



2020-2021 BID BOARD of DIRECTORS AGENDA

Date: July 15, 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: July BID BOD Meeting
Time: Jul 15, 2021 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85847671726?pwd=dHdHRUswNWlEMXphNVhmWTNibFh5QT09>

Meeting ID: 858 4767 1726

Passcode: 960450

One tap mobile

+16699006833,,85847671726#,,,,*960450# US (San Jose)

+12532158782,,85847671726#,,,,*960450# US (Tacoma)

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, July 13, 2021 in order to ensure inclusion into and read during the meeting.

BID Board of Directors

Agenda

July 15, 2021

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 June 10, 2021 BID BOD meeting.

Recommended Action: Record and file meeting minutes from June 10, 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 June accountants' compilation report for HBDBID.

4. Information: Add Sandy Schultz-Taylor as Approved Check Signer

Recommended Action: Discuss and approve adding Sandy Schultz-Taylor to the First Bank main account as a check signer.

5. Information: Circuit Free Shuttle Pilot Program

Daniel Kramer of Circuit to introduce the new City of HB Pilot Program.

Recommended Action: Discuss ways in which the BID can support the program.

6. Information: Annual Budget 2021-2022

Recommended Action: Discuss and approve annual budget.

7. Information: Statement for the BID Website Regarding Mandatory Annual BID Assessment Fees

Proposed statement: Annual BID assessment fees are mandatory for all businesses within the established BID zones.

Recommended Action: Discuss and approve statement for website.

8. Information: Adjust Off-Peak, Mid-Peak, and Peak Months for Surf City Nights

Currently, June – August are considered Peak months for Surf City Nights. Based on business levels and planned events, the BID proposes adjusting the schedule to include May and September as Peak months.

Proposed Adjustment

Peak Months: May, June, July, August, and September

Mid-Peak Months: October, November, March, and April

Off-Peak Months: December, January, and February

Recommended Action: Discuss and approve adjustment to SCN peak, mid-peak, and off-peak months.

9. Information: Introducing Downtown HB's Quarterly Community Recognition Program

BID staff recognizes an opportunity to say thank you to community partners on a regular basis. The first Downtown HB Thank You will recognize HBPD's Downtown Detail. An oversized thank you card signed by Downtown businesses and BOD's will be presented each quarter.

Recommended Action: Discuss program and suggest other recipients for the quarterly calendar.

10. 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
- Annual Report

Jaime Strong to provide an update on marketing and events.

- Surf City Nights
- Surf City Movie Nights
- Website Updates

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 September 9, 2021. We anticipate an in-person meeting. More details to come.