



**2020-2021
BID BOARD of DIRECTORS MEETING MINUTES**

Date: July 15, 2021
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Call to Order: 9:03am

Roll Call

Board Members Present: Dave Shenkman, Kelly Miller, Stuart Goldberg, Mary Eikenbary, Sandra Schulz-Taylor

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Mayor Kim Carr, Natalie Moser, Kriss Casanova, Sergeant Bradley Smith

Public Comments

No Public Comments

1. President's Report

No Updates

2. Approve Minutes

Review Meeting Minutes from the June 10, 2021 BID BOD meeting.

Dave Shenkman made a motion to record and file meeting minutes from June 10, 2021 BID BOD Meeting.

Second: Stuart Goldberg

Abstained: Dave Shenkman

Passed: 4-0-1

3. Treasurer Report-Financials

Sandra Schulz-Taylor provided an overview of the current financial information provided by the CPA.

Dave Shenkman made a motion to record and file June 2021 financial report

Second: Kelly Miller

Passed: 5-0

4. Information: Add Sandy Schulz-Taylor as Approved Check Signer

Discuss and approve adding Sandra Schulz-Taylor to the First Bank main account as a check signer.

Dave Shenkman made a motion to add Sandra Schulz-Taylor to the First Bank main account as a check signer.

Second: Kelly Miller

Passed: 5-0

5. Information: Circuit Free Shuttle Pilot Program

Daniel Kramer of Circuit to introduce the new City of HB Pilot Program.

6. Information: Annual Budget 2021-2022

Sarah Kruer provided an overview of the annual budget.

Dave Shenkman made a motion to approve 2021-2022 Annual Budget.

Second: Sandra Schulz-Taylor

Passed: 5-0

7. Information: Statement for the BID Website Regarding Mandatory Annual BID Assessment Fees

Proposed statement: Annual BID assessment fees are mandatory for all businesses within the established BID zones.

Dave Shenkman made to approve statement for the website

Second: Kelly Miller

Passed: 5-0

8. Information: Adjust Off-Peak, Mid-Peak, and Peak Months for Surf City Nights

Staff provided an overview of adjusting the peak, mid-peak and off-peak months for Surf City Nights.

Approved Adjustment

Peak Months: May, June, July, August, and September

Mid-Peak Months: October, November, March, and April

Off-Peak Months: December, January, and February

Sandra Schulz-Taylor made a motion to approve adjustment to SCN peak, mid-peak, and off-peak months.

Second: Mary Eikenbery

Passed: 5-0

9. Information: Introducing Downtown HB's Quarterly Community Recognition Program

BID staff recognizes an opportunity to say thank you to community partners on a regular basis. BOD discussed HB's Quarterly Community Recognition Program.

10. Staff Reports: Sarah Kruer, BID Executive Director and Jaime Strong, BID Marketing Manager

Sarah Kruer to provide an update on BID business.

- City of HB COVID Relief Grant
- City of HB Downtown RFQ
- Integrated Assessment Invoice
- Annual Report

Jaime Strong to provide an update on marketing and events.

- Surf City Nights
- Surf City Movie Nights
- Website Updates

11. City of Huntington Beach Update

Kriss Casanova provided an update on new business opening in the Downtown BID. In addition, she shared the BID renewal process and schedule.

12. HBPD Update

Sergeant Bradley Smith provided a Huntington Beach Police Department update.

13. Discussion Topics and Announcements

No announcements

14. Adjournment: 10:07am

The next HBDBID Board Meeting is September 9, 2021. We anticipate an in-person meeting. More details to come.