



**2021-2022
BID BOARD MEETING MINUTES**

Date: January 13, 2022
Location: Zoom

Day: Thursday
Time: 9:00 AM

Public Comments: No public comments

Call to Order: 9:03am

Roll Call:

Board Members: Brett Barnes, Stuart Goldberg, Kelly Miller, Jim Hall, Janice Tugaoen, Mary Eikenbary, Peter Townend and Nate Bernal.

Additional Attendees: Kim Carr, Natalie Moser and Kriss Casanova

HBDBID Staff: Sarah Kruer and Jaime Strong

1. Approve Minutes

Review Meeting Minutes from the December 9, 2021 Board Meeting

Action: Kelly Miller made a motion record and file meeting minutes from December 9, 2021 Board Meeting.

Second: Nate Bernal

Passed: 7-0

2. Treasurer Report-Financials

Treasurer Kelly Miller reviewed the financial information provided by the CPA.

Action: Mary Eikenbary made a motion record and file the December accountants' compilation report for HBDBID.

Second: Nate Bernal

Passed: 7-0

3. President's Report

President Brett Barnes will provide an update on Downtown matters.

- Chili at the Beach - February 12th
- The BID has secured additional dates for Pier Plaza in February:
 - Friday, February 11th through Sunday, February 13th (Chili at The Beach)
 - Friday, February 18th through Monday, February 21st (President's Day Weekend)
 - Jodi McKay has been contracted to be the operator of the events at Pier Plaza
- Surf City Nights – additional space has been identified that will allow us to bring on (about 15) new/additional vendors that will bring additional revenue to SCN starting March 1, 2022
- Denny Bacon is unable to join the Board Meeting today (see item #10)

4. Interim Executive Director

Recommended Action: Discuss and approve an Interim Executive Director effective starting January 17, 2022.

Brett Barnes provided an update regarding the search for Interim Executive Director.

Alternative Motion: Brett Barnes made a motion to enable the Executive Committee to explore options concerning the Interim Executive Director for one week from today.

Second: Nate Barnel

Passed: 8-0

5. Committees and Task Forces

Action: Kelly Miller made a motion to approve Board member participation for committees and recommended projects as initial scope of work. Brett Barnes will connect with the committees and set an initial meeting date within the next month.

Second: Stuart Goldberg

Passed: 8-0

Volunteers for Marketing & Events Committee: Rebecca Pate, Bare Bunny Aesthetics, Adam Anastasi, InRetrospect Mid Century Furniture and Décor, John Raymer, Fred's Mexican Café
Possible additional attendees: Will Walton, Janice Tugaoen, Nicole Llido, Heather Saez, Brittany Tesmer

Volunteers for Finance & Governance Committee: Kelly Miller, Sandy Schulz-Taylor, Model Citizen, Tony Duran, EV Rideables, Bob Bolen, HB Realty

6. Surf City Nights Revised Rules & Regulations

Jaime Strong provided an overview of the current Surf City Nights Rules & Regulations.

Action: Nate Barnel made a motion to approve clarifications to Surf City Nights Rules & Regulations.

Second: Janice Tugaoen

Passed: 8-0

7. BID Branding Project

As noted in the Annual Report, BID staff recommends rebranding to a user-friendly name like Downtown HB, Discover Downtown HB, or Explore Downtown HB. Discussed including BID Branding Project to the Marketing & Events Committee. Discuss and approve a user-friendly name and updated URL to enhance visibility and user engagement.

Action: Defer BID Branding Project to the Marketing & Events Committee.

8. Discussion: Surf City Collective/ Pier Plaza Artisan Fair

BID Staff to introduce Jodi McKay, Event Fusion, and provide an update on the progress of Surf City Collective.

9. Staff Reports: BID Executive Director -Sarah Kruer and BID Marketing Manager – Jaime Strong provided an update on important issues regarding the Downtown Business Improvement District.

10. City of Huntington Beach Update

- Denny Bacon will provide an update on Downtown maintenance from the Public Works Department. Update: Denny Bacon was unable to attend the BID Board of Directors Meeting.
- A representative from the City of Huntington Beach will provide an update on important issues regarding the Downtown Business Improvement District.

11. HBPD Update

A representative from H.B.P.D will provide an update on issues regarding the Downtown Business Improvement District. Update: H.B.P.D was unable to attend the BID Board of Director Meeting.

12. Announcements: No announcements

13. Adjournment: 9:43am

The next HBDBID Board Meeting is Thursday, February 10, 2022 at 9:00 a.m. It is likely the meeting will be zoom only.