



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

2017-2018 BID BOARD Meeting Minutes

Date: October 26th, 2017
Location: International Surfing Museum
411 Olive Ave
Huntington Beach, Ca 92648

Day: THURSDAY
Time: 9 AM

- **Call to order** – 9:04
- **Roll Call** – Present: Bob Bolen, Keith Breiter, Matt Peterson, Susie Smith, Mike Williams, and Lizzie Raudenbush. Absent: Brett Barnes, Dick Thorpe and Dave Shenkman.
- **Public Comments:** –
 - Diana Dehm (International Surfing Museum) thanked 5th & PCH, KVK, and the BID for participating in the recent ISBHOF event. Diana shared she is a solutions based gal and hopes to resolve any issues from Surf City Days. She stated there was a communications breakdown.
 - Matt Liffreing shared he had taped the recent Surf O Rama event and currently has 105 BID Spotlight Videos completed.
 - Pat Rogers shared as she is working on the rebranding of 5th and PCH and getting involved in downtown the one message she has is communication is an issue. She would like to be on the SCN, Events, and Marketing Committees. The feedback she received from Surf O Rama was it hurt businesses on the 2nd block. She added there is an entrepreneur program through the Chamber looking for support.
 - Phoenix and Tina from the Entrepreneur Academy are looking for businesses to mentor High School students on how to start a business. Plan to launch in January.
 - Bud from Cruisers thanked Don Ramsey with KVK on helping him get involved with the community. He would like to attend the SCN meetings. Bud added he is involved in the Balboa Improvement District and is looking to get involved in HB events and the community.
 - Jen Williams the Marketing Manager from Pacific City introduced herself and recently found out about BID BOD meetings and plans on attending regularly.
 - Don Ramsey of KVK spoke about his love for HB, the community, and the ISM. He's just a local guy who wants to help. The KVK car show at the SCD event was intended to help the ISM and if there are any problems he needs to know.
 - Sgt. Brian Smith with HBPD reported his 8 DT officers are 2 teams of 4. He took over as the Homeless Taskforce Supervisor. He stated although it's not always seen, his officers are doing a great job: DT crime is down 18% with violent crime staying the same. He added there is some traffic congestion at night but they have a plan to divert traffic.

- **Approval of the Minutes & Financials –**

- Matt motioned to approve meeting minutes from October 5, 2017, Keith seconded. All in favor. Filed as written. No financials.

- **President Items –**

- Committee chairs are as follows:

- SCN – Chair: Susie Smith. Additional interested committee members: Mike Williams, Bud (Cruisers), Pat Rogers (5th & PCH)
- Events – Chair: Susie Smith. Additional interested committee members: Mike Williams, Lizzy Raudenbush, Pat Rogers
- Finance/ Governance – Chair: Mike Williams. Additional interested committee members: Brett Barnes, Keith Breiter, Kim Kramer (HBPAA)
- Marketing – Chair: Lizzy Raudenbush. Additional interested committee members: Bob Bolen, Jen Williams (Pacific City), Kim Kramer, Pat Rogers
- Beautification – Chair: Bob Bolen. Additional interested committee members: Mike Williams, Dick Thorpe, Steve Daniels, Kim Kramer
- Personnel Committee – Matt, Susie, Keith, and Dick. Need to meet and discuss job description for BID manager position.

- Establish check signers and delete past check signers - Board discussion concluded to add Mike Williams (Treasurer) and delete old Board Members Nicole Thompson and Steve Daniel. Check signers on account will be BID BOD: Brett Barnes (Secretary), Dick Thorpe (BOD), Matt Peterson (President), and Mike Williams (Treasurer). Bob motioned to approve the addition and removal of signers, Susie seconded. All in favor. Changes approved.

- Discussion of pilot program to fund a holiday window painting project and hire a local artist at a cost of \$3500.00. Kim Kramer introduced artist Jody Williams and shared some of her background and experience. Jody added her work is guaranteed and it would take 7-10 days to complete and the breakdown was approximately 100 per store. She would keep the framing the same for a consistent flow and the business could pick characters and customize sign. Discussion continued with other holiday decorating ideas, questions re: if participation numbers are lower or higher than project funding, zoning, city permits, other bids or possible donation to HBPAA to manage project. Conclusion was to pass on to Marketing Committee to decide on a holiday decorating project and iron out details. Keith motioned to pass on decision and planning of a holiday window decorating project to Marketing with a cap of \$3500, Susie seconded. All in favor with Bob abstaining.

- Matt discussed the need for Static Directories in 4 locations downtown. Matt would like to get bids, design options, find locations and work with City for approval. He stressed the directories are important to the businesses, visitors, and community. Matt asked Marketing to work on this and bring back to the board to vote on.

- Discussion of a dedicate pathway from Main Street to Pacific City via Walnut. Discussion concluded the BID BOD likes the idea and will develop a task force to explore the idea and possibilities.

- BID BOD discussed a BID sponsored questionnaire relative to BID member support of a design plan that would permanently close down Main Street to traffic and re-design the downtown core as more pedestrian friendly walk street. Discussion concluded there was a study done re: closure of Main St in recent years and BID BOD should review study before sending questionnaire. Steve D stated he had the study and would pass on to the board.

- **Treasurer's Report – no report**

▪ **Staff Reports -**

- BID Manager, Mary Ann Senske reported the BID is humming right along. Stakeholders Meeting will be 3pm November 17th at Legends. Accountant has questions about the 50K CD that came to term in December. Mary Ann asked if anyone knew who started the Downtown App, discussion concluded Graham above HSS. Mary Ann also shared Susan Welfringer's employee file is empty, Kellee Fritzal suggested emailing Susan and asking.
- Review Surf City Days financials and International Surf Museum sponsorship with Beach Sports/ Scott Hubbell.
 - i. Mary Ann presented a packet with email trails and timeline. Board discussion concluded to return 10k sponsorship money to Beach Sports / Scott Hubble (Option C) and the \$3750 already paid to the ISM be considered a donation. Lizzy motioned to approve Option C, Keith seconded. All in favor.
- Surf City Nights Manager, Mary Ann Senske

- **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

- **City Council Comments: Councilpersons Brenden, Peterson & Posey -**

- **Old Business: Update on search for a new BID Manager** – committee will meet this week to establish a job description.

- **New Business** – Matt is out of town for 2 weeks.

- **Board Comments/Announcements**

- **Adjourned** – 10:37

- Next meeting: TBT by the new board of directors.

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.