



**2020-2021  
BID BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 14, 2021**

Meeting Date: January 14  
Location: Virtual Zoom  
315 3<sup>rd</sup> St.  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**Call to Order: 9:02AM**

**Roll Call:**

Board Members Present: Dave Shenkman, Mike Williams, Kelly Miller, Stuart Goldberg, Jim Hall, Janice Tugaeon, Mary Eikenbary, Sandra Schultz Taylor and Kay Cochran

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Mayor Kim Carr, Natalie Moser and Mike Vigliotta

**Public Comments**

No Public Comments

**1. BID BOD Orientation**

- Prior to the meeting, Dave Shenkman provided via email an overview of roles, responsibilities, and process for BOD actions within in a meeting.
- The goal was to ensure everyone felt comfortable within the meeting. The role and responsibility of the BOD to be involved and engaged.
- Each member of the BOD is encouraged to engage with the downtown community, reach out to city officials, participate in task forces, etc.

**2. Approve Minutes**

Review Meeting Minutes from December 2021 BID BOD meeting. Dave Shenkman made a motion to record and file Meeting Minutes from December 2021 Meeting.

Second: Stuart Goldberg

Abstained: Mike Williams

Passed: 7-0-1

**3. Treasurer Report-Financials**

Treasurer Mike Williams provided an overview of the current financial information provided by the CPA.

Notes:

- Treasurer Mike Williams reported total revenue for the month of December was \$33.8K. There was a shortage in BID assessment of roughly \$3K. Additional revenue was brought in from Surf City Nights (\$6.4K) and from the City of Huntington Beach for maintenance (\$21.0). At the end of the month, the budget short \$6.7 of revenue from security which ended the first weekend of January. Budget is on track due to decrease in expenses.

- Discussion of Cares Act, PPP Loan and California Grant. Executive Director to explore options with CPA and First Bank.

Action: Record and file December accountants' compilation report for HBDBID.

- Kelly Miller made a motion to record and file December 2020 Budget.  
Second: Dave Shenkman  
Passed: 8-0

#### **4. Treasurer Report-Financials**

Review and discuss revised budget which reflects a decrease in revenue and expenses due to COVID-19.

- Revised budget shows a decrease in revenue due to decrease of BID assessments, projected revenue from Surf City Nights and reduction of monthly marketing budget.

Action: Approve revised budget

- Dave Shenkmen made a motion to approve updated budget.  
Second: Mike Williams  
Passed: 8-0

#### **5. BID HR: Employee Layoff**

Discuss layoff of BID Office Administrator due to decrease in revenue due to COVID-19.

- Discussion of the position and role. Responsibilities will be absorbed by Executive Director and Marketing Manager.

Action: Approved layoff of the BID Office Administrator with the final day of employment on EOD Friday, January 15, 2021 with two weeks' severance.

- Dave Shenkmen made a motion to approve layoff of BID Office Administrator.  
Second: Janice Tugaeon  
Passed: 7-1

Jim Hall added motion to amend the agenda item to allow the current BID Office Administrator the first right of refusal when position is reinstated.

Motion Fails: 7-1

#### **6. Tuesday Night / Surf City Nights**

Review and discuss plan for the gradual return to original Tuesday night (Surf City Nights) footprint.

- Board discussed the return of Tuesday night (Surf City Nights) including safety. Expansion pending Cal Trans permit for the 1<sup>st</sup> block of Main Street.

Action: Approve the return of a COVID-19 modified Tuesday night event

- Jim Hall made a motion of the return of Tuesday night (Surf City Nights)  
Second: Mike Williams  
Passed: 8-0

#### **7. President's Update**

No updates at this time from Dave Shenkman.

#### **8. Staff Report: Sarah Kruer, BID Executive Director and Jaime Strong, Marketing Manager**

- Cautiously optimistic that we are trending in a positive direction with re-opening, etc.

- Outdoor dining will be important for Downtown.
- Review BID fiscal year verses City fiscal year.
- Restaurant Week To Go event. This is an opportunity create a model to promote Downtown Business.
- Social Media updates.
- The BID is working with Downtown Business to explore opportunities to work with Surf City Nights vendors to create a community event around Tuesday nights. Example: Mercado Margarita from Avila's El Ranchito.
- Sarah provided an update about keeping Downtown clean. Operationally, we have made changes as needed.

#### **9. City of Huntington Beach**

- Robert was not on the call. Sarah provided an update for Robert. Caltrans permit has not been approved at this time.

#### **10. HBPD Update**

- Sent the board a link of the recent Town Hall discussing
- Navigation Center update.
- Relocation enforcing engagement effort has started for destinated areas of the city including the beach and Pier Plaza.
- Lieutenant Dereszynski is the Homeless Solutions Coordinator.
- Sergeant Knox
- Resource Website: HBHomelessSolutions.com
- ABC Grant updates will be coming out soon.
- Additional staffing for Super Bowl Sunday

#### **11. Announcements**

- Revenue Generation Task Force Committee has been created. More to information to follow.
- Additional Task Force Committees to be announced in the next couple weeks.

**Meeting Adjournment: 10:20AM**

**Next Meeting: Thursday, February 11, 2021 at 9:00am**