



**2023-2024
BID BOARD OF DIRECTORS
MEETING MINUTES**

Date: January 18, 2024
Location: Visit Huntington Beach
155 5th Street, Suite 111
Huntington Beach, CA 92648

Day: Thursday,
Time: 1:00 pm

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 jaime.strong@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, January 17, 2024, in order to ensure inclusion into and read during the meeting.

BID Board of Directors

Meeting Minutes

January 18, 2024

Call To Order: 1:01 PM

Roll Call BID Board Members: Brett Barnes, Tony Duran, Bob Bolen, Darrick Hearn, Nicole Llido, Susie Smith, Peter “PT” Townend

Immediate Past President and Advisor to Board: Dave Shenkman

Additional Attendees: Battalion Chief Trevor McDonald, Kriss Casanova, Molly Uemura, Sergio Bindel

Public Comments:

Karen, Owner of Top Dog Barkery – Karen had previously brought up an issue regarding a competitive vendor at Surf City Nights with Jaime Strong, former Downtown BID Executive Director. Jaime asked Karen to see if it affected her business. Karen reached out to Jaime again to let her know it did affect her business. However, the vendor is still at Surf City Nights each week. Karen also saw this vendor engaged in illegal mobile vending on Main Street on a night when Surf City Nights wasn’t in progress. Karen is asking the BID to no longer allow this vendor to participate in Surf City Nights.

Sandy Schultz-Taylor, Owner of Model Citizen – Sandy is a previous Downtown BID Board Member and is giving her endorsement of Sergio Bindel, owner of The Pop-Up Shoppes.

1. Approve Minutes

Action: Review Meeting Minutes from November 9th BOD Meeting, December 11th Executive Committee Meeting & January 4, 2024 Executive Committee Meeting.

A motion was made by Darrick Hearn, second Tony Duran, to accept the November 9th



BOD Meeting, December 11th Executive Committee Meeting & January 4, 2024
Executive Committee Meeting Minutes.

Yes: Brett Barnes, Tony Duran, Bob Bolen, Darrick Hearn, Nicole Llido, Peter “PT” Townend. No: Susie Smith. Motion passed.

2. Treasurer Report-Financials

Action: Treasurer Tony Duran presented the September, October, and November 2023 financial statements.

A motion was made by PT Townend, second Darrick Hearn, to record and file the September, October, and November 2023 financials statements.

Yes: Brett Barnes, Tony Duran, Darrick Hearn, Nicole Llido, Peter “PT” Townend.
Abstain: Bob Bolen, Susie Smith. Motion passed.

3. President’s Report

President Brett Barnes provided an update on Downtown BID matters:

- Brett Barnes has a new job opportunity in El Salvador and may be moving. Will provide more information at a future time.

4. City Updates:

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

- HBPD – Lieutenant Brian Smith
 - No Updates
- HBFD – Division Chief Marty Ortiz
 - No Updates
- Marine Safety – Battalion Chief Trevor McDonald
 - Marine Safety is reviewing windows along beachfront buildings for earthquake safety. New Zealand Jr. Lifeguard Exchange Program is moving forward this year.
- Economic Development – Kriss Casanova, Economic Development Manager
 - Sociable City Update - The consulting firm hired by City to research social Economy is coming back to hold more Town Halls next week. If you see illegal mobile vending, please report it to code enforcement.
- Community & Library Services – Molly Uemura, Specific Events Supervisor
 - Surf City Marathon set to take place on February 4, 2024. PCH will be closed at 1 am and will re-open at 2:30 pm. Event has over 17,000 people registered, highest numbers since COVID closures. Finish line will be at Huntington Street. Molly is putting together a 2024 flyer showing all events.

5. HB Downtown Committee Update:

- Marketing & Events Committee
 - Update from Committee Chair, Peter “PT” Townend – 4 new Downtown BID logo concepts will be available for review at the BID Board Retreat.
- Stakeholder Relations Committee
 - Update from Committee Chair, Tony Duran - Committee will need to add new members with Sandy Schultz-Taylor’s departure.

6. Board Member Confidentiality

Item tabled to next meeting.



7. Office Staff

Information: Brett Barnes gave an update on BID Office Staff. After two recent resignations, there are currently 3 open positions – Executive Director, Coordinator, and Market Manager. There are also two open Board of Director positions after two recent resignations. The BID Bylaws state in the event of a resignation, the President is to appoint new board members to fulfill the remainder of the term. This will be completed by Monday, with the help of BID Past President, Dave Shenkman. Item #8 on the agenda will address the open Executive Director position. In the meantime, both Jaime Strong and Maddie Gates have offered to help during the transition.

8. Interim Executive Director

Action: President Brett Barnes introduced options for an Interim Executive Director. The former Interim Executive Director from 2019-2020, John Gilbert, is available for up to 6 months during the transition time. Gilbert is a former Hilton Hotel general manager with 49 years of executive hospitality experience. During his previous time with the BID, he created processes that are still in use today.

A motion was made by Brett Barnes, second Suzie Smith, to approve John Gilbert as the Interim Executive Director, subject to the BOD approval of his contract, which is currently under review by the City of HB.

Yes: Brett Barnes, Tony Duran, Bob Bolen, Darrick Hearn, Nicole Llido, Susie Smith, Peter “PT” Townend. Motion passed.

9. Surf City Nights

Action: Introduction of Sergio Bindel, owner of The Pop-Up Shoppes, as a potential Market Manager for Surf City Nights.

A motion was made by Brett Barnes, second Tony Duran, to create a Surf City Nights Task Force to look at all options for a new Market Manager and make a recommendation to the BOD. Task Force will be led by Suzie Smith, with Darrick Hearn, Sandy Schultz-Taylor, and Molly Uemera participating.

Yes: Brett Barnes, Tony Duran, Bob Bolen, Darrick Hearn, Nicole Llido, Susie Smith, Peter “PT” Townend. Motion passed.

10. **Staff Reports:** None

11. **Discussion Topics:** None

12. **Adjournment:** 2:20 PM

The next HBDBID Board Meeting will be as follows:

- Board of Directors Meeting scheduled for Thursday, February 8, 2024.
- Retreat postponed to a later date.