



**2021-2022
BID BOARD of DIRECTORS AGENDA**

Date: December 9, 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. Special advisor to the Board: Kay Cochran
Dave Shenkman, Mayor Kim Carr, Natalie Moser, Lt. Brian Smith Janice Tugaoen
HBDBID Staff: Sarah Kruer and Jaime Strong

1. Approve Minutes

Review Meeting Minutes from the November 18, 2021 Board Meeting

Action: Peter Townend made a motion to record and file meeting minutes from November 18, 2021 Board Meeting.

Second: Kelly Miller

Passed: 7-0

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 November 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.

- Tree Lighting Recap
- Light a Light of Love Parade
- TEUP Update sent from the City
- Chili at The Beach – new date TBD

4. Approved Check Signers for BID Accounts at First Bank

Discuss and approve adding Kelly Miller and Brett Barnes as approved check signers on the BID Accounts at First Bank. Stuart Goldberg is also an approved signer. Remove Mike Williams and Sandy Schulz-Taylor as approved check signers.

Action: Stuart Goldberg made a motion to direct staff to draft a letter on behalf of BID BOD approving these changes as of 12/9/21.

Second: Nate Bernal

Passed: 7-0

5. Committees and Task Forces

Discuss and approve qualified candidates to participate on the Finance & Governance and Marketing & Events committees for 2022. A qualified candidate is a BID member in good standing.

Volunteers for Marketing & Events Committee (as of 12/4/21): Rebecca Pate, Bare Bunny Aesthetics, Adam Anastasi, InRetrospect Mid Century Furniture and Décor

Volunteers for Finance & Governance Committee (as of 12/4/21): Sandy Schulz-Taylor, Model Citizen, Tony Duran, EV Rideables, Bob Bolen, HB Realty, Susie Smith, Makin Waves

Chair Marketing & Events: Janice Tugaoen, Will Walton, Jaime Strong

Chair Finance & Governance: Sandy Schulz-Taylor

Action: Kelly Miller made a motion to approve the Finance & Governance and Marketing & Events committees for 2022.

Second: Jim Hall

Passed: 7-0

6. Surf City Nights Rates for BID Members

The BID seeks to eliminate any confusion about BID member participation in Surf City Nights as it relates to fees, eligibility, and the space immediately in front of their place of business on the City Street.

- Discuss and approve standardizing SCN fees for BID members as \$50 plus \$2 market tax per week (a total of \$52/ week).
- Eliminate existing grandfather clause that permits 6 businesses to pay the \$2 market tax only.
- Require that all businesses are current with SCN billings before they can secure a space.
- Reiterate that a business does not “own” or have control over the space on the City street in front of their business; if a BID member elects not to participate, a vendor will be placed in that space.
- BID members must commit to a full month of participation as a SCN vendor at least 30 days in advance and provide notice of non-participation at least 30 days in advance.

Action: Nate Bernal made a motion to approve and communicate to update the BID Members participation for Surf City Nights.

Second: Bob Bolen

Passed: 7-0

7. Policy Consideration for Assessment Fees Refund Request

There is a lack of guidance in the BID ByLaws regarding the protocol, if appropriate, to refund the annual assessment fee when a business closes permanently.

Action: Discuss and approve an assessment policy whereby if a business closes within 3 months of paying their annual assessment, they may request a pro-rated refund.

Alternative Motion: Jim Hall made an alternative motion whereby businesses may not receive a refund of assessment fees. This will be included in the ByLaws.

Second: Kelly Miller

Passed: 7-0

8. Discussion: Petition by Downtown Businesses to re-open the 2nd block of Main St. to 2-way traffic

Bob Bolen presented a signed petition of 31 Downtown Business that opposed to the full closure of the second block of Main Street and want to open to two (2) way traffic similar to that of the first and third blocks of Main Street.

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

Sarah Kruer

- RFP to Pier Plaza and Event Fusion submitted a RPF to Art Afaire at Pier Plaza. More information to follow.
- Recap Tree Lighting on Sunday, December 28th
- Tuesday calls reimagined to be a Downtown Business Briefing.

Jaime Strong

- Recap Tree Lighting on Sunday, December 28th
- Chili at The Beach Update
- Social Media Update

10. City of Huntington Beach Update

A representative from the City of Huntington Beach provided an update on important issues regarding the Downtown Business Improvement District.

- TEUPs are starting to phase out for the business off Main Street. The City is working with the business on Main Street with current TEUPs to ensure patios are safe, clean, winter updates, insurance, etc.

11. HBPD Update

A representative from H.B.P.D provided an update on issues regarding the Downtown Business Improvement District.

- Announcement of new HBPD Chief, Eric Parra.

12. Announcements

- Bob Bolen announced the Surfboards Hall of Fame is October 15, 2022.
- Kelly Miller announced that VHB is looking for an Office Manager

Adjournment: 10:07am

The next HBDBID Board Meeting is Thursday, January 13, 2022 at 9:00 a.m. In-person and zoom options will be provided.