



**2021-2022  
BID BOARD of DIRECTORS MEETING MINUTES**

Date: November 18, 2021  
Location: Visit Huntington Beach  
155 Fifth St., Suite 111  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**PUBLIC COMMENTS:** No public comments

**Call to Order:** 9:01am

**Roll Call**

Board Members: Brett Barnes, Stuart Goldberg, Kelly Miller, Jim Hall, Peter Townend, Bob Bolen, Mary Eikenbary, and Nate Bernal

Additional Attendees: Dave Shenkman, Natalie Moser, Lieutenant Brian Smith, Robert Ramirez, Kriss Casanova and Melissa Knudston

HBDBID Staff: Sarah Kruer and Jaime Strong

**1. Approve Minutes**

Review Meeting Minutes from the October 14, 2021 Board Meeting

**Action:** Kelly Miller made a motion to record and file meeting minutes from October 14, 2021 Board Meeting

Second: Pete Townend

Passed: 8-0

**2. Treasurer Report-Financials**

Treasurer Kelly Miller will report on the current financial information provided by the CPA.

**Action:** Jim Hall made a motion to record and file October accountants' compilation report for HBDBID.

Second: Nate Bernal

Passed: 8-0

**3. President's Report**

President Brett Barnes provided an update on Downtown matters including:

- Review of Halloween
- Magic on Main Street (Downtown Tree Lighting) on Sunday, November 28<sup>th</sup>
- Holiday Programing on Tuesday Nights starting November 30<sup>th</sup>

**4. Finance Training – Modified Cash Basis Accounting**

Melissa Knudtson, Partner in McGinty, Knudtson & Associates provided an overview of the BID accounting methods.

**6. Committees and Task Forces**

The BID will reconvene two Committees – blending Finance & Governance and Marketing & Events – starting January 2022.

**Action:** Kelly Miller made a motion to direct the BID staff to announce the two blended committees which will commence in January 2022. Expressions of interest will be accepted from Nov. 18 – Dec. 2. Committees will be announced at the December BID BOD meeting.

Second: Peter Townend

Passed: 8-0

### **7. Code of Ethics**

The BOD are asked to sign the Code of Ethics.

**Action:** Jim Hall made a motion to discuss and approve signing the Code of Ethics.

Second: Nate Bernal

Passed: 8-0

### **8. Downtown Urban Design Study: Main Street Scenarios**

Sarah Kruer and Kriss Casanova provided an overview of the City Council vote of the Downtown Urban Design Study on November 16, 2021

**Action:** Kelly Miller made a motion to discuss and approve continued collaboration between the BID stakeholders and City Staff based on the Council's vote.

Second: Pete Townend

Passed: 8-0

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

Sarah Kruer provided an update on Downtown matters including:

- The BID received a \$15,000 grant from the CA Relief Grant.
- The BID staff will be submitting a RFP for Pier Plaza to the City of Huntington Beach.
- Overview of Downtown Holiday Décor.

Jaime Strong provided an update on Downtown matters including:

- Halloween Recap
- Overview of holiday programming including Magic on Main (Sunday, November 28<sup>th</sup>) and Surf City Nights.
- Light a Light of Love Parade (Sunday, December 5<sup>th</sup>)
- Chili at The Beach Update (Saturday, January 1<sup>st</sup>)

### **10. City of Huntington Beach Update**

Kriss Casanova provided an update City of Huntington Beach on important issues regarding the Downtown Business Improvement District.

### **11. HBPD Update**

Lieutenant Brian Smith provided an update from H.B.P.D on issues regarding the Downtown Business Improvement District.

### **12. Announcements**

Brett Barnes announced his last day at Duke's is November 30<sup>th</sup>.

### **13. Adjournment: 10:15am**

The next HBDBID Board Meeting is Thursday, Dec. 9<sup>th</sup> at 9:00 a.m. In-person and zoom options will be provided.