



2020-2021
BID BOARD OF DIRECTORS MEETING MINUTES

Date: April 8, 2021
Location: Virtual Zoom

Day: Thursday
Time: 9:00 AM

Call to Order: 9:02AM

Roll Call

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

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Kay Cochran, Lieutenant Dereszynski and Robert Ramirez,

Public Comments

No Public Comments

1. President's Report

Dave Shenkman to provide an update on Task Forces and BID business.

- a. Revenue Generation Task Force:
 - i. Revenue Generation Task Force has concluded.
 - ii. Updates provided by Sarah Kruer during staff report.
- b. Security Task Force:
 - i. Security Task Force started.
 - ii. Danny Othman to provide an update during announcements and topics.
- c. Retail Task Force:
 - i. Retail Task Force is being created.
 - ii. Sandra Schulz-Taylor will be spearheading.

2. Approve Minutes

Review Meeting Minutes from March 11, 2021 BID BOD meeting.

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

Second: Stuart Goldberg

Passed: 7-0

3. Treasurer Report-Financials

Sandra Schulz-Taylor provided an overview which included a financial projection with the return of Surf City Nights and review of the reserve fund.

Action: Sandra Schulz-Taylor made a motion to record and file March accountants' compilation report for HBDBID.

Second: Mary Eikenbary

Passed: 7-0

4. Surf City Nights Sponsorships

The BID has identified a suite of digital marketing materials (newsletter, social media posts) and space on the 2nd block of Main Street that can function as a highly desirable spot for sponsors to connect with the community during Surf City Nights.

Action: Dave Shenkman made a motion to approve BID staff negotiating sponsorships for Surf City Nights with a target weekly rate of \$250 for a vendor spot and marketing support

Second: Stuart Goldberg

Passed: 7-0

5. Surf City Nights Commissions

The BID has determined that there is an opportunity to charge commission on a wider variety of categories in the market. Jaime Strong provided an overview of the current rate structure and competitive market research.

Recommended new pricing with an expanded commission structure is:

- Pre-packed Food at \$75.00 or a 10% commission, whichever is greater.
- Snack vendor at a seasonal rate structure or a 15% commission, whichever is greater.

Action: Mary Eikenbary made a motion to approve the addition of commissions based on the pricing above to pre-packaged and snack categories beginning May 2021.

Second: Kelly Miller

Passed: 7-0

6. Information: Discussion of Rallies at the Pier, particularly WLM and hate-related activities

The BID celebrates all constitutional freedoms. However, a number of businesses have expressed concern over the loss of business related to (largely) peaceful rallies, which are unpermitted events allowed under the 1st amendment.

Recommended Action: Dave Shenkman made a motion to authorize Sarah Kruer and Kelly Miller to express the BID's intolerance of racism and hate-related activities to the City. In addition, the BID will collaborate with VHB in messaging.

Second: Jim Hall

Passed: 7-0

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

Sarah Kruer provided an update on BID business including:

- Sponsorships for Surf City Movie Nights (collaboration with International Surfing Museum).
- Sponsorships for Surf City Nights.

Jaime Strong provided an update:

- Social media and marketing update.
- Additional updates on Surf City Nights including entertainment, etc.

8. City of Huntington Beach Update

Robert Ramirez provided a City update:

- Additional details about the Huntington Beach COVID-19 Small Business Micro Grant Program.

9. HBPD Update

Lieutenant Dereszynski provided a HBPD update:

- Announcement of the alcohol training program on May 4th at the Hyatt.
- Additional beach detail (staff) added to Friday and Saturday night.

10. Discussion Topics and Announcements – 5 min. limit per topic

Danny provided an additional update of the Security Task Force that included

- Establish better communications between private security, ambassadors and HBPD.
- Analyze the existing security coverage to ensure there are no gaps.
- Research and present a cost-effect co-op security program.

11. Adjournment at 10:06am

The next HBDBID Board Meeting is May 13, 2021. We anticipate resuming an in-person meeting by this date. More details to come.