



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

Date: September 14  
Location: Visit Huntington Beach  
155 Fifth Street, Suite 111  
Huntington Beach, CA 92648

Day: Thursday  
Time: 1:00PM

**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](mailto: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, September 13, 2023, in order to ensure inclusion into and read during the meeting.

**BID Board of Directors**

**Meeting Minutes**

**September 14, 2023**

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**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

Absent: Nate Bernal

Additional Attendees: Mayor Tony Strickland, Mayor Pro Tem Gracey Van Der Mark, Division Chief Marty Ortiz, Battalion Chief Trevor McDonald, Ashley Wysocki, Kriss Casanova, Specific Molly Uemura

Special advisor to the Board: Kay Cochran

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

**Public Comments:** No Public Comments

**1. Approve Minutes**

Action: Review Meeting Minutes from the August 17, 2023.

A motion was made by Sandy Taylor, second Kelly Miller, to accept the August 17, 2023 BOD Meeting Minutes.

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

Absent: Nate Bernal



## **2. Treasurer Report-Financials**

Action: Financials are not available from the CPA.

## **3. President's Report**

President Brett Barnes provided an update on Downtown matters:

- Surf City Days Event: 220 volleyball teams, about 1500 people sign up for demo days, the music was great, and the Rockin' Fig Festival did great. The event was covered in Surf City Days.

## **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
  - Presented August Downtown Report
- Marine Safety – Battalion Chief Trevor McDonald
  - Marine Safety call for service update
- Economic Development – Kriss Casanova, Economic Development Manager
  - Sociable City Update- The city hired a consulting firm focusig on our social economy. This includes dining, entertainment, event spaces, etc.
- Community & Library Services – Molly Uemura, Specific Events Supervisor
  - Introduced Ashely Wysocki, Director of Community & Library Services
  - Surf City 10 Update (September 17)
  - Pacific Airshow Update (September 29-October 1)
    - Main Street closure Saturday and Sunday
    - Extended footprint, map will be shared via the HB Downtown Newsletter

## **5. HB Downtown Committee Update:**

- Nominating Committee
  - Update from Committee Chair, Dave Shenkman
    - Provided the results of the HB Downtown elections
    - Elected to the Board of Directors: Brett Barnes, Peter "PT" Townend, Bob Bolen, Nicole Llido, and Susie Smith.
- Marketing & Events Committee
  - Update from Committee Chair, Peter "PT" Townend
- Stakeholder Relations Committee
  - Update from Committee Chair, Tony Duran



## **6. Annual Assessment Update**

**Information:** Kriss Casanova and Jaime Strong to provided an update on the Annual Assessment including the renewal process with the City Council.

## **7. 2023 Summer Survey**

**Action:** Staff and the Stakeholder Relations Committee to create a Downtown Survey to gather feedback regarding summer including business traffic, events, etc. to be shared with stakeholders and partners.

- Board discussed on goals of the survey, should it come from the City of HB or HB Downtown. Kelly Miller recommended an annual economic summer benchmark done in collaboration by the city and the BID.

A motion was made by Moe Kanoudi, second Darrick Hearn, to table the item pending further information from HB Downtown staff.

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

Absent: Nate Bernal

## **8. December BOD Meeting**

**Action:** Discuss and approve to cancel the December BOD Meeting.

A motion was made by Sandy Taylor, second Moe Kanoudi, to cancel the December board meeting.

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

Absent: Nate Bernal

## **9. Staff Reports:**

Executive Director – Jaime Strong

Provide an update on BID matters including:

- Popsicles with the Police: September 26
- Surf City Days Event Recap
  - Financial recap will be provided at the October BOD meeting.
- Mayors Roundtable

## **Events & Social Media Manager – Kim-Erin Justice**

Provide an update on BID matters including:

- August Surf City Nights
- August Social Media



**9. Discussion Topics and Announcements – 5 min. limit per topic**

- Mai Tai's for Maui this month at Orange County restaurants. All proceeds go to Legacy of Aloha Foundation.
- Anniversary for Duke's: October 20th
- International Surfboard Builders Hall of Fame: October 14th

**10. Adjournment: 1:52PM**

The next HBDBID Board Meeting will be as follows:

- Board of Directors Meeting scheduled for Thursday, October 12th