



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

## 2016 - 2017 BID BOARD MEETING MINUTES

**Date:** MARCH 09, 2017  
**Location:** HB International Surfing Museum  
411 Olive Avenue

**Day:** Thursday  
**Time:** 9:00 AM

### Call to order - 9:03am

- **Roll Call:** Bob Bolen, Steve Daniel, Matt Peterson, Nicole Thompson, Dick Thorpe, Brett Barnes (at roll call but had to leave due to work emergency but planned to return – still had a quorum)
- **Excused Absent:** Erin Henry, Keith Breiter, Scott Blakeslee

### Public Comments –

- Dick spoke about the parking structure presentation at last meeting and wants BID BOD to take an offensive vs defensive approach with our needs.
- Bob spoke about how police can't go on private property to remove homeless. Simone (from the City) showed a letter that property owners can sign allowing police the ability to access their property for a 2 year period. Bob also mentioned that Easyrider is no longer leaving boxes in back for homeless to use as shelter. City is working on loitering codes and Bob would like BID to pay for signs to post downtown after codes are established.

### Approval of the Minutes – From BID Board Meeting – February 09, 2017

- Matt motioned to accept minutes, Steve seconded. All in favor. Filed as written.

### President –

- Steve reported the 60 day Finance Commission audit is underway. The BID is happy to learn new ways to report moving forward in order to be more transparent. Steve felt The Daily Pilot article was good.
- Board Member Scott Blakeslee has missed the past 4 meetings due to work conflicts and under Bylaws Article VII Section 3 needs to be replaced. Steve nominated Susie Smith to replace Scott Blakeslee. Item will be on next agenda for BID BOD to vote.
- Steve motioned for Matt Peterson to be BID BOD Secretary. Matt. Steve 1<sup>st</sup>, Bob 2<sup>nd</sup>, Dick 3<sup>rd</sup>. All in Favor.

- Steve stated we will work with Visit HB to promote Surf City USA Shuttle. Nicole (Visit HB) has met with City re: grant. This year shuttle will run April 15<sup>th</sup> – Oct 1<sup>st</sup>. Shuttle will run every weekend and include weekdays between Memorial Day and Labor Day.
- Visit HB will have an additional shuttle from Downtown to Sunset Beach.
- Marketing opportunity available. Discuss at future meeting for marketing dollars for shuttle to benefit downtown businesses, once VHB has established opportunities/costs.

### **Treasurer's Report -**

- Susan reported on the three accounts: BID operating budget, Surf City Nights, and Malco. We are behind in assessments, actual vs. budget – but this is the same place we were last year. Surf City Nights we are over \$21,000 year to-date. Malco on track with income and expenses. Matt motioned to accept the report. Dick seconded. All in favor. Treasurer's report filed as presented.

### **Committees & Updates –**

- Finance / Governance Committee: no meeting
- Beautification Committee: large plan; tree lighting 5 blocks of Main St. to PCH plus side streets (time consuming due to electrical), clean up landscaping, add plants and banners (use City Hometown Hero's for 4<sup>th</sup> of July), start with Z-Park
- Event Committee: Sand Fest coming 4/15
- Marketing Committee: next meeting 3/13 @ 2pm. Matt reported businesses on 5<sup>th</sup> St. are asking for coin machines (need to research logistics and cost), directory signs needed (meet w/ Kelly Miller to see what Visit HB is working on), long term – more restrooms (research and identify areas where more can be added). EDC meeting 3/22 send email to City to include items on agenda.
- Hotel Task Force: no meeting

### **Staff Reports -**

- **BID Manager, Susan Welfringer** – see manager's report
- **Surf City Nights Manager, Mary Ann Senske** – SCGT just ended, had mini car show in front of Legends, Princess Party scheduled 6/20, Public Works will have display at Sub-station on Walnut in May, Film Co inquired about filming during SCN for a Pixar Surf theme movie – referred to City.

### **City of HB Business Development Update –**

- Simone reported Gabe & Joe from homeless taskforce are handing out posters to businesses. On the City website there is a quick reference flyer available to print with phone numbers and resources. As mentioned earlier there is a letter that can be signed by home/property owners to allow police on to the property.

### **City Council Comments: Councilperson Peterson & Councilperson Posey –**

- Patrick Brenden reported the “H” item is going forward to a study session. City will also review late night in Newport Beach. City Financial committee BID audit continues.

### **New Business -**

- Discussion about new BID BOD meeting time. Matt motioned to move meeting, Dick seconded. All in favor. Substitute motion has scheduled next meeting for Monday, April 10<sup>th</sup> @ 8:30am. Put on next agenda to discuss and decide new day/time for BID BOD meeting moving forward that works for board members.
- Discussed Petition submitted to City Council regarding the limiting board of director membership to business owners only. Matt totally opposes because it's too exclusionary. Bob agrees because he wants people with history and steak in downtown. No consensus or conclusion.
- Matt recommends establishing a residency advisory committee to report to the board. Bob wants it to be clear they would not be part of the board or be able to vote.
- Bob also stated he wants agenda items to be written as board discussion first, then can be recommended action on next agenda to vote.
- Dick's discussion re: late night alcohol and behavior led to Matt sharing LBPD and Belmont Shore have had success with cameras and under surveillance signage.

### **Announcements -**

- Add to agenda next month. Bob is bringing a guest to present for the Surfboard Builders Hall of Fame awards in November.
- The Strand will have a rebranding event on May 13<sup>th</sup> as 5<sup>th</sup> & PCH.

**Adjourned** – 10:43am