



**2017-2018
BID BOARD of DIRECTORS MEETING AGENDA**

Date: March 8, 2018
Legends Surf City
301 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Call to Order	9:01am
Roll Call	<p>Board Members Present: Matt Peterson, Bob Bolen, Mike Williams, Dick Thorpe, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, and Max Schlutz. Absent: Susie Smith</p> <p>Staff: Marianne Tonjes, BID Manager; Mary Ann Senske, SCN Manager; Darci Henderson, BID Administrative Assistant</p>
Public Comments	<p>Pat Rogers (5th & PCH) thanked Visit HB for their summit. One takeaway was to work with the City and the BID. Pat also wanted to clear up confusion regarding the BMX event on Tuesday night at 5th St. It was a Shorebreak sponsored event for the Kimpton Hotel Annual Conference.</p> <p>Jen Williams (Pacific City) asked the Board to add rezoning and BID membership to a future agenda for review.</p>
Approve Agenda	<p>Adoption of the 3-7-18 Agenda</p> <p>Recommendation: Board approval</p> <p>Kate Leigh motioned to adopt agenda, Lizzie Raudenbush seconded. Ayes: 8 Noes: 0</p>
Approve Minutes	<p>Adoption of the Minutes of the 2-15-18 and 2-27-18 BID Board Meetings.</p> <p>Kate Leigh found typo on page two, item one of the 2-15-18 Minutes.</p> <p>Recommendation: Board approval to amend the minutes.</p>



	<p>Kate Leigh motioned to approve minutes from 2-15-18 and 2-27-18, Lizzie Raudenbush seconded. Ayes: 8 Noes: 0</p>
<p>President Report</p>	<p>Information: Matt Peterson reported that the Perception Meeting the BID had with several City departments was successful. Matt stated it is a work in progress and is just the beginning. To effect change it will take many voices from business owners and residents.</p> <p>Matt also shared the following:</p> <p>BID Manager, Marianne Tonjes is working with the City to implement more formal procedures and protocols under City guidelines. It was also a IDA recommendation.</p> <p>Finance/Governance/Budget committee is working on protocols for committee budgets. They are working with the CPA on a template to be uniform across the board.</p> <p>The Surf City Nights permit is getting reviewed to include 5th St.</p> <p>Kellee Fritzal from the City of Huntington Beach explained the history of why the EIR was needed. First it was to continue the Surf City Nights on Main Street, and second it was to expand it to 5th Street. If there was no plan to put the 5th street expansion on, the EIR would have still been required. 5th street is included in the CUP and EIR for Surf City Nights.</p>
<p>Treasurer Report</p> <ul style="list-style-type: none"> • CPA Financials 	<p>Information: Mike Williams reported on the Reserve Policy.</p> <p>Kate Leigh asked if there will be a procedure to make transfers and who will do it. Mike Williams stated that the funds will be moved with Board approval by the Treasurer.</p> <p>Recommendation: For transparency create an account at the bank so transfers for approved funds for reserves are in a separate account.</p>



	<p>Kate Leigh motioned to open an additional bank account for reserve funds, Dave Shenkman seconded. Ayes: 8. Noes: 0.</p> <p>Information: Mike Williams reviewed and summarized the January BID financials. BID caught up on paying bills and has positive assets, and the budget is back in line and on track.</p> <p>Recommendation: Kate Leigh motioned to approve the January BID financials, Dave Shenkman seconded. Ayes: 8 Noes: 0.</p> <p>Information: Mike Williams reviewed and summarized the January SCN financials.</p> <p>Recommendation: Kate Shenkman motioned to approve the January SCN financials, Dick Thorpe seconded. Ayes: 8. Noes: 0.</p>
Staff Reports:	
<ul style="list-style-type: none">• BID Manager	<p>Information: Marianne Tonjes reported she is working on a draft budget to end June 30, 2018. She is working with the Events, Marketing, and SCN committees regarding their budgets and creating a template for new budgets. Marianne is working on agendas and with the committees and formalizing their procedures, i.e., committees formulate ideas then make recommendations to the Board that relate to the budget.</p> <p>Matt Peterson added that the point of the executive committee meeting was to reinforce the implementation of procedures that follow the bylaws for transparency and perception. The Board makes decisions together and all expenses using capital funds are approved by the Board. Another IDA recommendation.</p> <p>Marianne Tonjes added that BID staff is getting caught up on bills and has a debit card for approved office supplies and online expense to avoid reimbursements. She is also working on auditing contracts for every</p>



	<p>vendor the BID uses. She shared that the marketing committee is seeking bids for the website and will present at the April meeting. She plans to work with Visit HB so the new website won't be too redundant. The office is also working on updating the member database. She also met with the police department and was given some direct lines to communicate regarding downtown issues. She also attended the downtown night walk with Bob Bolen, Patrick Brenden, and Kellee Fritzal.</p>
<ul style="list-style-type: none"> • Surf City Nights Manager 	<p>Information: Mary Ann Senske reported that the Easter Bunny will be at SCN the Tuesday before Easter to hand out candy and take photographs.</p> <p>The Taco Challenge launched on Tuesday and judging will be on March 27th.</p> <p>Mary Ann would like to bring back the local discount card from October-March.</p> <p>Mary Ann stated Surf City's Got Talent is scheduled to start April 3rd but there is an issue with funding. When the Board approved extra expenses during this fiscal year it was taken out of the SCN account and coded under marketing. With that being done there is now not enough in the marketing budget to cover Surf City's Got Talent or the June Princess party. Mary Ann has received a \$3,000 sponsorship from the Auto Dealers Association and requests an additional \$7,000 for SCGT. She added she will use Facebook vs print ads. Mary Ann asked for a special board meeting to approve funding for SCGT and Princess Party.</p>
<p>Standing Committee Reports</p>	
<ul style="list-style-type: none"> • Executive 	<p>Information: nothing to report</p>
<ul style="list-style-type: none"> • Finance/Governance/Budget 	<p>Information: Mike Williams reported there is a new payment collection policy for SCN. If approved, it will go into effect on April 1st. No cash will be accepted, and rent is due the first Tuesday of the month and will include taxes and parking (if needed). A late fee will be applied the following day. Refer to policy for entirety.</p>



	<p>Mary Ann Senske added it's often the BID members who are late. Should we waive their late fee? Bob Bolen stated he thought BID members were free.</p> <p>Recommendation: Kate Leigh motioned to accept Payment Collection Policy as written, Dave Shenkman seconded. Ayes: 8. Noes: 0.</p> <p>Information: Mike Williams reported there is a new office security policy to tighten things up. The office will be re-keyed, and keys and access will be limited, and keys and the storage garage door opener will be assigned to authorized individuals only. Passwords are also being changed. Refer to policy for entirety. This was an IDA recommendation.</p> <p>Recommendation: Dave Shenkman motioned to accept the Office Security Policy, Kate Leigh seconded. Ayes: 8 Noes: 0.</p>
<p>Other Committees</p>	
<ul style="list-style-type: none"> • Marketing 	<p>Information: Lizzie Raudenbush reported the Marketing Committee would like to manage social media marketing and requests \$600.00 per month, equivalent to \$20.00 per day through the end of the fiscal year.</p> <p>Kate Leigh motioned to approve up to \$600.00 per month for the Marketing Committee to spend on Social Media through June 30, 2018. Mike Williams seconded. Ayes: 8. Noes: 0.</p>
<ul style="list-style-type: none"> • Events 	<p>Information: Chair Susie Smith was absent</p>
<ul style="list-style-type: none"> • Surf City Nights 	<p>Information: Chair Susie Smith was absent</p>
<ul style="list-style-type: none"> • Beautification 	<p>Information: Bob Bolen announced that the Beautification Committee would like solar lights on the newly shaved and trimmed palm trees. He will be asking commercial lighting vendors for samples to test out. Bob wants to get wholesale pricing.</p> <p>Recommendation: Dave Shenkman motioned to table the vote for funds for lighting samples, Kate Leigh seconded. Vote 8 ayes. Noes 0.</p>



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	Bob also saw rat guards on palm trees in NB and would like to explore options.
City of HB Business Development Update	<p>Information: Kellee Fritzal stated the Perception Report is being reviewed internally at the City to direct to proper departments.</p> <p>Kellee stated the BID budget will be up for review and will send us the date. We will need budget, annual report and letter of intent.</p> <p>Temporary maps for summer of downtown will be installed in five-six weeks.</p> <p>Kellee asked the Board to please use direct one voice when communicating with the City to help the City best respond to the BID's needs.</p>
City Council Comments	Information: Councilpersons Brendan, Peterson and Posey. Nothing to report.
Old Business	Information: Dave Shenkman repeated his request to be on the SCN committee.
New Business	Information: Bob Bolen announced Daisy Blue is being replaced by a bikini shop.
Announcements	Marianne Tonjes announced she will be out of town next Wednesday thru Friday but will be checking her emails.
Adjournment	<p>The meeting was adjourned at 10:22 am</p> <p>The next HBDBID Board Meeting is April 12, 2018 @ 9:00 am</p>

In accordance with the Ralph M Brown Act, Huntington Beach Downtown BID agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street at least 72 hours prior to each meeting. Questions on agenda items may be directed to Marianne Tonjes, BID Manager, at 714-536-8300.