



Date: November 9, 2023
Location: Main Street Branch Library
525 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 1:00PM

PUBLIC COMMENTS: Members of the public wishing to participate in the HBID Board meeting by submitting public comments on agenda or non-agenda items, can submit one communication per person of 300 words to jaimestrong@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 by 4:00 PM Wednesday, November 8, 2023, in order to ensure inclusion into and read during the meeting.

BID Board of Directors **BOD Agenda** **November 9, 2023**
Call to Order

Roll Call

BID Board Members: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Darrick Hearn, Nicole Llido, Susie Smith, Peter "PT" Townend

Special advisor to the Board: Kay Cochran

HBDBID Staff: Jaime Strong, Madeleine Gates

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 Meeting) 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

Review Meeting Minutes from October 12, 2023 Board Meeting.

Recommended Action: Record and file meeting minutes from the October 12, 2023 Board Meeting.

2. Treasurer Report-Financials

Treasurer Tony Duran will report on the financial information provided by the CPA.

Recommended Action: Record and file accountants' compilation reports for HBDBID.

3. President's Report

President Brett Barnes will provide an update on Downtown matters.



4. City Updates

Representatives from the City of Huntington Beach will provide updates on important issues regarding the Downtown Business Improvement District.

- HBPD – Lieutenant Brian Smith
 - Homeless Engagement Update
- HBFD – Division Chief Marty Ortiz
 - October Downtown Recap
- Marine Safety – Battalion Chief Trevor McDonald
 - October Downtown Recap
- Economic Development – Kriss Casanova, Economic Development Manager
 - No Updates
- Community & Library Services – Molly Uemura, Specific Events Supervisor
 - Darker Waves, Light a Light of Love

5. HB Downtown Committee Update:

- Marketing & Events Committee
 - Update from Committee Chair, Peter “PT” Townend
- Stakeholder Relations Committee
 - Update from Committee Chair, Tony Duran
 - HB Downtown Stakeholder Handout

6. Surf City Nights Rate for Businesses Without Storefronts

Increase the number of complimentary spaces for BID Businesses without Storefronts at Surf City Nights from (5) to (10) during the months of November, December, January, and February.

Recommended Action: Discuss and approve increasing the number of complimentary spaces for BID Businesses without Storefronts.

7. 2023-2024 Board of Directors Retreat

Discuss the HB Downtown Board of Directors Retreat scheduled for Thursday, January 11, 2024.

Recommended Action: Discuss and approve Board of Directors retreat day including topics and format.

Proposed topics:

- Review Draft of ByLaws (1.5 Hours)
- Review of Annual Events (1 Hour)
- HB Downtown Committees
- HB Downtown Stakeholder Recognition Program
- Review of Upcoming Year – Events, Stakeholder Meetings, Communication & Social Media Calendar, Quarterly Economic Impact Report, etc. (1 Hour)

8. Administrative Assistant Hours



Increase weekly office hours for the Administrative Assistant to 40 hours per week.

Recommendation Action: Discuss and approve increasing the hours of the Administrative Assistant.

9. Office Restructure

Executive Director to present office restructuring options to the Board of Directors.

10. Staff Reports:

Executive Director – Jaime Strong

Provide an update on BID matters including:

- 5th Street Business Meeting on Monday, November 13
- Magic on Main Street Event Review
- Communication & Marketing Monthly Recap
- SCN & SCAF Monthly Recap

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

12. Adjournment

The next HBDBID Board Meeting will be as follows:

- Board of Directors Retreat scheduled for Thursday, January 11, 2024.