



2019-2020 BID BOARD of DIRECTORS MINUTES

Date: September 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/81465398985?pwd=WEw3ZFBSVG1MaWQvTTZEeGNEd0hOUT09>

Meeting ID: 814 6539 8985
Passcode: 9102020

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 September 8, 2020 in order to ensure inclusion into, and read during the meeting.

Call to Order

Roll Call: 904

Board Members Present: Dave Shenkman, Mike Williams, Kelly Miller, Kate Leigh, Stuart Goldberg Tony Duran, Danny Othman. Absent: Brett Barnes, Mike Ali.

HBDBID Staff: Sarah Kruer, Jaime Strong and Jessica LaBrenz

Others in Attendance: Robert Ramirez, Lieutenant Derezynski, Steve Holtz

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

Reviewed Meeting Minutes from August 27, 2020 Emergency BID Board Meeting motion was made by Mike William to record and file meeting minutes from August 27, 2020 Emergency BID Board Meeting pending changes of adding Mike Williams to roll call as he was present, item #8 would to should and #10 to Motion by Dave Shenkman. Seconded by Tony Duran. Passed 7-0

2. Treasurer Report-Financials

Treasurer Mike Williams reported on the current financial information provided by the CPA. Mike stated her transferred \$10K from reserves to the main account. Balance is \$20K.Total balance in both accounts is \$145,411. Sent out refunds to SCN vendors in the amount of approximately \$7,400. Hoping to increase the footprint of the farmers' market to gain revenue and work off more of the credit's vendors have on account. Would like to expand to walnut and 1st block by 9.22.20. Then 9.29.20 expand to 50% capacity if possible and by 10.6.2020 move to 5th and PCH. Tony said we need to increase revenue and he would be willing to help in anyway possible.

Motion to record and file August accountants' compilation report for HBDBID was made by Kate Leigh. Seconded by Stuart Goldberg. Passed 7-0

3. Farmer's Market

Discussed the proposed new rates for farmer's market vendors. Farmers would pay \$50 or 8% commission each week which ever was higher. Dave was concerned about raising rates right now because of Covid and the impact it has had on everyone. Jaime stated it really would only affect the small farms and currently we only have one right now. He also mentioned his concern for collecting the commissions. How will they calculate them and be honest about it as its more of a cash and carry operation? Jaime confirmed we would be auditing nightly. All farmers are required to complete a load sheet at the end of the night. Mike asked if load sheets we mandated by the Dept of Agriculture. Jaime said yes they are and that the Dept of Agriculture would also be auditing. Kate suggested we give 30-day

notice for this increase. Jaime stated that the farmers are currently working off credits they have on account which is why the increase would go into effect till the 1st Tuesday in October. Motion to approve new rates for farmers' market vendors was made by Mike Williams. Seconded by Kelly Miller. Passed 7-0

4. Halloween

A Discussion was had with regards to cancelling 2020 Annual Halloween Event. Sarah stated there was \$5100 set aside in the budget for proposed event. Sarah stated we do not want to cancel Halloween but reprogram the event. With afternoon programming starting the week prior with a patio decorating contest. Growlween was an idea for the actual day of with a costume contest and parade for dogs as well as Jaime had the idea of a mask-a-rade parade. The restaurants could participate with creative menu items that were Halloween themed. Danny stated he though it was a great idea to bring moral up as long as it could be done safely and not attract too big of a crowd. Kelly thinks it's a brilliant idea as we have always had a dog friendly event. Dave asked if we have the resources to keep it from being labeled as a possible " Super Spreader" from the media. Jaime and Sarah have a call with Pat Rogers to discuss how to use 5th and PCH as a way to make sure it is spread out and not all located on Main Street as to cause social distancing issues. Steve Holtz mentioned that we do not want to make this so attractive to people from other areas that they decide to congregate here. Sarah said we are trying to keep it very local. Lieutenant Derezynski asked if Community Services needed to be notified about this event. Steve H said yes that is a good idea. Dave asked do we have a standing permit for the Halloween event or do we need to get one. Mike stated yes we need to get a permit, but the city usually waves the fee as it's a family event. Dave then made an alternative motion to direct the staff to bring a modified Halloween program to the October board meeting. Seconded by Kate Leigh. Passed 7-0

5. Holiday Beautification

Sarah discussed there was \$35K set aside for holiday programming. \$25K the Holiday Beautification Program and \$10K for Miracle On Main. Sarah stated the BID does not have a tree secured yet. Sarah would be working with Decra-lite to get a proposal for the holiday beautification. The BID would like to develop a plan by the October board meeting as to what the holiday beautification program would be. A motion was made to direct the BID staff to bring a modified holiday beautification program to the October board meeting by Dave Shenkman. Seconded by Tony Duran. Passed 7-0

6. New Events

The Tip-A-Cop Event is where first responders work in restaurants as servers, hosts/hostesses, bussers, etc to raise money for the Special Olympics. This is usually held at Bella Terra but we would HBPD would like to move it to downtown. This would be a gathering as it would be within the restaurants. Dave think this would be a great idea to support a "Culture Of Positivity" at this crazy time. A motion was made by Kate Leigh to direct the BID staff to develop a downtown Tip-A-Cop event pending the City's feedback. Seconded by Tony Duran. Passed 7-0

7. New Events

Jaime was approached by Rockin Fig to help develop a surf-themed event on the 3rd block of Main Street. The event would be the 1st Annual Rockin Fig Vintage Surf Festival. Fig would secure a vintage surf company that would set up a pop up on the 3rd block. This event would take place on a Saturday and Sunday in October. Jaime would love to be able to put other vendors on Olive to continue the flow from the 2nd to the 3rd block. This is all still in the works, but this would be a good way to boost the 3rd block. Kelly mentioned Bob Bolen would be a great resource for this event.

A motion was made by Tony Duran to direct the BID staff to development a fall downtown surf-themed event pending the City's feedback. Seconded by Stuart Goldberg. Passed 7-0

8. Presidents Report

Dave Shenkman provided an update. During the city council meeting the BID was renewed for one more year with only 1 protest of the bid dues. There was a 6-1 vote to extend the closure of the 2nd and 3rd block. It was also brought up during the city council meeting the need to improve the 3rd block closure with regards to the events, the look etc. With this vote we can now move forward with the positive vibe of the closures. Sarah and Jaime are very excited about this opportunity. If you look around the vibe of Main street is very positive right now.

9. Staff Reports: Bid Executive Director -Sarah Kruer

Sarah reported that the BID is very focused on revenue generation. The city has wisely hesitated on approving lots of events. Jaime and Sarah were meeting with the city today 9.10.20 to discuss the marketplace and other events so that we can be in complete concert with what the city is looking for. Our desire to focus well beyond the 2nd and 3rd block is there. We can adapt and grow as we are allowed and develop quality audiences. Security is also another big concern of the BID. IN the past VHB and the BID have partnered in in funding the ambassadors. PD took over that expense for the summer, but it expires on 10.3.20. We need to make sure that people are having a quality experience. We are asking the city id there is any funding to pay for the ambassadors. VHB has stepped up and offered to cover the expense of the ambassadors for Halloween and New Year's Eve. We also need to make sure we are encouraging the businesses to reach out if they are having security issues. Sponsorships would be a great way to help bring in some revenue for expenses such as these. We are also looking into sponsorships for the marketplace and other events. Dave stated that we could meet to discuss the development of some new task forces. Jaime and Sarah met with the library and the art center. These are exciting times on Main St. Dave said we are building this great brand and we need to let the city know we've got this. Kelly suggested maybe we could start the World's Largest Surf Rummage Sale and we would get a piece of the sales at the end. Kelly thinks this type of an event in years to come could bring in a ton of revenue.

10. City of Huntington Beach Update

Steve Holtz mentioned that the BID was renewed for another year. Robert discussed the oneHB Grant Program. They are finalizing the applicants. The applicants will receive there funds shortly. They will be receiving an email from CLO who is a partner working with the program on the funding. Also the

Covid19 Small Business Grants are being funded. Payments have gone out to 542/824 grants. There are still 282 left to be funded,

11. HBPD Update

Lieutenant Derezynski spoke about the ambassador program. PD has been funding them for the summer, but it is ending. They are looking into more funding for this. Also, beach detail is ending for the summer on 9.20.20

12. Announcements

No Announcements

13. Adjournment 1030a

The Next HBDBID Board Meeting is October 8, 2020