



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

2016 - 2017 BID BOARD MEETING MINUTES

Date: SEPTEMBER 14, 2017
Location: International Surfing Museum
411 Olive Ave
Huntington Beach, Ca 92648

Day: THURSDAY
Time: 9:30AM

- I. Call to order – 9:36**
- II. Roll Call - Present:** Bob Bolen, Keith Breiter, Matt Peterson, Nicole Thompson, Steve Daniel, and Susie Smith.
Absent: Brett Barnes, Dick Thorpe, and Henry Carey.
- III. Public Comments: –**
 1. Kate Leigh (5th & PCH) announced an event to meet and greet Pilots on Sept. 28th. Check FB or website for more details.
 2. Pat Rogers (5th & PCH) stated getting the vote out for the upcoming elections was difficult as the ballots did not go to the businesses and hopes this can be looked at in the future. Pat also stated they have been working with SCN re: vendors parking in front of Ritter's and substation and would like the area to remain open for guest parking. Pat added as they move forward for next year they hope the bounce house is relocated as it impedes the view to 5th St.
 3. Kate Hoffman (HB Art Center) wanted to thank the Board for their support in the recent Art in the Park event. She wanted to put out the idea for restarting the Art Walk but in a new and creative way and including 5th & PCH. Kate believes more art in Downtown broadens the scope of how Surf City is perceived.
 4. Luanne Shoup (Resident & Art in the Park volunteer) shared she was on an ADHOC committee 7 years ago to improve the image of Downtown and ran the Art Walk for 2 years before turning it over to the BID to manage. Luanne has continued to volunteer for the Art in the Park and believes art brings a different class of people to DT. She added she would like to see Art Walk return is here to help.
 5. Yogi Patel (Pizza Press) is a new business and he is looking forward to hearing what the BID BOD does and getting involved.
- IV. Approval of the Minutes:** From BID Board Meetings – August 17, 2017 and Special Meeting September 7, 2017
 1. Bob commented on item C on the 8/17 minutes. The Board postponed the IDA Town Hall meeting but Bob was told there was a study session with the Council so he went to hear but it wasn't presented. He's wondering if the Town Hall meeting and study session were one in the same.
 - Matt motioned to approve August 17 minutes, Nicole seconded. All in favor with Keith and Steve abstaining. Minutes filed as written.
 2. Steve stated on the 9/7 minutes that Stephanie's comment had been removed and needed to be put back in. Mary Ann said she removed it because it was made after the adjournment, once clarified it was made before the close of the meeting, Mary Ann said she'd put it back in.
 - Keith motioned to approve the minutes with the amendment, Susie seconded. All in favor with Nicole abstaining. Minutes filed as written with amendment.

V. President: President will highlight items of interest to the board.

1. Bob Bolen is requesting from the City information re: total square footage of restaurants, retail, and office space downtown. In addition he would like a list of the codes re: parking requirements per sq. ft. of businesses. We have a parking issue but can't solve it until we know the details.
 - Kellee Fritzal stated the City has done 4 studies and she will make the information available to the BID office for the Board to review. Kellee added the Walker Study was done 18 months ago. She also suggested to bring it up at the next DT EDC meeting.
2. Bob is disappointed that the IDA draft had very little content re: a PBID but the final report had nearly 70% pertaining to a Property Bid. He strongly feels since we ordered the report the Board should request a new report that focuses on a business based BID. Board discussed the matter. Steve motioned to call IDA (with Bob) to request a new report and report back at next board meeting, Keith seconded. All in favor with a no for Matt.
3. Bob asked Board to review a \$7,900 bid to clean 60 palm trees in the round planters. Bob stated the company will do 1 for free to show the difference.
 - Keith stated don't we have a City service to do that. Can we check their schedule?
 - Susie added she has asked the City several times on behalf of the Beautification Committee for the dead trees to be removed from z-park.
 - Kellee suggested to take the concern to Travis in Public Works but it's the end of the year and there is no money in the budget.
 - Susie questioned if it's an option to manage the landscaping for downtown like we do for Malco.
 - Matt expressed the bigger issue is the City's responsibility for the perception of DT. It is the Crown Jewel of the City and needs to be treated as such. The BID should not pay for common maintenance.
 - Councilman Brenden agrees that 1st impressions of Huntington Beach are made from Main Street and the Pier. Brenden added a list of repairs was created and he is committed to having a monthly meeting with public works and will help the BID communicate its needs to the City. He wants to stay engaged and be a part of the process.
 - Kellee will send the list (75-80) of repairs and concerns along w/ City contacts to Mary Ann to share with Bob and Susie who will work with Councilman Brenden and the City.
 - Bob added the tree service is willing to do 2 trees for free as a before and after visual. Discussion led to waiting for meeting with the City. Kellee said set up for week of the 25th.
4. Review and discuss dual salary compensation for interim BID manager. (This item was approved and voted on August 3rd, 2017 Special Meeting) – Brett is absent – table item.
5. Art Walk and Art in the Park- Revive Art Walk for 6 months starting April 2018 and hosting Art in the Park in October. Request for 15K budget for annual Art Events.
 - Susie shared that Kate and Luanne are excited to revive Art Walk and wants to know if the Board will support this item.
 - Keith suggested tabling the item until next month for the new Board to review at the beginning of the fiscal year. Keith also discussed the 15k would need to be added to the budget and the amount is currently an arbitrary number so a plan / event breakdown is needed.
 - Susie replied there is a plan. She agreed the events need to be reviewed.
 - Discussion concluded to review item V.5. in October with new Board.

VI. Treasurer's Report: Treasurer will share the August financial reports as reconciled by the outside accounting office of McGinty, Knutdson, and Associates. Reports include three accounts: BID, SCN, Malco Maintenance.

- Treasurer is absent. Table financials until October.
- Keith mentioned he discussed with Mary Ann and the CPA changing the report and starting to use an accrual system in October.

- Bob wants an explanation of the cover letter re: disclaimer.

VII. Committees & Updates: Committee Chairs will provide updates regarding their efforts and activities since the last meeting.

1. Finance / Governance Committee – no meeting, nothing to report.
2. Beautification Committee - no meeting, nothing to report.
3. Marketing Committee - no meeting, nothing to report.
4. Surf City Nights - no meeting, nothing to report.

VIII. Staff Reports:

1. BID Manager Update:
 - We have moved into the storage unit off Main St.
 - Our CPA now has the BID checks and will cut them twice a month and get quick books up to date.
 - During the election it was discovered several addresses were not correct. Working on updating database. Moving forward there is an online voting option.
 - Our events are now being itemized and moving forward we will have revenue and expense information for Board to review. Halloween and Miracle have no income.
 - The new Air Show event on the first 3 blocks of Main St will have military vehicles, non-profit booths, a bike valet, and kid's activities.
 - Re: meeting minutes – they are only for Board members to see until approved. Any other items requested must go through the President then to BID manager and if needed BID manager will request items from our City liaison Kellee Fritzal.
2. Surf City Nights Manager Update:
 - We have been contacted by Farmers Market Flip to do a cooking booth during SCN.

IX. City of HB Business Development Update:

1. Kellee clarified to Bob re: his study session question earlier. There was no plan for a study session from IDA and City Council gave the new BID Board 6 months and recommended the BID hold a town hall meeting.

X. City Council Comments: Councilpersons Brenden, Peterson & Posey:

1. Councilman Brenden reiterated he is happy to be a part of the process with the repair list and will stay involved.
2. Councilman Brenden stated with the election ballots going to the address for business license renewal it's a great idea moving forward for those out of the area to have an authorized rep at their local business.
3. Councilman Brenden complimented the Main Street Air Show event and street closure is great for the downtown businesses.
4. Councilman Brenden shared when he was with the Chamber they changed their reporting and he preferred the accrual system and thinks it's a great idea moving forward.

XI. Old Business:

1. Mary Ann will present her findings re: Marketworks invoices and contract.
 - Mary Ann reported the invoices going back 1 year show 5 videos invoiced per month except for one.
2. Surf O Rama is requesting additional funds to cover permit and fees.
 - Bob stated some changes were made with permits to cut some cost. Merchants on 5th Street are excited. Event is on October 21st from 9-2.

XII. New Business:

1. Bob showed a sign he had made for his private property showing no trespassing, no loitering, no skateboarding and enforcement codes for and recommends them for all private property downtown.

XIII. Board Comments/Announcements:

1. Jim Boys Tacos is going into Johnnie Rockets by Jan 1 and HQ Gastro Pub should be open by the end of October.

XIV. Meeting adjourned: 11:02 am

1. Next meeting: Thursday, October 12th, 9:30 AM at the HB International Surfing Museum.

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 Mary Ann Senske, BID Manager, at 714-536-8300.