



## 2021-2022 BID BOARD of DIRECTORS MEETING MINUTES

Date: February 10, 2022  
Location: Visit Huntington Beach  
155 Fifth St., Suite 111  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**PUBLIC COMMENTS:** Kim Carr provided an update on the Emerald Fire in Laguna Beach.

**Call to Order:** 9:02 am

### Roll Call

Board Members Present: Brett Barnes, Stuart Goldberg, Kelly Miller, Nate Bernal, Bob Bolen, Jim Hall, and Sandra Schulz Taylor  
Additional Attendees: Dave Shenkman, Kim Carr, Natalie Moser, Kriss Casanova, and Lieutenant Brian Smith  
HBDBID Staff: Jaime Strong

### 1. Approve Minutes

Review Meeting Minutes from the January 13, 2022 Board Meeting and the Emergency Executive Committee Meeting on January 27, 2022

**Recommended Action:** Stuart Goldberg made a motion to record and file meeting minutes from January 13, 2022 Board Meeting and the Emergency Executive Committee Meeting on January 27, 2022.

Second: Nate Bernal

Passed: 6-0

### 10. Open BID BOD Position (item moved from item #10 to item #2)

Mary Eikenbery has resigned from the BID BOD effective Tuesday, February 8<sup>th</sup>. Brett Barnes is appointing Sandy Schulz Taylor, Model Citizen and Dash of Sass, to the BID BOD.

**Recommended Action:** Kelly Miller made a motion to approve Sandy Schulz Taylor serve in the vacant position on the BID BOD.

Second: Nate Bernal

Passed: 6-0

### 2. President's Report

President Brett Barnes will provide an update on Downtown matters.

- Chili at The Beach Update
- Upcoming Pier Plaza Events – President's Day Weekend and Spring Fling

### 3. Approve Minutes

Review Meeting Minutes from the January 13, 2022 Board Meeting.

**Recommended Action:** Record and file meeting minutes from January 13, 2022 Board Meeting.  
*Item #3 is a repeat of agenda item #1.*

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

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

**Recommended Action:** Stuart Goldberg made a motion to record and file January accountants' compilation report for HBDBID.

Second: Jim Hall

Passed: 7-0

#### **5. Interim Executive Director**

Kelly Miller provided an overview of opportunities and growth for the HBDBID including a hiring timeline for the Executive Director position. Brett Barnes provided an overview of the specifics of the Interim BID Executive Director and the timeline of the new Executive Director search. Interim Executive Director salary would be \$80,000.00 and be retro paid to January 15<sup>th</sup>.

**Recommended Action:** Brett Barnes made a motion to approve Jaime Strong as the Interim BID Executive Director.

Second: Sandra Schulz Taylor

In Favor: 6

Opposed: 1

Passed: 6-1

**Alternative Motion:** Kelly Miller made an alternative motion to finalize the plan of action for the compensation of \$80,000 for the Interim Executive Director.

Second: Sandra Schulz Taylor

In Favor: 6

Opposed: 1

Passed: 6-1

#### **6. Office Administrator**

10 hours a week with a recommended rate of \$25/hour based on business needs.

**Recommended Action:** Kelly Miller made a motion to approve the creation of an hourly office administrator role to support the HBDBID.

Second: Stuart Goldberg

Passed: 6-0

#### **7. Event & Marketing Coordinator**

10 hours a week with a recommended rate of \$23.50/hour based on business needs.

**Recommended Action:** Nate Bernal made a motion to approve the creation of an hourly coordinator role to support event & marketing needs for the HBDBID.

Second: Kelly Miller

Passed: 6-0

#### **8. Surf City Collective Contract**

Review and discuss the Surf City Collective contract as presented between the City of Huntington Beach, HBDBID, and Event Fusion. Discussion to include how managing SCC could impact HBDBID hourly and contract employees.

**Recommended Action:** Kelly Miller made a motion to approve the Surf City Collective contract between the City of Huntington Beach, HBDBID, and Event Fusion.

Second: Stuart Goldberg

Passed: 6-0

Abstained: Jim Hall

### **9. BID Member rate at Surf City Collective**

**Recommend Action: Nate Bernal** made a motion to approve the BID Member rate of \$50.00 for the Surf City Collective. There would be a maximum of (3) BID members per day. BID members must be in good standing to participate.

Second: Stuart Goldberg

Passed: 6-0

Abstained: Sandra Schulz Taylor

### **10. Open BID BOD Position (item moved to #2)**

Mary Eikenbery has resigned from the BID BOD effective Tuesday, February 8<sup>th</sup>. Brett Barnes is appointing Sandy Schulz Taylor, Model Citizen and Dash of Sass, to the BID BOD.

**Recommended Action:** Kelly Miller made a motion to approve Sandy Schulz Taylor to the BID BOD effective Thursday, February 10, 2022.

Second: Nate Bernal

Passed: 6-0

### **11. Staff Reports: BID Marketing Manager – Jaime Strong**

- Chili at the Beach Update

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

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

- Update on the extension of Circuit Program

### **13. HBPD Update**

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

- HBPD Bicycle Detail will be starting on March 5<sup>th</sup>

### **14. Discussion Topics and Announcements – 5 min. limit per topic**

### **15. Adjournment**

The next HBDBID Board Meeting is March 10, 2022. In-person and zoom options will be provided.

**13. Adjournment:** 10:01 am