



Huntington Beach Downtown  
Business Improvement District  
[www.hbdowntown.com](http://www.hbdowntown.com)

## 2015-2016 BID BOARD MEETING AGENDA

**Date:** May 12, 2016  
**Location:** Fred's Mexican Cafe  
300 PCH, #201 HB

**Day:** Thursday  
**Time:** 10:00 AM

- I. Call to order
  - a. Roll Call: BID Board: Brett Barnes, Scott Blakeslee, Bob Bolen, Keith Breiter, Roxann Casaccia, Steve Daniel, Erin Henry, Nicole Thompson, Dick Thorpe, Immediate Past President: Stephanie Wilson
- II. Public Comments – limited to 3 minutes.
- III. Approval of the Minutes – from April 14th meeting
- IV. Guest Presenter: Mel Craig, re: Hot Rod Car Show, October 8, 2016
- V. President: Presenting 2016-2017 BID Budget
- VI. Treasurer's Report – Roxann Casaccia
  - a. Approve April Financial Report
- VII. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee
- VIII. BID Manager Report - Sue Welfringer
- IX. Committees & Updates:
  - a. Public Image – Steve Daniel – Survey
  - b. Beautification – Susie Smith
- X. City of HB Business Development Update: (Kellee Fritzal)
- XI. Old Business: ByLaws Update
- XII. New Business:
- XIII. Announcements:
- XIV. Adjournment – Meeting adjournment – Next meeting: Thursday, June 9<sup>h</sup> @ 10AM

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 Susan Welfringer, BID Manager, at 714-536-8300.

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#### 2015-2016 Goals & Priorities Strategic Framework

- *Collaborate marketing efforts with Visit Huntington Beach*
- *Develop a downtown vision and brand, with input from Visit Huntington Beach, the HB Chamber of Commerce, Pacific City and others*
- *Develop and implement a strategy to integrate Pacific City, Visit HB, hotel managers, and the HB Chamber into the leadership structure of the BID*
- *Advocate for improvements in public parking and restrooms*
- *Lead the way for beautification in downtown, including but not limited to improvements in lighting, landscaping and the ZPark areas*
- *Propose and implement one new event and budget for 2016*
- *Determine business needs for information and training that are of value to downtown merchants*
- *Develop and implement a communication strategy with member businesses, to increase merchant engagement*
- *Determine the level of resources (human and financial) needed to implement BID strategic plan priorities*