



2020-2021 BID BOARD of DIRECTORS MINUTES

Date: December 10, 2020
Location: Virtual Zoom
538 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

SPECIAL NOTICE REGARDING COVID-19

On March 04, 2020 Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N-29-20 which allows a local legislative body to hold public meetings via teleconferencing, and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that some members of the Downtown Huntington Beach Business Improvement District Board and or Staff may participate in this meeting telephonically or electronically.

PUBLIC PARTICIPATION/AUDIO/VIDEO ACCESS TO BOARD MEETINGS: Pursuant to Executive N-29-20 and given the current health conditions, member to the public are encouraged to access the meeting live on-line at zoom .

Join Zoom Meeting

<https://us02web.zoom.us/j/89883292972?pwd=YWNIOHFDNmptSmI0RHpsM04wZFI0dz09>

Meeting ID: 898 8329 2972

Passcode: 315315

To ensure the public's right to participate in this meeting, please perform the following:

In order to ensure adequate social distancing, the Board will not make a physical location available for the public to observe the meeting or offer public comment in person.

PUBLIC COMMENTS: Members of the public wishing to participate in the HBBID Board meeting by submitting public comments on agenda or non-agenda items, can submit one communication per person of 300 words to bidmanager@hbdowntown.com. Public comments received in this way will be included as part of the meeting and read aloud to the Board during the meeting. Public Comments must be received on later than 4:00PM Tuesday December 08, 2020 in order to ensure inclusion into, and read during the meeting.

Call to Order

Roll Call

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

Absent: Danny Othman

HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

Additional Attendees: Kay Cochran, Steve Holtz, Robert Ramirez, Mike Vigliotta, Lieutenant Dereszynski

Public Comments

This is the time of the meeting for the Board of Directors to receive comments from the public regarding items of interest or agenda items. Pursuant to the Brown (Open Meetings) Act, the Board of Directors may not enter discussion regarding items not on the agenda. Each comment communication via e-mail will be read and entered into the minutes. Communications are limited to 300 words or less

1. Approve Minutes

Motion was made by Kelly Miller to record and file meeting minutes from November 12, 2020 BID Board. Seconded by Dave Shenkman. Passed 8-0

2. Treasurer Report-Financials

Treasurer Mike Williams reported on the current financial information provided by the CPA. \$10,600 payment came for the Ambassador program. This was paid in advance. It was journaled into Surf City Nights but has been reclassified. We had to pay out a \$10,000 reimbursement for Surf City Days as it was a sponsorship received earlier on the year and the event was cancelled. Out Net Operating revenue is - \$10,355 Year to date we are head of our projections and only down \$14,000

Motion was made by Stuart Goldberg to record and file November accountants' compilation report for HBDBID. Seconded by Mary Eikenbary. Passed 8-0

3. Update Check Signers

Motion was made by Mike Williams to remove Kate Leigh as a check signer and add Stuart Goldberg as authorized signer for BID checks. Seconded by Dave Shenkman. Passed 8-0

4. Revenue Generation Task Force

In the next week or so Dave will be forming a critical task force for revenue generation. He would like the task force to meet very soon before the end of the year. The task force cannot have more than 4 board members but can include others as well as non-bid members. Please email Dave if you are interested or know if anyone who might be a good fit for this task force.

5. Brown Act Policies

A discussion of Brown Act policies was given by Mike Vigliotta, Assistant City Attorney. Mr. Vigliotta is available to speak to anyone who has questions regarding this. Feel free to send him an email. Mr. Vigliotta will email Dave a white paper on the Brown Act that is very informative and helpful in understanding the policy.

6. President’s Report

In these unprecedented times please know the BID and its staff are doing everything they can to stay on top of all the changing guidance. We are in constant contact with the City and the HBPD. We will keep you all in the loop in real time as much as we can.

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

Sarah stated that diversification of our board has been a big priority. We have a wide variety of businesses represented now including retail and restaurants. Sarah reiterated that the City and the HBPD have made themselves available to us at any time. Tuesday night was brought back as a Farmers’ Market. Ever since the first order was given Farmers’ Markets were deemed essential. We have made sure to follow all the COVID-19 guidelines with regards to the Farmer’s Market. We are hoping to be able to expand our footprint come January as allowed.

Jaime informed us that a few new vendors had been added to the Farmers’ Market on Tuesday and the community received them very well. They were very excited to see some of their favorites back. Jaime has been working very hard with the restaurants and the retail downtown. She is gathering take out info and working to put it all in a central landing space so it will be easily accessible to all. Jaime shas been working with our partner VHB to help get this promoted. We have revisited our events for the 12 Blocks of Cheer with the new guidance and we are working with businesses to get updated information.

10. City of Huntington Beach Update

The city will be going back to the council on 12.21.20 to ask to extend the closure of Main St.

11. HBPD Update

HBPD will be enforcing the new stay at home orders and the guidance issued by the state. They have gone around and spoke to the businesses. They have given out warnings, but no one has been cited yet.

12. Announcements

Happy 8th Birthday to Sarah’s daughter

13. Adjournment

The next HBDBID Board Meeting is January 14, 2021.