



Huntington Beach Downtown  
Business Improvement District  
[www.hbdowntown.com](http://www.hbdowntown.com)

## 2016 - 2017 BID BOARD MEETING AGENDA

**Date:** DECEMBER 08, 2016                      **Day:** Thursday  
**Location:** HB International Surfing Museum                      **Time:** 10:00 AM  
411 Olive Avenue

- I. Call to order
  - a. Roll Call: BID Board: Brett Barnes, Scott Blakeslee, Bob Bolen, Keith Breiter, Steve Daniel, Erin Henry, Matt Peterson, Nicole Thompson, Dick Thorpe
- II. Public Comments – limited to 3 minutes per person.

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 3 minutes, and time may not be donated to another speaker.
- III. Approval of the Minutes – From BID Board Meeting – November 10, 2016
- IV. Guest Presentation: Bob Bolen & Mike Ester: Surf Builders Hall of Fame
- V. President:
  - President to share information gathered from recent meetings with downtown businesses.
    - Group Identified three (3) Top Priorities:
      - Public Safety / Vagrancy
      - Parking & Restrooms – Accessibility & Cleanliness
      - Beautification of Main Street
  - A. Discussion and direction regarding stakeholder meetings with BID Director to identify stakeholder priorities.

Recommended Action: It is recommended that the Board of Directors:

    1. Authorize the BID Manager to initiate meetings with the City regarding increased parking garage safety and maintenance efforts; and,
    2. Request the Beautification Committee to utilize stakeholder input to explore Downtown beautification options and determine costs of improvements.
  - Committee Chair Appointments
    - With board approval, the President will appoint committee chairpersons. Committees include but are not limited to: Marketing, Events, Surf City Nights, Beautification, Governance/Finance.
- VI. Treasurer's Report:

Treasurer will share the November 2016 financial reports as reconciled by the outside accounting office of McGinty, Knutson, and Associates. Reports include three accounts: BID, SCN, Malco Maintenance.

VII. **Surf City Nights:**

Surf City Nights Manager, Mary Ann Senske, will report on the past month's events and provide update regarding upcoming Surf City Nights events and activities.

VIII. **BID Manager Report:**

BID Manager, Susan Welfringer, will report on her past month's activities for the BID relating to marketing, members, recent and upcoming events, maintenance, public safety, city & community outreach, and office management.

IX. **Committees & Updates:**

Committee Chairs will provide updates regarding their efforts and activities since the last meeting.

- Governance / Finance Committee Update and Recommendations
- A. Discussion of Governance/Finance Committee recommendations regarding undesignated reserve policy and allocation of special event funds (Surf City Nights) surplus funds.  
Recommended Action: It is recommended that the Board of Directors discuss appropriate reserve funding levels and authorize the BID Manager to draft a Reserve Policy for consideration no later than the February 2017 Board of Director meeting.
- B. Board of Director approval for bank account signature authorization.  
Recommended Action: Authorize the appropriate parties to sign on behalf of the HBDBID for HBDBID bank accounts.
- C. Discussion of proposed bylaw changes to include changes to Director terms, and direction to BID Manager regarding future approval of bylaws.  
Recommended Action: Based on recommendation of Governance/Finance Committee and discussion of Board of Directors, direct BID Manager to discuss proposed changes with the City and return to the Board of Directors in February 2017 for consideration.

X. **City of HB Business Development Update:**

Representative from the City of HB will report on important issues for downtown in regards to new business development in the downtown business improvement district.

XI. **City Council Comments: Councilperson Peterson & Councilperson Posey**

XII. **Old Business: None**

XIII. **New Business:**

- A. Consideration of proposal by Leon Valet Parking Services regarding potential downtown area valet parking services for interested businesses.

Recommended Action: Provide BID Manager direction on potential for valet parking services.

XIV. **Announcements:**

XV. **Adjournment – Meeting adjournment**

Next meeting: Thursday, January 12, 2017 @ 10AM 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 Susan Welfringer, BID Manager, at 714-536-8300.