



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

## **2017-2018 BID BOARD Special Meeting Minutes**

Date: November 17, 2017  
Location: Legends Surf City  
301 Main Street  
Huntington Beach, Ca 92648

Day: Friday  
Time: 2pm

- I. **Call to order** - 2:06pm
- II. **Roll Call** - Present: Matt Peterson, Dick Thorpe, Mike Williams, Lizzie Raudenbush, and Dave Shenkman. Late: Bob Bolen, and Susie Smith. Absent: Brett Barnes, and Keith Breiter.
- III. **Public Comments** -
  - Pat Rogers (5<sup>th</sup> & PCH) loves the Holiday windows. Pat also reported, since the relocation of the bounce houses during SCN, both Ritter's and 25 degrees have increased business on Tuesday. Pat is frustrated with the amount of time it is taking but hopes to meet soon with SCN re: 5<sup>th</sup> St. Tuesday night events.
  - Bud Wierenga (Crusiers) inquired about having a Surf City Nights meeting as he would like to be on the committee. He asked if he could directly email the Committee Chair to request a meeting.
- IV. **Approval of the Minutes** - from BID BOD meeting 10/26/17
  - Lizzy wants a revision under staff reports from Option A & C to just C as the correct vote. Mike motioned to approve minutes with amendment, Lizzy seconded. All in favor. Dave abstained. Minutes filed as written with amendment.
- V. **President Items** -
  - Review established committees-
    - Marketing – Jen Williams committee member would like to add Giovanni Prada (Director of Marketing at Pasea) to committee. Committee plans to have a standing monthly meeting.
    - Beautification – Committee Chair Bob Bolen added Susie Smith.
    - Finance / Governance – Committee Chair Mike Williams present but committee members Brett Barnes and Keith Breiter have resigned from the Board.
    - Events – Committee Chair Susie Smith not present.
    - Surf City Nights – Committee Chair Susie Smith not present.
  - Walnut walk street project-
    - Matt would like to continue discussion and push forward. Kellee Fritzal said the first step is to set up a meeting with BID representatives, Council Liaisons, and City Departments. Matt stated the concept is to marry the 3 districts. Crystal Court Bridge is a great

example. Bob asked to take the tour at night to experience how dark Walnut is. Mayor pro tempore Posey asked if Matt had discussed with Kelly Miller (Visit HB) re: Wayfinding Project.

- Malco contract review-
  - The Malco contract has expired and the City has requested to expand services to the new contract. Matt stated the BID would like to be more involved in the new contract if we're expected to manage it. Susie asked if the City has increased the budget to go along with the changes. Kellee replied they have to change the MOU and it will go before City Council in the next month or two.
    - Discussion concluded to table vote.

**VI. Treasurer's Report - Review October Financials –**

- Treasurer reported SCN has 219k, 24,500 collected for the month, loss of 4k, marketing is over budget due to Air Show Event. BID has 21k in assessments for Oct. Aloha Event was in the negative 3,300 but was an improvement over negative 5k last year. BID has 13,380 in delinquent fees.
  - i. Kellee shared collections is not an option for the City but they are working on a policy. Matt asked can the City make business lic and BID fees a total package, or as our partner help find a solution for delinquent assessments. Susie added the IDA suggested the Board approach delinquent businesses personally.
- Mike motioned to approve financials, Bob seconded. All in favor. Financials filed as reported.

**VII. Staff Reports -**

- BID Manager, Mary Ann Senske will reported the Christmas tree is up. The 2<sup>nd</sup> payment is due with the total cost of tree 35k. Mary Ann stated the board did not discuss and next year we will do different. Mary Ann announced Miracle on Main Street is this Sunday 11/19.
  - i. Susie added the beautification committee didn't bring a proposal to the board. Matt stated everything is negotiable.
- Surf City Nights Manager, Mary Ann Senske reported Santa will be here all of December and Surf City's Got Talent will be back in January.

**VIII. City of HB Business Development Update -**

- Kellee Fritzal shared the City is working with Visit HB on final drawings for Waysfinding signs. The goal is to have them up by Feb / Mar at the latest.

**IX. City Council Comments: Councilpersons Brenden, Peterson & Posey –**

- No report.

**X. Old Business: Bob Bolen - Palm Tree Project: Request for \$4500.00 for half of the proposed project.**

- Bob reported the City will split the cost of the palm tree shaving in planters.
  - i. Susie inquired what the City's landscaping budget? Kellee replied to pick a group from the board and talk to the involved departments at the City together. Matt added he would like to meet after Thanksgiving.
    1. Matt motioned to approve up to \$4500.00 for palm tree shaving, Bob seconded. Dave abstained. Dick was no. Motion passed.

**XI. New Business - none**

**XII. Board Comments/Announcements –** Dave inquired about the Board resignations. Matt replied that Keith accepted another job and Brett resigned for personal reasons. Matt added he would forward the resignation letters to the board.

**XIII. Meeting adjourned – 3:02pm**

- **Next meeting: January 11<sup>th</sup>, 2017 9am @ Surf 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.