



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2016 - 2017 BID BOARD MEETING AGENDA

Date: AUGUST 17, 2017

Location: International Surfing Museum

411 Olive Ave

Huntington Beach, Ca 92648

Day: THURSDAY

Time: 9:30AM

- I. **Call to order.** Roll Call: BID Board = Brett Barnes, Bob Bolen, Keith Breiter, Henry Carey, Steve Daniel, Matt Peterson, Susie Smith, Nicole Thompson, Dick Thorpe

- II. **Public Comments** – limited to 3 minutes per person.
This is the time of the meeting for the Board of Directors to receive comments from the public regarding items of interest or agenda items. Pursuant to the Brown (Open Meetings) Act, the Board of Directors may not enter into discussion regarding items not on the agenda. Each speaker is allowed 3 minutes, and time may not be donated to another speaker.

- III. **Approval of the Minutes** – From BID Board Meeting – July 21, 2017 and August 3, 2017
 - a. Recommended Action: Approve meeting minutes from July 21 regular meeting and Aug 3 Special Meeting.

- IV. **President:**
 - a. Matt will welcome Mary Ann Senske as interim BID manager.
 - b. Matt will report for President and will highlight items of interest to the board.
 - i. IDA Report.
 1. Committee will make recommendations to Board from IDA Executive Summary. Recommended action: Vote to approve
 2. Announce Town Hall Meeting.
 - c. Discuss the street closure for Dumpsters on Parade in October. Discuss and Vote for donation of 3K to sponsor 3 dumpsters. Recommended Action: Board Vote (Matt Peterson)
 - d. Add signers to bank account. Dick Thorpe and Matt Peterson have an additional year on the board. Recommended Action: Vote to Approve (Mary Ann Senske)
 - e. Marketworks videos are being produced at 5 per month for 1k. 90 BID member videos have been completed for 18k, 10k in the current 2016-2017 year. Recommended Action: Discussion.(Nicole Thompson)
 - f. Surf-O-Rama: Discuss possible partnership and sponsorship. Recommended vote for funds allocated for this event. Propose 2K.(Bob Bolen)

- g. Air Show Exhibition on Main Street- Matt Peterson proposes spending up to 15K in order to support static displays, security, entertainment and maintenance. Discuss and vote. (Matt Peterson)
- h. Propose a budget change to set up a 3 year plan to utilize the Surf City Nights surplus account. Allocating 50K each year for the next three years for special added events, marketing, and beautification costs. Recommended action: Discuss and vote. (Susie Smith)

- V. **Treasurer's Report:** Treasurer will share the June, and July 2017 financial reports as reconciled by the outside accounting office of McGinty, Knuttdson, and Associates. Reports include three accounts: BID, SCN, Malco Maintenance.
- a. Recommended Action: Approval of Monthly Financial Statements for June & July 2017.

VI. **Committees & Updates:**

- a. Finance Committee
- b. Beautification Committee
- c. Surf City Nights
- d. Nominating Committee- see minutes for election timeline

VII. **Staff Reports:**

- a. **BID Manager, Mary Ann Senske**, will report on her activities for the BID relating to marketing, members, recent and upcoming events, maintenance, public safety, city & community outreach, and office management.
- b. **Surf City Nights Manager, Mary Ann Senske**, will report on the past month's events and provide update regarding upcoming Surf City Nights events and activities.

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

- a. 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.

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

- X. **Old Business:** Follow up on 4th of July chalk remaining on the street.

XI. **New Business:**

XII. **Board Comments/Announcements:**

Board Members have the opportunity for brief announcements and to suggest agenda items for upcoming meetings.

XIII. **Adjournment – Meeting adjournment**

- a. Next meeting: Thursday, September 14th, 9:30 AM at the HB International Surfing 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.