



2020-2021 BID BOARD OF DIRECTORS MEETING MINUTES

Meeting Date: May 13, 2021
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Call to Order: 9:00AM

Roll Call:

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

HBDBID Staff: Sarah Kruer and Jaime Strong

Additional Attendees: Mayor Kim Carr, Natalie Moser, Robert Ramirez, Kay Cochran and Lieutenant Knox

Public Comments

No Public Comments

1. President's Report

- Revenue Generation Task Force Update
 - In progress, no updates
- Retail Taskforce
 - On hold at this time

2. Approve Minutes

Review Meeting Minutes from April 8, 2021 BID BOD meeting.

Dave Shenkman made a motion to record and file Meeting Minutes from April 2021 Meeting.

Second: Sandra Schultz-Taylor

Abstained: Mike Williams

Passed: 7-0-1

3. Treasurer Report-Financials

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

Kelly Miller made a motion to record and file April 2021 Budget.

Second: Mary Eikenbary

Abstained: Mike Williams

Passed: 8-0

4. Information: 4th of July Celebration

Steve Clayton and Ryan Heil of SoundSkilz gave an overview of the current plans for the 4th of July celebration.

5. Information: Pier Plaza Programming

Sarah Kruer provided an overview of possibly collaborating with the City to program Pier Plaza. Proposal was included in meeting attachments.

6. Surf City Nights Rate Increases

The BID staff has determined it appropriate to increase the rate for the crafter category of business in the market based on competitive research.

Current pricing:

Business Type	Peak Jun-Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov-Mar
Crafter	\$82.50	\$74.25	\$66.00

Recommend new pricing:

Business Type	Peak Jun-Aug	Mid Peak Apr, May, Sept, Oct	Off Peak Nov-Mar
Crafter	\$95.00	\$80.00	\$70.00

Example of crafters: candles, macrame, etc.

Dave Shenkman made a motion to approve the SCN rate increase for crafters beginning June 2021.

Second: Sandra Schultz-Taylor

Passed: 8-0

7. Review Results of the Downtown Experience Survey

Discuss and approve presentation of survey results to City Council and City Staff in support of expanded pedestrian and outdoor dining areas in Downtown HB. Reviewed in conjunction with the previous Downtown survey from October 2020, there is consistent support for additional block closures regardless of the level of COVID restrictions.

Mike Williams made a motion to approve presentation of survey results to City Council and City Staff.

Second: Mary Eikenbary

Passed: 8-0

8. Additional Survey to Evaluate Specific Block Closures Before Memorial Day

Discuss and approve additional questions for a new Downtown survey.

Dave Shenkman made an alternative motion to approve the additional survey to be distributed by Friday, May 14th pending modification of questions and present both survey results to the City Council.

Second: Kelly Miller

Passed: 6-2

Objecting: Mary Eikenbary and Sandra Schultz-Taylor

9. Information: Surf City Days

Staff provided an update on the Surf City Days. The event this year (2021) will be on October 9th and 10th.

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

- Sarah Kruer
 - Surf City Nights Update: Focus is to make the current footprint as profitable as possible. Continue to mini tours, etc. to expose the new format to key players in the continue.
 - Cleaning schedule Update: Discussing power washing schedule and map with the City.
- Jaime Strong
 - Surf City Nights Update: Provided an update on Surf City Nights new commission structure.
 - Social Media Update

8. City of Huntington Beach from Robert Ramirez

- Gave an overview of City programs including the Micro-Grant Program. The program is now open to non-profits.

9. HBPD Update

- No announcements

10. Announcements

- Kelly Miller shared that Governor Newsom announced his committed to \$95 million dollar investment in Visit California.

11. Adjournment at 10:34am

- The next HBDBID Board Meeting is June 10, 2021 at 9am both in person and via zoom.