



**HUNTINGTON BEACH DOWNTOWN
BUSINESS IMPROVEMENT DISTRICT**

www.hbdowntown.com

MARKETING COMMITTEE

MEETING MINUTES

Date: February 22, 2018 Day: Thursday
Location: Kimpton Shorebreak Hotel Time: 9 am
500 Pacific Coats Hwy
Huntington Beach, CA 92648

- I. **Call to Order:** 9:01am
- II. **Roll Call:** Present: Lizzie Raudenbush, Jen Williams, and Pat Rodgers. Absent: Giovanni Parada, Dick Thorpe, and Bob Bolen. Also present: Marianne Tonjes and Mike Williams.
- III. **Public Comments:** none
- IV. **Approval of minutes:** Pat motioned to approve the 1.18.18 minutes, Lizzie seconded. All in favor.
- V. **Update on BID Member list and database update.**
 - a. Lizzie shared that Kim Kramer is no longer on the committee but has the data base as he planned to update it. Discussion concluded member database and survey should be completed and communication to do so come from the BID office. It was also mentioned moving forward that committees must have recommendations on BID BOD agendas and receive board approval before proceeding with plans/ideas.
- VI. **Update on redesign of HB Downtown website bids.**
 - a. Committee reviewed one proposal and discussed the marketing budget and what was available for this project. Committee will seek additional proposals using the platform square space.
 - b. Discussion about marketing budget continued with Facebook in mind. Committee decided to recommend at next BID BOD meeting a \$600 per month / \$20 per day budget be approved for Facebook.
 - c. Committee postponed APP discussion to focus on website first.
- VII. **Establish Mission Statement.**
 - a. Discuss at a later date.
- VIII. **Adjourned** 10:02am

Next meeting Thursday, March 22nd @ 9am