



2020-2021
SPECIAL BID BOARD of DIRECTORS MINUTES

Date: January 05, 2021
Location: Virtual Zoom
538 Main Street
Huntington Beach, CA 92648

Day: Tuesday
Time: 11:00 AM

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, member to the public are encouraged to access the meeting live on-line at zoom .

Join Zoom Meeting

<https://us02web.zoom.us/j/87133819937?pwd=NFNSaVYwUDlIbFAzT1V2VHM1VmJJQT09>

Meeting ID: 871 3381 9937
Passcode: 187757

To ensure the public's right to participate in this meeting, please perform the following:

In order to ensure adequate social distancing, the Board will not make a physical location available for the public to observe the meeting or offer public comment in person.

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 bidmanager@hbdowntown.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 Monday January 04, 2020 in order to ensure inclusion into and read during the meeting.

Call to Order: 1101am

Roll Call

Board Members Present: Dave Shenkman, Kelly Miller, Stuart Goldberg, Jim Hall, Janice Tugaeon, Mary Eikenbary, Sandra Schultz-Taylor

Absent: Mike Williams, Danny Othman

HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

Others in Attendance: Robert Ramirez, Lieutenant Dereszynski

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

None

1. Approve Minutes

Reviewed Meeting Minutes from December 10, 2020 Board Meeting. Motion was made by Dave Shenkman to record and file meeting minutes from December 10, 2020 BID Board Meeting. Seconded by Jim Hall. Passed 7-0

2. Bid Member Rate Structure for Tuesday Night Market

Discussion was had regarding the reduced rate structure for BID members on Tuesday nights in January and February. Sarah stated that the BID had received a lot of feedback regarding Surf City Nights. We thought this was a great opportunity for BID members to join and use this as a marketing tool for their business. Robert gave an update on the encroachment permit to Cal Trans for Surf City Nights. The city reapplied for the permit on 12/17/20 asking for a 1/5/21 start date. As of now they have not heard back. Robert was going to go down there today to try and speak to someone and get an update. Dave asked if the BID should follow up as well and Robert said we could but not necessary as we may not have all the information they may ask for. Kelly thanked Robert for bird dogging this process.

Sarah stated that the first 4 weeks listed in the rate structure were not specified as January since we did not have this permit yet. The structure is set up in 4 week increments with the first 4 weeks being the lowest rate and then moving forward from there. Jim Hall asked if there was the possibility of keeping the lower rates for other months and Sarah said yes we will most likely revisit this in March. Also, if anyone has any questions regarding the proposed lay out for Surf City Nights to please reach out to her or Jaime at any time. A motion was made by Jim Hall to approve the reduced rate structure for BID members on Tuesday nights per the attached documentation. Seconded by Mary Eikenbary. Passed 7-0

3. Announcements

- The BID would like to do an orientation for all new board members to extend the conversation beyond the binder they received. We are looking to do this training at the next Board Meeting on Jan. 14th; it will be the first agenda item.
- Jim Hall does not think this is a good time to expand our farmers' market with the uprise in COVID cases and would like to talk further on this matter. Dave said that would need to be an agenda item to have a full discussion about this. Kelly Miller agreed that this would be a good discussion to have. Dave said since we have not put a date on when this expansion will start he will make sure it is an agenda item on the 1.14.21 Board Meeting so we can have further discussions as this is a very important topic.
- Lieutenant Dereszynski will provide an update on the Navigation Center at the board meeting on 1.14.21

4. Adjournment

The Next HBDBID Board Meeting is January 14, 2021 at 9 a.m.