



**2022-2023
BID BOARD of DIRECTORS
MEETING MINUTES**

Date: August 17, 2023
Location: Visit Huntington Beach
155 Fifth Street, Suite 111
Huntington Beach, CA 92648

Day: Thursday
Time: 1:00PM

BID Board of Directors

Meeting Minutes

August 17, 2023

Call to Order 1:00pm

Roll Call

BID Board Members: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Bob Bolen, Nate Bernal, Darrick Hearn, Kelly Miller, Peter "PT" Townend

- Bob Bolen arrived at 1:04pm

Absent: Brett Barnes, Kelly Miller

Additional Attendees: Mayor Tony Strickland, Mayor Pro Tem Gracey Van Der Mark, Division Chief Martin Ortiz, Lieutenant Brian Smith, Kriss Casanova, Molly Uemura, Chau Vu, Michael Culver (Focus Media)

HBDBID Staff: Jaime Strong, Kim-Erin Justice, Madeleine Gates

Public Comments: No Public Comments

1. Approve Minutes

Record and file meeting minutes from the June 19, 2023, Executive Committee Meeting and July 13, 2023 Board Meeting.

A motion was made by Peter "PT" Townend, second Moe Kanoudi, to accept the June 19, 2023 Executive Committee Special Meeting Minutes.

Yes: Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Nate Bernal, Peter "PT" Townend

Absent: Brett Barnes, Kelly Miller, Bob Bolen

A motion was made by Moe Kanoudi, second Nate Bernal, to accept the July 13, 2023 Board Meeting Minutes.

Yes: Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Nate Bernal, Peter "PT" Townend

Absent: Brett Barnes, Kelly Miller, Bob Bolen

2. Treasurer Report-Financials

Treasurer Tony Duran provided an overview of the June 2023 and July 2023 Financials provided by the CPA.

A motion was made by Moe Kanoudi, second Sandy Taylor, to approve the June 2023 and July 2023 Financials.

Yes: Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Nate Barnal, Peter "PT" Townend

Absent: Brett Barnes, Kelly Miller, Bob Bolen

3. Vice-President's Report

Vice-President Sandy Taylor provided an update on Downtown matters.

- Mayor Pro Tem, Gracey Van Der Mark, presented the Mayor's award with Councilmember Pat Burns to Jaime and the HB Downtown Board of Directors for the sponsorship for 2023 Huntington Beach 4th of July.
- Sandy Taylor read a letter addressed to Gracey Van Der Mark regarding the cleanliness of Downtown Huntington Beach. Thank you to Lieutenant Brian Smith for including HB Downtown in the kudos.
- Congratulations to ISM and the Cruisers for a successful event with Quicksilver. Also, on Saturday, August 19th, Cruisers is having an Emo festival called It Was Never A Phase. It is great to see the activity on 5th Street.

4. City Updates:

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

HBPD – Lieutenant, Brian Smith

- Illegal Lodging Letter update, 15 businesses in the Downtown District have signed the letter.
- Patrol hours update
- Crime statistics update

HBFD – Division Chief, Marty Ortiz

- July Downtown Recap

Marine Safety – No Update

City Liaison – Economic Development Manager, Kriss Casanova

- Annual Renewal Process update

Public Works – Deputy Director of Public Works, Chau Vu

- Bus Bench update including advertising opportunities
- Circuit update

Community & Library Services – Specific Events Supervisor, Molly Uemura

- U.S. Open of Surfing Recap
 - Nitro Circus was popular
 - 400k attendees
 - Main Street traffic was up from last year, peak hours were 2-8pm
 - From Darrick Hearn (Sandy's): Introduction of the food trucks impacted the restaurants
- It Was Never a Phase (EMO Festival) – 5th Street Block Party

5. HB Downtown Committee Update:

Marketing & Events Committee - Committee Chair, Peter "PT" Townend

- Revamping of the logo is in process

Stakeholder Relations Committee - Committee Chair, Tony Duran

- No updates

Nominating Committee -

- Update provided by Jaime Strong – ballots will be in the mail by next week. New board will announce at September BOD Meeting

6. Surf City Nights Taskforce

Sandy Taylor provided an update from the final meeting of the Surf City Nights Taskforce including overview of numbers, goals, challenges, and solutions.

7. Staff Reports:

Executive Director – Jaime Strong

Provided an update on BID matters including:

- Annual Report
 - A copy has been emailed to the board, printed copies are available upon request
- Surf City Days Event Overview

Events & Social Media Manager – Kim-Erin Justice

Provide an update on BID matters including:

Surf City Nights

- July Recap
- August Forecast

Social Media Update

- July Recap

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

- PT recapped the Surfing Walk of Fame and Surfers Hall of Fame during the US Open. The impact of these events has reached international communities, and Mayor Strickland noted that these events were remarkable. He is proud to be Mayor of Huntington Beach.

9. Adjournment: 2:05pm

The next HBDBID Board Meeting will be as follows:

- Board of Directors Meeting is scheduled for Thursday, September 14, 2023