



**2017-2018
BID BOARD of DIRECTORS MEETING AGENDA**

Date: April 12, 2108
Location: Legends Surf City
301 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 9:00 AM

Call to Order

Roll Call

Board Members: Matt Peterson, Bob Bolen, Mike Williams, Dick Thorpe, Susie Smith, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, and Max Schultz

BID Staff:

Public Comments

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.

Approve Minutes

Recommendation: Adopt the Minutes of the March 8, 2018, Board Meeting

Approve Agenda

Recommendation: Adopt the Agenda

President Report

- Procedures and Protocol

Information: President Matt Peterson will report on the continuing effort to review procedures and protocols of the BID.

Treasurer Report

- **CPA Financials**

Information: Treasurer Mike Williams will report on the current financial information provided by the CPA. Susie Smith requested that the Bank Statements be included also each month.

Recommendation: Approve the March financial report for the HBDBID and Surf City Nights CPA.

Information: The BID office conducted a Malco contract audit.

Staff Reports:

- **BID Manager Contractor**

Information: Marianne Tonjes will report on BID activities.



- **Surf City Nights Manager Contractor**

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

Standing Committee Reports

- **Executive**

Information: Matt Peterson will provide a committee update and report on the meeting held April 6, 2018 regarding the BID and Surf City Night Manager's Contracts.

Recommendation: Give notice to terminate the existing BID Manager contract April 12, 2018, effective May 12, 2018, per the Term and Termination clause of the contract.

Recommendation: Give notice to terminate the existing Surf City Night's Manager contract April 12, 2018, effective May 12, 2018, per Section 12 of the contract.

- **Finance, Budget and Governance**

Information: Mike Williams will provide a committee update and introduce new committee members and co-chair.

Information: Mike Williams will provide an update on the move to a July 1 fiscal year per City of HB requirements.

Information: Kate Leigh will report on the proposal for a HBDBID Internal Control Policy.

Recommendation: Approve the HBDBID Internal Control Policy.

Information: Kate Leigh will report on the proposal for a HBDBID Office Protocol Policy.

Recommendation: Approve the HBDBID Office Protocol Policy.

Information: The Marketing Committee submitted their expected costs for a new website. The project is expected to commence in late April, or early May, 2018.

Recommendation: Give the BID Manager, under direction of the Marketing committee, the authority to oversee the redesign and building of a new BID website on a new platform with a maximum budget for the redesign not to exceed \$8,500.

Information: Dave Shenkman will report on the Finance, Budget and Governance committee's audit of vendor contracts. The BID staff is working through the list of past vendors to determine if each vendor has a contract, business license, insurance, etc.

Information: Dave Shenkman will report on the Finance, Budget and Governance committee's review of the SCN and BID Manager's contracts.

Recommendation: Give the Finance, Budget and Governance committee authority to open and revise the terms, conditions and scope of work for the BID Manager contract.



Other Committees

- **Marketing**

Information: The Marketing Committee will discuss the consolidation of the two websites.

Recommendation: Discontinue Surf City Nights separate website and move all Surf City Nights event information to the new BID Website.

Information: The Marketing Committee will discuss the consolidation of social media accounts.

Recommendation: Discontinue the Surf City Nights Facebook, Instagram and other social media accounts and channel all marketing for BID Events (Surf City Nights included) through the HB Downtown social media platforms.

Information: The Marketing Committee will discuss the consolidation of video services.

Recommendation: Consolidate the two monthly video development services for Surf City Nights and the BID, under the direction of the Marketing Committee and the BID Manager, and approve a budget amount for up to \$1,500/month effective July 1, 2018.

- **Events**

Information: Susie Smith will provide a committee update.

- **Surf City Nights**

Information: Susie Smith will provide a committee update and would like to discuss the garage door opener for the storage garage.

- **Beautification**

Information: Bob Bolen will provide a committee update and discuss possible solar lighting for the trees. He will also discuss the proposed Corn-Hole charity event.

- **New Business**

Information: Jen Williams of Pacific City will discuss renegotiating the assessment for BID zone A.

City of HB Business Development Update

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.

City Council Comments

Information: Councilpersons Brenden, Peterson and Posey.

Announcements

Adjournment

The next HBDBID Board Meeting is May 10, 2018



**Huntington Beach Downtown Business
Improvement District
www.hbdowntown.com**

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.