



2020-2021 BID BOARD OF DIRECTORS MEETING MINUTES

Meeting Date: March 11, 2021

Location: Virtual Zoom

Day: Thursday

Time: 9:00 AM

Call to Order: 9:00AM

Roll Call:

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

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Mayor Kim Carr, Robert Ramirez, Kay Cochran and Lieutenant Dereszynski

Public Comments

Mayor Kim Carr: Vaccinations are open for food workers. Please encourage your employees to get vaccinated. Additional information is available on hbready.com/vaccines

1. President's Report

- Revenue Generation Task Force Update:
 - Surf City Movie Nights Concept: The BID is working with our partners at the International Surfing Museum on a new concept for a monthly movie night. The BID has created a sponsorship deck and is seeking partners in the community.
 - Surf City Nights: The BID is seeking sponsors for Surf City Nights (returning on March 16th).
- Dave announced the creation of a "Shop Downtown" Retail Taskforce.

2. Approve Minutes

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

Action: Motion to record and file Meeting Minutes from February 2021 Meeting.

First: Dave Shenkman

Second: Mary Eikenbary

Passed: 9-0

3. Treasurer Report-Financials

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

Action: Motion to record and file February 2021 Budget.

First: Kelly Miller

Second: Sandy Schulz

Passed: 9-0

4. Ambassador Security Program: March - June 2021

Tony Alvarez, President of 12 "0" 27 Protection Services, provided an overview of the ambassador's security program and how his team works with HBPD. Comments from Dave Shenkman and Jim Hall to show their support of the program.

Proposed current schedule:

- Friday and Saturday nights from 7:30pm-1:30am
- Sunday nights from 5-11pm

Action: Approve Downtown ambassadors security program through June 30, 2021 to coincide with approved VHB funding. Cost not to exceed \$15,000 (in the event of extended shifts for holiday weekends).

First: Dave Shenkman

Second: Jim Hall

Passed: 9-0

5. Information: EV Bike Program

Kelly Miller led a conversation regarding possible scenarios for an EV Bike Program including a partnership with The City to rebrand that included a "chill zone", public relations messaging, etc. Mayor Kim Carr provided an overview on the current concerns regarding safety of EV Bikes including current city ordinance.

Action: Direct BID staff to draft a letter communicating BID position to the City and PD and desire to participate in any possible Task Force to study this situation.

First: Dave Shenkman

Second: Danny Othman

Passed: 9-0

6. Information: Discussion of 3rd Block Closure Through Labor Day

Dave Shenkman provided an overview of revisiting the earlier request to close the 3rd block of Main Street to traffic through Labor Day to better synchronize the 2nd and 3rd blocks. There was a group discussion of the closure (or hybrid) of the 3rd block.

Action: Dave Shenkman made an alternative motion to direct BID staff to conduct a new survey of 1st and 3rd block businesses to include the local community to assess current support and sentiment for a closure. Additionally, direct BID staff to request sales tax reports or other available data from the City to analyze activity before, during, and after the previous closure with consideration to the state of COVID restrictions during those periods.

First: Dave Shenkman

Second: Mary Eikenbary

Passed: 9-0

7. Staff Report: Sarah Kruer, BID Executive Director and Jaime Strong, Marketing Manager

- Sarah Kruer
 - Provided an update on sponsorship needs including a request of sponsorship leads.
 - The BID is working with partners for the return of tourism. The BID is continuing to seek opportunities to find ways for additional safety and security needs in Downtown.
- Jaime Strong

- Announcement of Surf City Nights returning on March 16, 2021.

8. City of Huntington Beach from Robert Ramirez

- Provided an overview Micro-Grant Program website.
- Mayor Kim Carr will be hosting a webinar on March 22nd on 6pm.
- The Micro-Grant portal opens on April 5th at 8am.

9. HBPD Update

- Beach detail will be increased this year.
- Community Services is working on Municipal Code updates for City Council approval that will affect the parking structures and the beach.

10. Announcements

- No announcements

11. Adjournment at 10:20am

- The next HBDBID Board Meeting is April 8, 2021 at 9am via zoom.