



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2016 - 2017 BID BOARD MEETING MINUTES

Date: JUNE 08, 2017

Day: Thursday

Location: HB International Surfing Museum
411 Olive Avenue

Time: 9:30 AM

- Call to order – 9:43 am
- Roll Call - Attended: Bob Bolen, Keith Breiter, Steve Daniel, Matt Peterson, Susie Smith, and Dick Thorpe. Excused Absent: Brett Barnes, and Nicole Thompson.
- Public Comments – Nicole from Visit HB announced community giveback PCH Beach cleanup days for June, July and August are Mondays from 9-11. Plus Wed July 5th from 9-11 to clean up after the celebration on the 4th. The Surf City Shuttle is up and running with a Coastal loop and a City loop.
- Approval of the Minutes – BID Board Meeting May 11, 2017
 - Matt motioned to approve May minutes, Keith seconded. All in favor. Filed as written.
- President –
 - Steve reported the garage is looking great with the new lighting and trash door.
 - Steve asked board to approve \$5000 donation to the HBISM / Surfing Circle of Honor World Record Attempt. Bob motioned to approve, Dick seconded. All in favor. Motion passed
 - Board clarified the responsibility and authority of Governance & Finance Committee
 - Just a committee to bring recommendations to the Board. Board has final vote. Bob is concerned about the 50k CD money that was transferred without a vote. It was explained the CD had matured and it was deposited into the BID account. Susie is concerned that old minutes state the intention was to put the CD into the SCN account but was put into BID acct.
- Treasurer's Report - March and April 2017

- Bob has some items he would like clarification on and wants to table the approval of financials until we can meet with our accountant. Keith suggests moving forward we have the board to approve the financials one month past. This will give the Board more time to review and ask any questions.
- **Committees & Updates** - President wishes to table items 1, 2 and 4 until IDA visit.
 - i. Vote to approve Admin Assistant pay increase
 - 1. Tabled
 - ii. Vote to disburse \$5000 bonus to HBDBID Manager
 - 1. Tabled.
 - iii. **Review and Vote to approve 2017-2018 BID Budget**
 - 1. Draft attached. Keith would like the BID assessments to reflect the accurate expected amount for the month to month on budget (not a divided yearly average). Kellee Fritzal asked for changes to be made on proposed budget and set another board meeting for vote.
 - iv. Review & Discuss Recommendation of BID Assessment Fees Update.
 - 1. Tabled.
- **Beautification Committee** –
 - Susie reported this year we will use St. Nick’s for holiday décor. We will be getting samples of commercial lighting for businesses and building owners who choose to light their property. This will create a uniform look on Main Street. Electricity was found to proceed with lighting at zpark. Susie would like to work with the City on a 5-10 year plan to replace light poles. Moving forward with banners on Main and side streets.
- **Marketing Committee** –
 - No report.
- **Staff Reports** –
 - **BID Manager, Susan Welfringer** – Susan reported on Chili at the Beach progress. Susan shared a partner opportunity (with the Chamber) HB Day at Angel Stadium. See full report.
 - **Surf City Nights Manager, Mary Ann Senske** reported she is trying to get a trash can between the post office and alley on Olive where groups gather. SCN is on target. SCN is hosting a booth for CATB. Princess party is on 6/20. No SCN on 4th of July. SCN will sponsor the box in front of Sea Nails to be wrapped by HB Public Art Alliance. Susie would like to find a building for a mural of Angle Wings, Shark, or Surfboard.
- **City of HB Business Development Update** –
 - Kellee Fritzal reported the City is researching to see if it is more cost effective to outsource the contract to manage the parking structure.

- **City Council Comments: Councilpersons Brenden, Peterson & Posey** –
 - Councilmember Brenden reported a list of repairs for downtown is being compiled and will be presented at the June 19th Council Meeting. The list will breakdown who responsible parties are i.e.: City, Property Owner, and BID. Councilmember Brenden also urged the negativity on social media to stop. Stated he thought HBPAA is great.

- **Old Business** - Public Restroom Update.
 - No running water (shut off to prevent homeless bathing) in public restrooms. Sanitizer is out 90% of the time. Discussion revealed Board does not approve that guests have no access to water after using the restroom. Why can't there be a sink outside the stalls?

- **New Business** -
 - Matt inquired again about getting change machines on 5th Street. Getting directories on Main to include 5th. Matt also asked if the residents' board is still moving forward.
 - Dick inquired about where the night time security focus area was? Nicole from Visit HB explained they cover PCH to Orange from 8pm to 11pm then after 11pm they focus on the first 2 blocks where most of the bars are. They meet and pick up radios from the kiosk on the pier.

- **Board Comments/Announcements** -
 - Steve reminded board there would need to be a special meeting ASAP to discuss and approve budget.

- **Adjournment** – Meeting adjourned at 10:52

- **Next meeting** - Thursday, July 13, 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 Susan Welfringer, BID Manager, at 714-536-8300.