



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

## 2015-2016 BID BOARD MEETING MINUTES

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

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

- Call to order
  - In Attendance: BID Board: Bob Bolen, Keith Breiter, Roxann Casaccia, Steve Daniel, Erin Henry, Nicole Thompson and Immediate Past President: Stephanie Wilson. Excused Absent: Brett Barnes; Unexcused Absent: Scott Blakeslee, Dick Thorpe, Mary Ann Senske. Also in Attendance: BID Member Susie Smith and City representative, Simone Slifman.
- Public Comments – No public comments.
- Approval of the Minutes – Erin motioned to accept minutes from April 14<sup>th</sup> Meeting. Keith seconded. All in favor. Minutes accepted and filed as written.
- Guest Presenter: Mel Craig, re: Hot Rod Car Show, October 8, 2016 – Mel is looking for support to bring “Legends of Cars” Hot Rod Car Show to Main Street on Saturday, October 8<sup>th</sup>. Mel shared examples of how the car culture is as important to HB as surfing – both with resident interest and local famous builders. Would like our community to capitalize, similar to how we capitalize on the surfing culture. He currently is hosting a weekly Wednesday night event “Cars & Cruisin” with between 25 – 72 cars cruising down Main Street. His local car club has already grown to 200 members and expects to continue growing. Discussion pursued with board members and Mr. Craig, with the board expressing support of closing Main Street for this event. Mel will be back with more information regarding sponsorship opportunities.
- President:
  - Nicole advised that Gerry Manzo is no longer with us. We are currently looking for a new Administrative Marketing Assistant, 24 hours a week.
  - Current 2015-2017 BID & SCN budgets were presented. Nicole recommended that the 2016-2017 budget not have any changes. This will be voted on at the next BID Board Meeting.
- Treasurer's Report – Roxann Casaccia
  - Approve April Financial Report. Both SCN & BID Financials for April were presented. Steve moved to approve; Keith seconded. All in Favor. Treasurer's Report to be filed as written. Board Members were also give the financials from February and March. Approval for these will be added to the next meeting agenda.
- Surf City Nights – Steve Daniel reported that at the recent SCN Committee Meeting there was discussion re: enforcing BID Members who want to come out for SCN to commit for an entire year or to pay the prevailing fee if they choose to come out only during season. It is hard to open the space for just summer.

- Steve also mentioned that we still need clarification re: when and where a business is allowed to have an A-Frame sign out. Susan will follow up again with PD on this.
- BID Manager Report - Sue Welfringer (See attached) Discussions from report included:
  - Letter sent to Planning Commission in support of NoKaOi. Future correspondence of this nature will first be approved by the entire board.
  - Re: Hanging Halloween banner – space is not available on Walnut – determined we don't need this expense.
  - Malco Maintenance – agreed to use funds from the Maintenance account to schedule proper cleaning of gutters. There is a one time fee of \$3600 for the initial cleaning and then \$450 quarterly. Susan asked Keith to join her and Steve Daniel at a future meeting between the city public works department and Malco as we work on the next 3-year MOU, due in September.
- Committees & Updates:
  - Public Image – Steve Daniel – Survey
    - Survey was improved with feedback from board at the last meeting. Printing with return stamp was not cost effective. Have nearly 1000 responses from SurveyMonkey. We have a lot of good data, but most of it is from locals who visit downtown frequently. Still want to push survey out past our downtown zip code. Discussed other ways to get the survey “out there” but will have a print survey at this time.
  - Beautification – Susie Smith
    - Susie advised that she has more time to spend on moving beautification projects forward. Ready to move on and looking for direction. Nicole Thompson appointed her chair of the Beautification committee and thanked Susie for continuing her efforts on the Beautification of downtown.
- City of HB Business Development Update: Simone Slifman had nothing to report. Steve Daniel asked her to check with Ken regarding status of parking garage. Simone suggested it is best for Steve to ask directly so that he can be sure his specific concerns are addressed.
- Old Business: ByLaws Update – Susan advised that Civitas confirmed we do need 51% of the actual membership to approve new bylaws. She will follow up with Civitas. Initial plan is to get these mailed as soon as possible and then the board will volunteer time to go to businesses to get the signatures needed.
- New Business: No new business discussed.
- Announcements: No announcements.
- Adjournment – Meeting adjournment – Next meeting: Thursday, June 9<sup>h</sup> @ 10AM