



## 2020-2021 BID BOARD of DIRECTORS AGENDA

Date: June 10, 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 asked a series of screening questions at the front desk before signing in and being escorted straight to the conference room. 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: June BID BOD Meeting  
Time: Jun 10, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84647139693?pwd=azdoTElwTS9qWmdyNXppT3d3NkNEUT09>

Meeting ID: 846 4713 9693

Passcode: 574122

One tap mobile

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+13462487799,,84647139693#,,,,\*574122# US (Houston)

**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, June 8, 2021 in order to ensure inclusion into and read during the meeting.

**BID Board of Directors**

**Agenda**

**June 10, 2021**

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## **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, Kay Cochran  
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 BID business.

### **2. Approve Minutes**

Review Meeting Minutes from the May 13, 2021 BID BOD meeting.

**Recommended Action:** Record and file meeting minutes from May 13, 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 May accountants' compilation report for HBDBID.

### **4. Information: 4<sup>th</sup> of July Celebration**

Steve Clayton and Ryan Heil of SoundSkilz to provide an update on the 4<sup>th</sup> of July celebration:

<https://www.hb4thofjuly.org/>.

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

### **5. Information: EIDL Loan Increase**

EIDL loans approved prior to April 7, 2021 for less than \$500,000 are likely eligible for an increase based on new loan maximum amounts announced March 24, 2021. Businesses that received a loan subject to the previous loan limit can submit a request for an increase at this time.

**Recommended Action:** Discuss and approve an application for an increase to the EIDL loan that the BID received in January.

**6. Information: HBDBID conducted an additional survey regarding Main Street block closures in May.**  
**Recommended Action:** Approve sending results to City Council by June 11<sup>th</sup>

**7. Information: Ambassadors Security Program Funding**

Please see pricing breakdown on the last page.

**Recommended Action:** Discuss and approve continued funding for the Ambassadors Security team at the current level of 240 hours/ month at a cost of \$7,283.00. If the BID obtains either the City grant or increased EIDL loan amount, approve an increase in coverage to 360 hours/ month at a cost of \$10,933.

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

Sarah Kruer to provide an update on BID business.

- City of HB COVID Relief Grant
- City of HB Downtown RFQ
- Integrated Assessment Invoice

Jaime Strong to provide an update on marketing and events.

- Surf City Nights
- Surf City Movie Nights
- Enhanced Social Media Program

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

**12. Adjournment**

The next HBDBID Board Meeting is July 15, 2021. We anticipate an in-person meeting. More details to come.

| <b>Ambassadors Security Proposal</b> |            |              |                    |               |                |                                      |
|--------------------------------------|------------|--------------|--------------------|---------------|----------------|--------------------------------------|
| <b>Option 1</b>                      |            |              |                    |               |                |                                      |
| Day of the Week                      | # of Staff | Hours/ Shift | Total Hours/ Shift | Cost per hour | Total          |                                      |
| Thursday                             | 3          | 6            | 18                 | 30.37         | 546.66         |                                      |
| Friday                               | 3          | 7            | 21                 | 30.37         | 637.77         |                                      |
| Saturday                             | 3          | 7            | 21                 | 30.37         | 637.77         |                                      |
| Sunday                               | 3          | 7            | 21                 | 30.37         | 637.77         |                                      |
| Projected weekly totals              |            |              | 81                 |               | 2459.97        |                                      |
| Current weekly totals                |            |              | 60                 | 30.37         | 1822.2         |                                      |
| <b>Current monthly total</b>         |            |              |                    |               | <b>7288.8</b>  |                                      |
| Weekly increase                      |            |              | 21                 |               | 637.77         |                                      |
| <b>Monthly increase</b>              |            |              | <b>84</b>          |               | <b>2551.08</b> |                                      |
| <b>New Monthly Total</b>             |            |              |                    |               | <b>\$9,840</b> | <b>6% increase adds \$590/ month</b> |
| <b>Option 2 - Recommended</b>        |            |              |                    |               |                |                                      |
| Day of the Week                      | # of Staff | Hours/ Shift | Total Hours/ Shift | Cost per hour | Total          |                                      |
| Thursday                             | 3          | 6            | 18                 | 30.37         | 546.66         |                                      |
| Friday                               | 3          | 8            | 24                 | 30.37         | 728.88         |                                      |
| Saturday                             | 3          | 8            | 24                 | 30.37         | 728.88         |                                      |
| Sunday                               | 3          | 8            | 24                 | 30.37         | 728.88         |                                      |
| Projected weekly totals              |            |              | 90                 |               | 2733.3         |                                      |
| Current weekly totals                |            |              | 60                 | 30.37         | 1822.2         |                                      |
| <b>Current monthly total</b>         |            |              |                    |               | <b>7288.8</b>  |                                      |
| Weekly increase                      |            |              | 30                 |               | 911.1          |                                      |

|  |            |             |                   |               |                 |                                     |
|--|------------|-------------|-------------------|---------------|-----------------|-------------------------------------|
| <b>Monthly increase</b>  |            |             | <b>120</b>        |               | <b>3644.4</b>   |                                     |
| <b>New Monthly Total</b>   |            |             |                   |               | <b>\$10,933</b> | <b>6% increase adds \$656/month</b> |
| <b>Option 3</b>  |            |             |                   |               |                 |                                     |
| Day of the Week  | # of Staff | Hours/Shift | Total Hours/Shift | Cost per hour | Total           |                                     |
| Thursday   | 3          | 6           | 18                | 30.37         | 546.66          |                                     |
| Friday   | 4          | 7           | 28                | 30.37         | 850.36          |                                     |
| Saturday   | 4          | 7           | 28                | 30.37         | 850.36          |                                     |
| Sunday   | 4          | 7           | 28                | 30.37         | 850.36          |                                     |
| Projected weekly totals  |            |             | 102               |               | 3097.74         |                                     |
| Current weekly totals  |            |             | 60                | 30.37         | 1822.2          |                                     |
| <b>Current monthly total</b>   |            |             |                   |               | <b>7288.8</b>   |                                     |
| Weekly increase  |            |             | 42                |               | 1275.54         |                                     |
| <b>Monthly increase</b>  |            |             | <b>168</b>        |               | <b>5102.16</b>  |                                     |
| <b>New Monthly Total</b>   |            |             |                   |               | <b>\$12,391</b> | <b>6% Increase adds \$744/month</b> |
| ***There will be a 6% cost of living increase to the hourly rate in January 2022 because there has been no increase for 3 years. |            |             |                   |               |                 |                                     |