



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

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

Day: Thursday
Time: 9:00 AM

Call to Order: 9:03am

Board Members Present: Brett Barnes, Stuart Goldberg, Bob Bolen, Kelly Miller, Nate Bernal, Peter Townend, Sandy Schulz Taylor, and Jim Hall

Additional Attendees: Kim Carr, Natalie Moser, Kriss Casanova, Chris Cole, Molly Uemura, Scott Haberle, Marty Ortiz, Brian Smith and Jodi McKay

HBDBID Staff: Jaime Strong

Public Comments: No Public Comments

1. Approve Minutes

Review Meeting Minutes from the February 10, 2022 Board Meeting.

Action: Kelly Miller made a motion to record and file meeting minutes from the February 10, 2022 BID Board Meeting.

Second: Sandy Schulz Taylor

Passed: 7-0

Absent Jim Hall

2. President's Report

President Brett Barnes will provide an update on Downtown matters.

- HBDBID has received high-qualified applicants for the open position of Executive Director. The hiring task force is reviewing and interviews will be happening soon.
- Reminder: HBDBID will be honoring Don Ramsey on Tuesday, March 29. The BID will be presenting him with the Community Partner award.
- Huntington Beach Downtown Events Instagram is LIVE. This channel will promote Downtown events (Surf City Nights, Surf City Collective, etc.).

3. Treasurer Report-Financials

Treasurer Kelly Miller reviewed financial information provided by the CPA.

Action: Sandy Schulz Taylor made a motion to record and file the February accountants' compilation report for HBDBID.

Second: Peter Townend

Passed: 8-0

4. 4th of July Celebration Discussion

Chris Cole and Molly Uemura from the City of Huntington Beach and Ryan Heil from Sound Skills provided an overview of the 4th of July Celebration including the Main Street parade, fireworks, and other logistics. The City will be asking the HBDBID to assist with communication with the restaurants on the parade route.

5. 4th of July Main Street Block

The BID staff proposed a 4th of July Block Party for the First and Second Block of Main Street with the following event elements such as live music, a vendor market, and a Downtown decorating contest. Sandy Schluz Taylor and Jim Hall requested the BID look into options to include the 3rd Block of Main Street.

Action: Kelly Miller made an alternative motion to instruct HBDBID staff to explore options and present at the April meeting.

Second: Jim Hall

Passed: 8-0

6. Surf City Collective Concept and Budget

The BID staff reviewed the Surf City Collective concept including the community element with the Four Corners (Gathering, Giving, Creative, and Learning). HBDBID has hired Jodi McKay to be the market manager. Approval for the Surf City Collective will be reviewed and approved at the March 15th City Council Meeting.

Action: Kelly Miller made a motion to approve the Surf City Collective concept and budget.

Second: Jim Hall

Passed: 8-0

7. Surf City Collective Loan Request

Action: Peter Townend made a motion to approve a \$7,500.00 loan from the reserve fund to support the opening costs of Surf City Collective. Funds will be returned by the beginning of the Fourth Quarter.

Second: Sandy Schultz

Passed: 8-0

8. Stakeholder Mixer Discussion

Discussion on a stakeholder mixer to be held in March/April 2022.

9. Second Block Cleaning Information

BID is working to clean the second block patio areas. It is tentatively scheduled for March 31st. City to fund the cleaning and city staff to support to move of patio areas where needed. Continued outreach will be made to the downtown businesses in order to be able to work with the businesses.

10. Staff Reports: BID Marketing Manager – Jaime Strong

Jaime Strong to provide an update on BID matters.

- Update on BID Staff
- Social Media
- Surf City Nights

11. City of Huntington Beach Update

Kriss Casanova provided an update on important issues regarding the Downtown Business Improvement District.

12. HBPD Update

Lieutenant Brian Smith provided an update on issues regarding the Downtown Business Improvement District.

13. HBFD Update

Chief Scott Haberle provided an update on issues regarding the Downtown Business Improvement District.

14. Discussion Topics and Announcements

15. Adjournment: 10:09am

The next HBDBID Board Meeting is April 14, 2022. In-person and zoom options will be provided.