



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2015-2016 BID BOARD MEETING Minutes

Date: February 17, 2016
Location: OLA Mexican Kitchen
21040 PCH / Pacific City

Day: Wednesday
Time: 2:00 PM

I. Call to order

- a. Roll Call: BID Board: Brett Barnes, Bob Bolen, Keith Breiter, Roxann Casaccia, Steve Daniel, Stephanie Wilson. Excused Absent: Nicole Thompson, Dick Thorpe, and Erin Henry. Also in attendance: Susan Welfringer, BID Manager, Mary Ann Senske SCN Manager, Karen Mayer – Cypress Equities (5th St.), John Elhenbech, Visit HB, and Diane Dehm, HB International Surfing Museum. Simone Slifman from the City of HB was also in attendance.

II. Public Comments – No public comments

- III. Approval of the Minutes – Steve moved to approve; Keith seconded. All in favor. Minutes filed as written.

IV. President:

- a. Update new bylaws
 - i. Stephanie's update: city attorney office is advising that we need 51% approval from BID Membership to change bylaws. For instance, if there are 300 members, then 151 would need to vote in agreement of the changes. Governance committee will meet and discuss next step.
- b. BID Board of Directors Vacancy (Jennifer Kramer, Fred's)
 - i. Susan shared with the board that Jennifer Kramer has resigned from the board. She is moving to Northern California. There are five BID Members from the October election whom the president can consider for appointment (Scott Blakeslee=Pasea Hotel; Henry Carey=Bomburger; Susie Smith = Makin' Waves; Dave Shenkman = Kite Connection, and Jose Ruis = IHOP) plus Susan asked for any other BID Member names to consider. Brett suggested it would be helpful to have a Pacific City representative. He will check with Scott to see if he is still interested and advise Nicole. There were no objections to this candidate as the first choice to fill the vacancy.

V. Treasurer's Report – Roxann Casaccia

- a. Roxann reported that the BID revenues are up over last year, but this is mostly due our increase this year in SCN revenue from \$75,000 annually to \$100,000 and BID Assessments being collected from the office on a steady basis. Also, SCN = income is below budget for January, due to one night cancel – but amount is less than \$400 and overall 4 months from Oct-Jan, SCN is \$17,000 over budget so we have comfort space for maybe one-two more possible cancellations.
- b. Steve Daniel motioned to approve the financials as presented. Bob Bolen seconded. All in favor. Treasurer's report approved.

VI. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee

- a. Mary Ann reported next week will be the finals for Surf City's Got Talent. Excited about the acts that participated. Youngest is 5 years old.
- b. Steve reported there was a recent SCN meeting attended by three Shorebreak Hotels managers. They are offering support to work with Cypress and the BID on future events on 5th Streets and appreciate the BID response to their request to move SCN from 5th street.
- c. Update re: 5th Street for SCN. Karen advised that Kendra's replacement, Lance will be coming out soon and will meet with Mary Ann & Shorebreak to talk re: options for 5th Street. Cypress does not expect any changes until 3rd quarter.

VII. BID Manager Report - Sue Welfringer

- a. See BID Manager Update for activity
- b. Susan advised that she would like to inquire to the City of HB re: future possibility of adding a provision in Downtown Specific Plan that would allow us to pay for wrapping business windows, following specific guidelines. For instance, we have a current vacancy on 2nd block where American Apparel has left. The "For Lease" is not attractive to visitors. If there was a provision to the downtown specific plan, we could possibly pay for wrapping windows (like 5th Street or the Strand does) to help improve the appearance in downtown. Typically spaces are not for lease for very long, and we may never need to use this provision, but Susan is recommending we begin that process so that it could be an option in the future.
- c. Discussion: Continue or Cancel Art Walk
 - i. Susan acknowledged there are many ways that Art Walk has grown over the past three years. However, with the money that has been allocated to this community enhancement event, (approx. \$36,000 over the past 3 years) does not feel that we have generated sufficient support from the community or businesses to continue as originally conceived. The board agreed that embracing Art and Culture is an important role of the BID. Recognizing that we are not an art district, different ideas were shared such as: holding quarterly at different locations – from Pacific City, to 5th Street, to Main Street. Hold one big event annually, possibly twice-annually – where it is more focused. Simone advised we can apply for a Temporary Use Permit for an event that will be held up to four times annually. Susan will form a committee to discuss how to best use meet goal of building an art event in HB Downtown.
- d. Discussion: Visitor Ambassador Specialist Job Description / Ambassador Funding
 - i. Susan advised that there is now a job description for the new Visitor Ambassador Specialist and identified three key responsibilities that she believed would be especially important to business owners – such as being a deterrent for nuisance type behavior/crimes and thanked Visit HB for listening to the concerns as directed by us, the city, and police.
 - ii. John Ehlenfedt from Visit HB further discussed the position and responsibilities and share a tentative schedule. One recommendation was made to have the hours to until 8pm on the weekends instead of 7pm. Another recommendation was to add a volunteer base (like senior citizens who want to help) to the program. John advised this is also a plan for the program – but with slightly different visitor-only responsibilities.

VIII. Committees & Updates:

- a. Public Image Committee: Steve D. advised that at recent DEDC meeting he suggested we survey the committee to better understand their perceptions of downtown. He has the beginning draft of a survey and is working on setting up a Public Image Committee Meeting with several BID Members to find out more re: why locals don't come downtown.
- b. Steve advised that at the last DEDC meeting, the city informed us that the 1.5 million repairs to the parking garage will start March 1st. \$1.2 million is budgeted for structural repairs, with approx. \$300,000 remaining for improving lighting and painting. The city hired one company for cleaning and then fired them after two weeks and hired Malco. Already noticeable improvement.
- c. Steve also inquired re: possibility of moving Beer Garden or other marathon events closer to downtown, to get more visitors in downtown. Susan will follow up with marathon organizers to have a meeting to see how we can increase visitors to Main Street with this event.

IX. City of HB Staff Update: Simone reported a call this week complaining about the Cali-Shore T-shirt Store ("I Pooped Today" shorts and shirts with profanity.) Asked if we had a relationship with the business and could make changes.

X. Old Business: Update re: Matt Liffreing Videos – Susan advised already 16 businesses have contacted Matt. Excited to see that this is a tool helping businesses that don't necessarily receive benefit from our events and other efforts – especially service businesses, like a landscaping company, realtor office, bank, and jeweler.

XI. New Business:

- a. Farm-to-table Community Dinner Event – Keith introduced an event shared recently on Facebook, to see if BID is interested in planning something similar. General agreement that this could be very cool on 5th Street. Susan has already shared with Shorebreak. They will have a new chef within the month and will charge this person with making this happen. Susan will follow up more with Shorebreak and update.
- b. Wrapping windows – American Apparel location (Susan covered during the BID Update part)

XII. Announcements:

- a. Mary Ann has been asked by the 4th of July Board if we would be willing to donate float decorations to the committee for them to be able to share with other groups who don't have budgets to put something together. All agreed.
- b. Brett introduced Diane Dehm, Interim Director of the HBISM.

XIII. Meeting adjourned at 3:20PM

Stakeholders Meeting immediately followed.

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*