



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

Date: July 13, 2023
Location: Main Street Library
525 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 1:00PM

BID Board of Directors

Meeting Minutes

July 13, 2023

Call to Order- 1:00pm

Roll Call

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

- Bob Bolen arrived at 1:05pm
- Moe Kanoudi arrived at 1:09pm
- Darrick Hearn arrived at 1:17pm

Absent: Nate Bernal

Additional Attendees: Division Chief Martin Ortiz, Battalion Chief Doug Leach, Lieutenant Brian Smith, Kriss Casanova, Molly Uemura

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 8th, 2023, Board Meeting.

A motion was made by Kelly Miller, second Sandy Taylor, to accept the June 8th, 2023, board meeting minutes.

Yes: Brett Barnes, Sandy Taylor, Tony Duran, Moe Kanoudi, Kelly Miller, Peter "PT" Townend,

No: None

Absent: Nate Bernal, Bob Bolen, Moe Kanoudi, Darrick Hearn

The June Executive Committee Special Meeting Minutes are not available for the meeting.

2. Treasurer Report-Financials

Tony Duran provided an overview of the May 2023 Financials provided by the CPA. A motion was made by Sandy Taylor, second Tony Duran, to approve the May 2023 Financials.

Yes: Brett Barnes, Sandy Taylor, Tony Duran, Kelly Miller, Peter "PT" Townend.

No: None

Absent: Nate Bernal, Bob Bolen, Moe Kanoudi, Darrick Hearn

3. President's Report

President Brett Barnes provided an update on Downtown matters.

Thank you to the HB Downtown staff for a successful Chili at the Beach. Great feedback from the event.

HB4TH Block Party was a successful event. Thank you to the City of HB and Soundskilz for a successful 4th of July Celebration.

4. City Updates:

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

- 4th of July Recap
 - Molly Uemura provided a recap about the event including the cornhole tournament, bike parade and the parade.
 - Kriss Casanova provided visitor analytics for all days of the 4th of July event. There was an increase of visitors for the HB4th Block Party. ck party, which is up from the 7,600 people last year.
 - Lieutenant Brian Smith provided an enforcement recap of the 4th of July event. The HB4TH block party was successful with no arrests during the event.
 - Division Chief Marty Ortiz provided a fire recap of the 4th of July event.
- Community & Library Services Department-
 - Molly Uemura provided an overview of the US Open of Surfing including site map and activations. New this year, the event footprint will include food trucks. During the planning stages, WSL/IMG partnered with HB Downtown to communicate opportunities for businesses within the Downtown District. The Surfing Walk of Fame induction is on Thursday, August 3rd that will include a 1st Block of Main Street closure.
- City Liaison- Surf City Nights & Surf City Artisan Fair Pacer Reports

- Kriss Casanova provided a report to show foot traffic for Surf City Nights and Surf City Artisan Fair. Reports available upon request.
- Marine Safety:
 - Marty Ortiz provided an update on injured lifeguard Elizabeth Lovat including the fundraiser through the Fire Outreach Foundation.

5. HB Downtown Committee Update:

- Marketing & Events Committee
 - Committee Chair, Peter “PT” Townend provided an update branding goals for HB Downtown.
- Stakeholder Relations Committee
 - Committee Chair, Tony Duran provided an update on communication goals for HB Downtown.

6. Review and Approve 2023-2024 Budget

Jaime Strong, Executive Director, presented the 2023-2024 HB Downtown Budget. Moe Kanoudi asked to clarify the budget for cleaning is \$198K. Kriss Casanova confirmed the funding from Public Work for 2023-2024 is \$198K.

A motion was made by Kelly Miller, second Moe Kanoudi, to approve the 2023-2024 HB Downtown Budget.

Yes: Brett Barnes, Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Kelly Miller, Bob Bolen, Peter “PT” Townend.

No: None

Absent: Nate Bernal

7. Review and Approve 2023-2024 Improvements and Activities

Jaime Strong, Executive Director, presented the 2023-2024 Improvements and Activities. HB Downtown fees will fund programs including Ambassadors, Program, District Management, Enhanced Maintenance, Holiday Beautification, Marketing & Event and CRM Software.

A motion was made by Sandy Taylor, second Moe Kanoudi, to approve the 2023-2024 Improvements and Activities.

Yes: Brett Barnes, Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Kelly Miller, Bob Bolen, Peter “PT” Townend.

No: None

Absent: Nate Bernal

8. Surf City Days

Surf City Days will be on Saturday, September 9th and Sunday, September 10th. The event includes CBVA Volleyball Tournament, HB City Surf Contest, He’e Nalu Aloha Pier Festival, HSS Demo Days, Kowabunga Van Klan Vintage VW Bus Show and Rockin Fig Vintage Surf Festival. Jaime Strong, Executive Director, provided an overview of the budget including the expense of He’e Nalu Aloha Pier Festival.

A motion was made by Sandy Taylor, second Darrick Hearn, to approve the Surf City Days event budget.

Yes: Brett Barnes, Sandy Taylor, Moe Kanoudi, Tony Duran, Darrick Hearn, Kelly Miller, Bob Bolen, Peter "PT" Townend.

No: None

Absent: Nate Bernal

9. Staff Reports:

Executive Director – Jaime Strong

- Thank you to the BOD for supporting the HB4TH Block Party. We have received great feedback from HB Downtown Stakeholders.

Events & Social Media Manager – Kim-Erin Justice

- Provided an update and forecast for Surf City Nights
- Provided an social media recap for @hbdowntownusa and @hbdowntownevents

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

- Brett Barnes: Duke's 25th anniversary party is on Oct. 13th from 3pm-6pm.
- Peter "PT" Townend: SWoF received submissions from around the country for the Don MacAlister annual scholarship award.

11. Adjournment: 2:11

The next HBDBID Board Meeting will be as follows:

- The August Board of Directors Meeting will be on August 17th at 1pm.