



DRAFT
2017-2018
BID BOARD of DIRECTORS MEETING AGENDA

Date: May 10, 2018
Location: Legends Surf City
301 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

1. Call to Order
2. Roll Call Board Members: Matt Peterson, Bob Bolen, Mike Williams, Dick Thorpe, Susie Smith, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, and Max Schultz. Past President: Steve Daniels BID Staff: Marianne Tonjes, Darci Henderson
3. Public Comments <i>This is the time of the meeting for the Board of Directors to receive comments from the public regarding items of interest or agenda items. Pursuant to the Brown (Open Meetings) Act, the Board of Directors may not enter into discussion regarding items not on the agenda. Each speaker is allowed three minutes, and time may not be donated to another speaker.</i>
4. Approve Minutes a. Recommendation: Adopt the Minutes of the April 12, 2018, Board Meeting
5. Approve Agenda a. Recommendation: Adopt the Agenda
6. President Report a. Information: Matt Peterson will provide a report. b. Information: Matt Peterson will announce the Public Safety Seminar at the Shorebreak hotel May 15, 2018, at noon. c. Information: Matt Peterson will discuss plans for expenditures during 2018-19.
7. Treasurer Report Financials a. Information: Treasurer Mike Williams will report on the current financial information provided by the CPA. Recommendation: Approve the March financial report for the HBDBID and Surf City Nights CPA. b. Information: We need to transfer \$7,000 from Malco to Surf City Nights to fund Surf



City's Got Talent.

Recommendation: Approve the transfer of \$7,000 from the Malco account to the Surf City Nights account.

Staff Reports:

8. BID Manager Contractor

a. Information: Marianne Tonjes will report on BID activities.

9. Surf City Nights Manager Contractor

a. Information: Mary Ann Senske will report on Surf City Night activities.

Standing Committee Reports

10. Executive

a. Information: Matt Peterson will report on the recommendation from the Finance, Budget, Governance committee to hire a part-time, temporary Events planner for Chili at the Beach. The BID Manager will review qualifications, references, experience, and license and insurance requirements of those interested.

Scope of Work: This contractor will create a layout for booths, and on day of event tape off sites; solicit chili, salsa and beer taste card participants, vendors, and sponsors; coordinate with the participants, entertainment, and vendors regarding parking and unloading and loading materials/equipment; oversee the acquisition and scheduling of entertainment; coordinate supply deliveries to participants; coordinate with the committees regarding marketing, including social media; work with the city agencies including Public Works, Police, and Fire to meet local requirements and also with GRC for street closures and trash pick-up; assist in set-up and take-down of booths, stages and equipment; coordinate T-shirt booth and supplies; print materials such as schedules and ballots, and event posters for business; oversee porta-potty maintenance during event; coordinate with 5th and PCH representative for Kid's Zone activities; coordinate with Boys and Girls Club staff and volunteers and HBDBID volunteers; coordinate with judges and oversee People's Choice ballot count; take photos for development of participant certificates, and create and print certificates; announce winners and present awards. This contractor is required to have a HB Business license and the required insurance.

Recommendation: Approve the Scope of Work and give the Executive Committee the authority to award the contract for a part-time, temporary Events Planner for Chili at the Beach not to exceed \$2,000 through June 30, 2018.

11. Finance, Budget and Governance

a. Information: Mike Williams will provide an update on the budget per the City of HB requirements.



Recommendation: Approve the 2017-18 Modified Budget through June 30, 2018.

- b. Information: Mike Williams will report on the committee's review of the BID Assessments and will present a proposed map and fee schedule.

Recommendation: Approve the revised BID Assessment map and fee schedule to be effective July 1, 2018.

- c. Information: Mike Williams will provide an update on the upcoming budget. Events listed in the projected budget have not been approved and will require separate Board Action, per event, at least 120 days prior to the event.

Recommendation: Approve the 2018-19 Budget effective July 1, 2018 – June 30, 2019.

- d. Information: Dave Shenkman will report on the Finance, Budget and Governance committee's review of the BID Manager's Scope of Work and contract.

Recommendation: Approve the draft version of the Scope of Work and forward the proposed contract to the City of HB legal services.

- e. Information: The committee has worked through the BID Manager contract and need authority from the Board to open and discuss the Surf City Night's contract.

Recommendation: Give the Finance, Budget and Governance committee authority to open and recommend to the Board of Directors revisions to the terms, conditions and scope of work for the Surf City Night's Manager contract.

- f. Information: Kate Leigh will report on the Finance, Budget and Governance committee's review of the Administrative Assistant job description including pay differential.

Recommendation: Approve the revised Administrative Assistant job description and pay differential.

Other Committees

12. Marketing

- a. Information: The Marketing Committee has made a decision regarding the website.

Recommendation: Approve the HBDBID consolidated website contract with Salt-Creative.

13. Events

- a. Information: Susie Smith will provide a committee update.



- b. Susie Smith will discuss dates for possible Art events August 25, and December 1, 2018.

14. Surf City Nights

- a. Information: Susie Smith will provide a committee update.
- b. Information: Susie Smith will discuss the 5th St. permit.

15. Beautification

- a. Information: Bob Bolen will provide a committee update.
- b. Information: Bob Bolen will discuss the banners on Main Street.

16. City of HB Business Development Update

- a. Information: A representative from the City of Huntington Beach will report on important issues regarding businesses and new development in the downtown business improvement district.

17. Announcements

18. Adjournment

- a. The next HBDBID Board Meeting is June 14, 2018

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 and the HBDBID office 315 3rd Street, at least 72 hours prior to each meeting and 24 hours prior to special meetings. Questions on agenda items may be directed to Marianne Tonjes, BID Manager, at 714-536-8300.