



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

**2015-2016 BID BOARD
MEETING MINUTES**

Date: August 11, 2016
Location: Fred's Mexican Cafe

Day: Thursday
Time: 10:00 AM

I. Call to order

- Meeting began 10:01am. In attendance BID Board: Brett Barnes, Bob Bolen, Keith Breiter, Roxann Casaccia, Steve Daniel, Erin Henry, Nicole Thompson, and Immediate Past President: Stephanie Wilson. Unexcused absent: Scott Blakeslee, Dick Thorpe
- Also in attendance Susan Welfringer, BID Manager, Mary Ann Senske SCN Manager, Kate Leigh – Stream (5th Street), and City rep Simone Slifman

II. Public Comments – limited to 3 minutes. Bob Bolen spoke of his experience during US Open: a guy with a switchblade looking for parking behind shops, people urinating on his dumpster, not enough police presence on 3rd block of Main St. Suggested that police have a command post further up Main Street next year and more portable restrooms. He also wanted to know why the chalk from 4th of July was still on Main St in mid-August.

III. Approval of the Minutes – from June 9th meeting. Keith motioned to approve, Steve seconded. All in favor. Minutes accepted and filed as written.

IV. President:

- Vote to Approve Revised Bylaws. Steve motioned to approve, Keith seconded. All in favor. Revised Bylaws approved and plan to move forward to voting by members.
- Nominating Committee includes: Steve Grabowski, Bob Hoxsie, Bobbie Kneeland, and Dave Shenkman.

V. Treasurer's Report – Roxann Casaccia. Reported SCN is over 190k budget with 233k revenue, and BID is on target, currently 185k revenue to 205k budget.

- Approve June Financial Report. Steve motioned to approve, Brett seconded. All in favor. Financials approved.
- Approve July Financial Report – Nicole stated to strike financials from agenda, as the accountant has not yet submitted these.

VI. Surf City Nights – Mary Ann Senske: Mary Ann updated SCN is ahead of budget. In the middle of State of California audit. SCN closed in 2017 due to holidays on 4th of July, Valentine's Day, and Halloween. Discussion about utilizing permit to have event on Valentine's Day.

VII. BID Manager Report - Sue Welfringer – Reported that US Open was successful, Vans reported crowd was down but sales were up. Pier Plaza sign was removed. Matt has completed 30+ spotlight videos for BID members. Art in the Park is approaching with 60+ artists confirmed. Pat Rodgers is bringing "Ghost Tours" to HB for 2 weeks in October and will be a fun tie into the "Skulls and Bones" exhibit at The Art Center. Surf City Days is approaching in September then He'e Nalu Aloha Pier Festival and Breitling HB Air Show in

October. We now have earlier porters from Malco and have added steam cleaning services to 5th and Olive and are awaiting revised bid for next year with added services. Tonight is an Electric Vehicles in HB meeting and specific events meeting to present for Halloween Fest 2016. See BID Manager Update for more activity detail.

VIII. Committees & Updates:

- Public Image – Steve Daniel – Survey. The #1 complaint was parking but the answers were not from our targeted participants so additional surveys will be sent. One for DT Businesses, and another for HB residents who DON'T visit DT.

IX. City of HB Business Development Update: (Simone) Downtown police presence is scheduled during day. Discussion of employee parking lot, possible off-site shuttle. Simone advised that employees did not use this service when provided in the past.

X. Old Business: May 5th newsstands cleaned or removed, and gutters cleaned.

XI. New Business: Maintenance meeting on August 18th to discuss Malco vs City cleaning responsibilities.

XII. Announcements: Brett shared upcoming HB education aviation foundation at OC Airport, Stephanie shared Bolsa Chica Conservancy fundraiser at Pasea on Aug 20,

XIII. Adjournment – Meeting adjourned 11:05am – Next meeting: Thursday, September 08, 2016 @ 10AM

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.

2015-2016 Goals & Priorities Strategic Framework

- *Collaborate marketing efforts with Visit Huntington Beach*
- *Develop a downtown vision and brand, with input from Visit Huntington Beach, the HB Chamber of Commerce, Pacific City and others*
- *Develop and implement a strategy to integrate Pacific City, Visit HB, hotel managers, and the HB Chamber into the leadership structure of the BID*
- *Advocate for improvements in public parking and restrooms*
- *Lead the way for beautification in downtown, including but not limited to improvements in lighting, landscaping and the ZPark areas*
- *Propose and implement one new event and budget for 2016*
- *Determine business needs for information and training that are of value to downtown merchants*
- *Develop and implement a communication strategy with member businesses, to increase merchant engagement*
- *Determine the level of resources (human and financial) needed to implement BID strategic plan priorities*