



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2015-2016 BID BOARD MEETING AGENDA

Date: April 14, 2016

Day: Thursday

Location: The Longboard Restaurant & Pub
217 Main Street, HB

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 March 10th meeting
- IV. President:
- V. Treasurer's Report – Roxann Casaccia
 - a. Approve February & March Financial Report
- VI. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee
- VII. BID Manager Report - Sue Welfringer
- VIII. Committees & Updates:
- IX. City of HB Business Development Update: (Kellee Fritzel)
- X. Old Business: Partner Updates: President
- XI. New Business:
 - a. Purchase / Lease of Penny Press Machine for visitors to bring home HB souvenir pennies (Susan)
- XII. Announcements:
- XIII. Visit HB Presentation / Meet the Ambassador
- XIV. Adjournment – Meeting adjournment – Next meeting: Thursday, May 12th @ 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.

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*