



2021-2022 EXECUTIVE COMMITTEE MEETING

Date: December 8, 2022
Location: Visit Huntington Beach
155 Fifth St., Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

BID Board of Directors

Agenda

December 8, 2022

Call to Order

Roll Call

Executive Committee Members: Brett Barnes, Sandy Taylor (Zoom), Tony Duran, and Moe Kanoudi

Via Zoom: Kriss Casanova, Natalie Moser

HBDBID Staff: Jaime Strong, Kim-Erin Justice

No Public Comments

1. 2022-2023 Board of Directors Retreat Agenda

Information: Discuss and approve the 2022-2023 Board of Directors Retreat Agenda scheduled for Tuesday, January 12th.

Date: TBD, Late January

Time: 12pm – 4pm

Location: Tentatively the Shorebreak Resort, Meeting Room

- Working Lunch: BOD Meeting
- Guest Speaker: John Lambeth from Civitas Advisors
 - BID Trends
 - Discussion about BIDs and PBIDs
- Guest Speaker: Kelly Miller
 - Overview of VHB
 - 2028 Olympics
 - Tourism/Travel Trends
- Guest Speaker: Kriss Casanova
 - Review of the Annual Report with Jaime Strong
- Review of Surf City Nights
- Review of Surf City Artisan Fair
- 2022-2023 BOD Smart Goals
- Additional Ideas/Discussion Points:
 - HB Downtown Events

- Connecting HB Downtown to Pacific City & Hotels
- Task forces & Committees – Marketing & Events, Finance & Governance
- Review Surf City Nights and Surf City Artisan Fair Task
- Word of the Year – BOD Ethos
- Additional Comments/Ideas:
 - Invite HBDBID City Council liaisons that will be announced on December 20, 2022.
 - New Business Checklist: What should the board do when a new biz comes to town: Check list, Welcome basket, list of Who's who, cohesive plan, communication
 - Send ByLaws to BOD and John Lambeth to review before the retreat. r

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

- Communication Format: Kim-Erin & Jaime have been working on the foundation of communication including newsletter, social media calendar, Downtown Business Briefings, BOD meeting recaps for stakeholders.
- Look for possible interns.
- New BOD member welcome packet.
- From Brett, the HBDBID office is in need of another person, to assist with admin tasks including billing, CRM, and office duties.
- Dicarlo Memorial on 12/12 at 12:30pm at Sharkeez, Don MacAllister memorial 12/30 at Pier Plaza

Meeting Adjourned at 9:38am