



## 2017-2018 BID BOARD Meeting Agenda

**Date: January 11th, 2018**  
**Location: Legends Surf City**  
**301 Main Street Huntington Beach, Ca 92648**

**Day: Thursday**  
**Time: 9:00am**

**Call to order – 9:02am**

**Roll Call – Present:** Matt Peterson, Bob Bolen, Susie Smith, Mike Williams, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, Max Schlutz, and immediate past President Steve Daniel. **Absent:** Dick Thorpe. Also present Kellee Fritzal (City of HB), Councilperson Patrick Brenden

### **Public Comments –**

- Pat Rogers (5<sup>th</sup> & PCH) shared they are working on a parking validation program. She also met with Mary Ann Senske and Susie Smith to review archived information to see how 5<sup>th</sup> & PCH relates in the CUP. They are working with the City and will continue discussion. Pat would also like to work with the BID and City to review permit process and fees. She also stated she is on the Events committee that is currently reviewing and approving which events to continue with and questioned if the Board would like input on the process.

### **Approval of the Minutes –**From BID Board Meeting – December 14th, 2017.

- Dave motioned to approve minutes, Mike seconded. All in favor. Filed as written.

### **President Items:**

Review the following:

- Welcome Melissa Knutson our CPA-Quick Review of current financial position
  - Melissa explained years ago the Board split the financials into 2 BID and SCN which has recently caused confusion. She can change the report to solve this issue. She is currently given the invoices and bills to cut checks twice a month and uses in-house QuickBooks. The spending is certain but income is fuzzy so moving forward would like to see more info from the City assessments. She would also like copies of the invoices that go the City to properly assign payment to the proper month. Matt asked if we should stay on cash basis or change to accrual. Melissa recommends staying on cash basis. She is changing to a new system so December financials have errors and need revision. She recommends starting a fresh set of QuickBooks for ease of Board review and can run a PNL separate. Mike agrees and suggests starting on Feb 1<sup>st</sup> with new BID manager. Susie asked if Malco was included. Melissa answered not currently on financials just the taxes but recommends including it on financials. Matt agrees.
- Malco Cleaning Services- Update
  - Kellee is providing the paperwork to the BID to seek other service quotes. Matt explained the recent search for BID manager has slowed down the process but plans to seek new bids over the next few weeks and review scope of service.
- Recent meeting with Mayor Posey and Mr. Peterson.
  - Matt gave an update on his meeting with the City re: how the BID is doing and where it is headed. All things effecting perception: police presence, homeless, bike & skateboard riding etc. It's an issue we all share and as a whole need to focus on improving. The BID needs the City's help with money and programs along with a plan. DT needs residents to support and perception must change to accomplish this.

- Patrick Brenden stated he wants to help and asked to be included in future meetings and the process.
- Insurance- Review renewal policy/changes
  - Mike stated our insurance company did not provide the requested quote with a higher deductible to possibly save on the annual policy. Kellee added to make sure CUP for SCN was included.
- Interim BID Manager-Authorize BID President to give 30 days' notice to current interim BID Manager by February 1st, 2018.
  - Mike motioned to serve interim BID Manager, Mary Ann Senske with notice, Lizzie seconded. All in favor. Motion passed.
- Recommendations from Personnel Committee regarding hiring of new Executive Director.
  - Matt shared the committee had reviewed several candidates for the BID manager position and will tender an offer today for the position to start Feb 1, 2018. The committee and Board are excited to move forward.
    - Mike motioned to allow committee to move with an offer to BID manager candidate, Dave seconded. All in favor. Motion passes.
      - Kellee added the Board must approve an agenda item with name and salary stated. Matt stated he would also take the contract to Gates for review.
- Discussion and review- Damage to City Stage during Aloha Festival.
  - The BID received an invoice for 2,400 to repair City Stage. Matt and Mike will meet with City to discuss damage. Kellee added the City will absorb some of the repair cost due to normal wear and tear.

**Treasurer's Report:** Review December 2017 Financials-

- Mike reviewed December financials but as Melissa stated her new system caused errors that need revision. He is working with her to simplify the process. Kate asked under journals what the hashtag on SCN financials meant. Melissa explained it is a procedure to double check entries.
  - Mike motioned to table vote for BID December financials, Bob seconded. All in favor. Vote tabled.
  - Mike motioned to able vote for SCN December financials, Lizzie seconded. All in favor. Vote tabled.

**Discuss and vote Staff Reports:**

BID Manager, Mary Ann Senske 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

Surf City Nights Manager, Mary Ann Senske will report on status of SCN including budget and upcoming events.

- Mary Ann stated we are moving right along. SCN has had 3 rain out cancellations.
  - Kate inquired when the SCN committee would meet. Susie, committee chair, stated in February with the new BID manager.

**Committee and Task Force Updates:**

- 1) Marketing- no update, meeting next week
- 2) Events- Susie reported each committee needs a mission statement and volunteer profile. Specific to Events committee review questionnaire is in rough draft form and once finalized we will send to the board. Committee recommends to keep: Chili at the Beach, Halloween Fest, and Miracle on Main St. Committee recommends moving Sandcastle to an Art event and expand Art to a quarterly event. Issues with 2 events Brett started. Committee recommends to keep Surf City Days. Committee recommends not to continue He'e Nalu Aloha Pier Festival. Susie spoke with Brett and if the BID drops the event he will continue it. Susie added he would like materials relating to the event. Matt said to agendize for voting next month. Dave asked of there was a summary and financials for what events to keep and what to drop. Susie is concerned about the BID owning the event and if Brett takes it over what is to stop others from taking over BID events. Kellee explained events have to go through a process at the City, just because you request one doesn't mean it will be approved.
- 3) Surf City Nights- nothing to report
- 4) Beautification- tree shaving project was delayed due to insurance, will start next week
- 5) Personnel – update given under Presidents items

6) Finance/Governance- nothing to report

**City Council Comments:**

- Councilperson Brenden expressed it's encouraging to see new faces and energy. He feels Main St is very important as it's the front door to the City.
  - Susie expressed the checklist the City made needs to be addressed. Kellee said Matt and Mike have it and can share with Bob (Beautification Chair).

**City Update:**

- Kellee announced the DEDC meeting is January, 24 @ 2pm in room B-8.

**Old Business:** Update regarding changing the bylaws-Susie Smith (By-Laws Committee)

- Susie would like By-laws to be added as a committee. Mike explained its part of finance/governance and he hasn't scheduled a meeting yet.

**New Business:**

- AVP is bringing their volleyball tournament to HB the 1<sup>st</sup> week of May. It will bring 10k guests including international visitors. The event is televised on ABC.

**Board Comments/Announcements:**

- Matt welcomed Kate and Max to the Board.
- HQ Gastro Pub is opening at the end of the month.
- HBPAA is posting pictures and taking credit for the holiday window decorating project.

**Adjourned – 10:26am**

Next meeting: February 8, 2018 9am @ Legends

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