



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

Date: September 9, 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, Mike Williams, Kelly Miller, Stuart Goldberg, Jim Hall, Janice Tugaeon, Mary Eikenbary, Sandra Schulz-Taylor, Kay Cochran

HBDBID Staff: Sarah Krueger and Jaime Strong

Additional Attendees: Natalie Moser, Robert Ramirez, Kriss Casanova, Lieutenant David Dereszynski, Lieutenant Brian Smith

Public Comments

No Public Comments

1. President's Report

Dave Shenkman provided an update on BID business.

2. Approve Minutes

Review Meeting Minutes from the 7.15.21 BID BOD meeting and Special BOD meetings on 7.29.21 and 8.19.21.

Dave Shenkman made a motion to record and file meeting minutes from the 7.15.21 BID BOD meeting and Special BOD meetings on 7.29.21 and 8.19.21 pending title change of 7.15.21 document to BID BOD Meeting Minutes.

Second: Sandra Schulz-Taylor

Passed: 7

Abstained: 1

3. Treasurer Report-Financials

Treasurer Mike Williams will report on the current financial information provided by the CPA.

Dave Shenkman made a motion to record and file July and August accountants' compilation report for HBDBID.

Second: Kelly Miller

Passed: 8-0

4. Information: BOD Elections

The 2021-2022 BID Board of Directors Ballot is:

Huntington Beach Downtown
Business Improvement District
2021 – 2022 BOARD OF DIRECTORS
FINAL OFFICIAL ELECTION BALLOT

This is your official ballot for electing FIVE (5) HBID members to the Huntington Beach Downtown Business Improvement District Board of Directors. The HBID's Nominating Committee submits the following slate of members for service as Officers and Directors for a two-year term. All members listed below have submitted an application and have agreed to serve, if elected by the organization's stakeholders.

Returning board members are: **Shaof Goldberg, Jim Hill, Mary Ekenberry and Janice Tigeon** and each will serve one more year as board director. The voted returned ballots will be counted on or before September 15th, 2021, by a committee in participation with a city designated representative.

- COMPLETE THIS BALLOT FORM, IDENTIFY YOURSELF AND SIGN AT THE BOTTOM.
- RETURN THIS BALLOT IN THE PRE-PRINTED & STAMPED ENVELOPE PROVIDED - ONLY
- THIS BALLOT MUST BE POSTMARKED BY WEDNESDAY, SEPTEMBER 30th, 2021.
- One ballot per BID membership.
- One Vote only per candidate. The total number of votes should be NO MORE THAN FIVE (5) or the entire ballot will be considered invalid.

BALLOT FORMS SLATE OF 2021-2022 DIRECTORS

CANDIDATES – VOTE FOR NO MORE THAN FIVE
THE FOLLOWING LIST of candidates, in random order. You are to fill in NO MORE THAN FIVE (5) BOXES FOR THE OPEN POSITIONS on the BID Board of Directors.
MARK AN "X" IN THE BOX ONLY OF YOUR CHOSEN CANDIDATE.

ONE VOTE PER CANDIDATE – NO MORE THAN FIVE (5) CANDIDATES ARE TO BE CHOSEN

- PETER TOWNEND (PT) – SURF MUSEUM
- WING LAM – WAHOO'S
- SUSIE SMITH – MAKIN WAVES SALON
- KELLY MILLER – VISIT HUNTINGTON BEACH
- BRETT BARNES – DUKE'S
- BOB BOLEN – HB REALTY
- NATE BERNAL – SHARKEEZ
- SANDY SHULTZ-TAYLOR – MODEL CITIZEN
- VANESSA MICHALSKI – ALOHA GRILL
- WILL WALTON – KILLARNEY'S
- JOHN RAYNER – FRED'S

COMPLETE THIS BALLOT FORM AND SIGN AT THE BOTTOM
THIS BALLOT MUST BE MAILED IN THE ENCLOSED PRE-ADDRESSED AND STAMPED ENVELOPE TO BE COUNTED AS A VALID VOTE.
MAIL YOUR BALLOT EARLY – ANY BALLOTS POSTMARKED AFTER WEDNESDAY, SEPTEMBER 30th, 2021 WILL BE INVAID AND NOT COUNTED.
NO HAND DELIVERED ENVELOPES ACCEPTED.

Print Your Full Name - REQUIRED _____
Your Signature - REQUIRED _____

Election Timeline: Ballots will be counted at City Hall on Sept. 15th from 10:30 – 11:30 in room B-7 lower level. New Directors will be notified by the Nominating Committee. The Nominating Committee will also recommend Directors for the Executive Committee. The Board will welcome new Directors at the October 14th meeting.

Discuss ballot and upcoming election dates to ensure the Board and public are well-informed.

5. Information: BID Board of Directors Mixer, Incoming and Outgoing BOD Members, Open to the Public on Sept. 23rd at 5 p.m. at the Shorebreak Resort pending approval City Attorney's office. Kriss Casanova will provide an update.

Kelly Miller made a motion to approve BID BOD Mixer.

Second: Sandra Schulz-Taylor

Passed: 8-0

6. Information: With the change to a new cleaning and maintenance company – from MALCO to MCS – transition invoices for cleaning services to the BID's accounting firm, McGinty, Knudtson & Associates, LLC. Simultaneously, update the MALCO bank account name to Maintenance at First Bank.

Dave Shenkman made a motion to approve adjustments to bank account name and maintenance accounting.

Second: Mike Williams

Passed: 8-0

7. Information: Creation of hourly events coordinator role.

Recommended Action: Discuss and approve creation of an hourly contracted events coordinator role to support Surf City Nights and Signature Events. Estimate time per week is 10 hours of a rate of \$20/hour until December 31st.

Dave Shenkman made a motion to approve creation of an hourly events coordinator role to support Surf City Nights and Signature Events.

Second: Sandra Schulz-Taylor

Passed: 8-0

8. Staff Reports: BID Executive Director -Sarah Kruer and BID Marketing Manager – Jaime Strong

Sarah Kruer to provide an update on BID business.

- Main Street update
- Update on new cleaning company, MCS
- Sponsorship update for Halloween and Holiday

Jaime Strong to provide an update on marketing and events.

- Surf City Nights update
- Surf City Movie Nights update, Sept. 4th and Sept. 18th
- Mark Your Calendar: HBFD Appreciation Night Tuesday, Oct. 12th @ 5 p.m.
- Surf City Days update, Oct. 9th and 10th

9. 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 Let's Go Fishing
- BID Renewal on October 5th

10. HBPD Update

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

- Thank you for recognition event at Surf City Nights
- Beach detail ends on 9/17
- Lieutenant Brian Smith will be the new Downtown liaison for HBPD.

11. Discussion Topics and Announcements

- No announcements

12. Adjournment: 10:31am

The next HBDBID Board Meeting is October 14, 2021. We anticipate an in-person meeting. More details to come.