey results to City Council and City Staff.

8. Information: Additional Survey to Evaluate Specific Block Closures Before Memorial Day

The following questions have been proposed for a new Downtown survey:

1. Do you want 1st block closed to vehicular traffic? Why/why not? If yes, through Labor Day or permanently?
2. Do you want 2nd block closed to vehicular traffic? Why/why not? If yes, through Labor Day or permanently?
3. Do you want 3rd block closed to vehicular traffic? Why/why not? If yes, through Labor Day or permanently?

Please provide details, sales reports or other empirical data to support your position.

Recommended Action: Discuss and approve additional survey to be distributed by end of day Friday, May 14th.

9. Information: Surf City Days Update

Surf City Days has been scheduled with the City for Oct. 9th and 10th. The BID will activate a similar footprint to Surf City Nights, expanding the event to Walnut, Olive and up the 3rd block of Main Street because Pier Plaza will be in use by another approved organization on Sat., Oct. 9th. The BID will activate Pier Plaza on Sunday, Oct. 10th. Collaborators include Brett Barnes, Don Ramsey, and HSS.

Recommended Action: Discuss event outline.

10. 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.

11. 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.

12. HBPD Update

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

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

14. Adjournment

The next HBDBID Board Meeting is June 10, 2021. We anticipate an in-person meeting. More details to come.