



## 2020-2021 BID BOARD OF DIRECTORS MEETING MINUTES

Meeting Date: February 11, 2021  
Location: Virtual Zoom

Day: Thursday  
Time: 9:00 AM

### **Call to Order: 9:05AM**

#### **Roll Call:**

Board Members Present: Dave Shenkman, Mike Williams, Kelly Miller, Stuart Goldberg, Jim Hall, Janice Tugaoen, Mary Eikenbary, Sandra Schultz-Taylor and Danny Othman

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Mayor Kim Carr, Natalie Moser, Sergeant Knox, Robert Ramirez and Kay Cochran

#### **Public Comments**

No Public Comments

### **1. President's Report**

- Executive Committee Meeting for Task Force creation meeting to be rescheduled. New date TBA.
- Review of EIDL Loan and BID Reserve Fund Policy.
  - The BID applied for the EIDL Loan and was approved. Funds will be used for operating expenses of the BID and the replenishing the Reserve Fund.
  - Reserve Fund Policy was attached for review. The Reserve Fund Policy will be reviewed this year at a future date.

### **2. Approve Minutes**

Review Meeting Minutes from January 14, 2021 BID BOD meeting.

Action: Dave Shenkman made a motion to record and file Meeting Minutes from January 2021 Meeting.

Second: Sandra Schultz Taylor

Abstained: Danny Othman

Passed: 7-0-1

### **3. Treasurer Report-Financials**

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

Notes:

- Mike Williams reviewed the January financials including BID assessments and SCN revenue.
- Review of application of EIDL Loan. The BOD voted to apply for the Loan in a special board meeting in October 2020. Sarah Kruer applied for the loan on October 23, 2020. Dave Shenkman signed the application. Mike Williams provided more details of the EIDL Loan and refunding the Reserve Fund shown on financials.
- Sarah Kruer gave an overview of what the Reserve Fund was used for in 2020 including security and cleaning for Downtown.

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

- Dave Shenkman made a motion to record and file January 2021 Budget.  
Second: Janice Tugaoen  
Passed: 8-0

#### **5. PBID Presentation and Discussion**

Marco Li Mandri, President of New City America has been retained by the City of HB to explore support for the information of a PBID in Downtown HB. Marco provided an overview study and questionnaire sent to property owners to the BID BOD.

#### **6. Information: Pre-approval of hotels outside the BID zone to become BID members.**

Sarah Kruer provided an overview of The Hyatt Regency Huntington Beach Resort and Spa and The Waterfront Beach Resort rejoining the BID. Sarah provided a recommendation to pre-approve the rate of \$1,000.00 per hotel.

Action: Approve BID membership for the Hyatt Regency Huntington Beach Resort and Spa and The Waterfront Beach Resort, a Hilton Hotel, at an annual assessment rate of \$1,000.00 per hotel, per year.

Dave Shenkman made a motion to approve updated budget.

Second: Mike Williams

Passed: 9-0

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

- Jaime Strong provided an update and overview of Downtown Dining Week and Surf City Nights.
- Sarah Kruer
  - Provided security and MALCO update for President's Weekend.
  - Provided an update for Revenue Taskforce.
    - Meeting twice a month
    - Create revenue generating ideas that could be implemented this year with a minimum amount of investment. Ideas are meant complement existing happenings Downtown.

#### **9. City of Huntington Beach from Robert Ramirez**

- Updated on permit status.
- Provided an overview COVID-19 Small Business Micro-Grant Program.

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

- No Updates

#### **11. Announcements**

- No announcements

#### **12. Adjournment at 9:50am**

- The next HBDBID Board Meeting is March 11, 2021 at 9am via zoom.