



**2017-2018
BID BOARD of DIRECTORS MEETING MINUTES**

Date: September 20, 2018

Day: Thursday

Time: 9:30 AM

Location: HB Art Center
538 Main Street
Huntington Beach, CA 92648

1. Call to Order 9:28am

2. Roll Call

Board Members present: Matt Peterson, Bob Bolen, Mike Williams, Lizzie Raudenbush, Dave Shenkman, Kate Leigh, Michelle Vespe, and Past President: Steve Daniel.

Absent: Max Schultz.

Also, in attendance: City Staff Kellee Fritzal, City Attorney Mike Vigliotta, and Councilperson Patrick Brenden.

HBDBID Staff: Marianne Tonjes, Darci Henderson

3. Public Comments

Pat Rogers thanked the board for their service and said they went above and beyond the call of duty.

New elections are happening, and as before, we have controversy and perhaps a questionable process where folks running for positions may not be eligible to serve if elected.

I want to state for the record that although it is perfectly legitimate to campaign for elections and solicit signatures for petitions – I do not support Kim Kramer’s tactics to campaign for candidates and petition to get rid of paying BID dues – by telling at least one of our merchants (Rip Curl) that another of our merchants (Chilli Beans) had signed the petition (which they had not)...and also told Rip Curl that he and I used to “work together”. Not true.

With the new elections pending, I want to go on record today to resign as Events Committee Chair – effective with next Board Meeting – so new the board & president can select new events chair they feel is best suited– hopefully it will be a board member.

For the bulk of my public comments today...

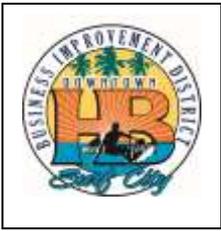
I watched the Council Meeting – and heard BID members loud & clear about lack of benefits received from the BID.

At 5th & PCH - we hear the exact complaints ...including how Surf City Nights hurts our businesses...

5th Street has asked for BID cooperation and support – to help 5th & PCH merchants – that we feel would also benefit other BID members and downtown in general.

We will continue our efforts to have street closures on 1st block of 5th Street to benefit our merchants, and BID as a whole, but it won’t be an expanded version of what we see on Surf City Nights.

This last Tuesday evening, we launched a 4-week series of events called “Dancing Under the Stars” We requested to close 5th Street to provide even surfaces for dancers. The City gave us direction how to get permission from the BID and City to do so. We followed that direction.



Then, three working days prior to the launch of Dancing Under the Stars...we were told by a third party that the City could not give permission to close 5th Street, and that the street closures under the SCN permit would need to go before the Planning Commission to complete the process to allow 5th & PCH to host events on Tuesday evenings.

We did hold Dancing Under the Stars – in our plaza area...and at one point had about 30 people learning Salsa and other dances. Most of them are coming back next Tuesday...and bringing friends and family with them. We are pleased with the event and its potential for an expanded program on a closed 5th Street to allow space for hundreds to dance under the stars...but worried that will never come to pass.

I guess we have three rhetorical questions to askwhat are the issues? Why is this so hard and taking so long? I would like the BID to take this issue up for future discussions and action. This Saturday, our newest tenant at 5th and PCH (F45 Training) is hosting their grand opening celebration & ribbon cutting ceremony – at 11:15. Please attend and welcome a new business to downtown HB.

F45 Training joins several other new merchants that have opened this year at 5th & PCH....beginning with HQ Gastropub in January, then Kenneth Brown Salon, Jimboy's Tacos and Grater Grilled Cheese in June, July and August....and now September's opening is truly something to shout about.

Normally, the BID would produce a video to promote the new merchants....but 5th & PCH picked up the tab for Grater Grilled Cheese and F45 – as the previous program seems to be stalled or non-existent as of today. This goes back to my earlier comment about benefits the members do not feel they are getting from the BID.

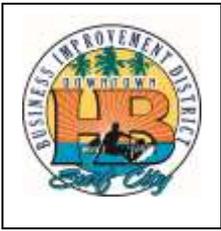
Nicole Lido from Visit HB announced the Surf City Shuttle will be running from 10 am to 6 pm for the Air Show. The route will be from City Hall to show center.

4. Approve Minutes

- a. **Recommendation:** Adopt the Minutes of the August 15, 2018, Board Meeting. Attachment 4a.
Kate Leigh motioned to approve the August 15, 2018 BID BOD minutes, Dave Shenkman seconded. Ayes 7. Noes 0.
- b. **Recommendation:** Adopt the Minutes of the September 5, 2018 Special Board Meeting. Attachment 4b.
Kate Leigh motioned to approve the September 5, 2018 BID BOD minutes with an amendment to title as a special meeting, Michelle Vespe seconded. Ayes 7. Noes 0.

5. President Report

- a. Matt Peterson reported the City Council decision to allow Pacific City, Pasea, Hyatt, and Hilton hotels out of the BID zone was unfortunate. Main Street is an asset and the Pier attracts people from around the world. Matt Peterson stated pulling money from the organization is short-sided because BID services and events benefit residents and visitors. Matt Peterson added the pilot program for security has been well received and we will discuss the continuation of the program in October.



6. Treasurer Report - Financials

- a. Mike Williams went over bank statements, but the CPA did not provide financials.

Recommendation: Approve the July financial report for the HBDBID and Surf City Nights CPA. Attachment 6a.

Dave Shenkman motioned to table the financial report, Kate Leigh seconded. Ayes 7. Noes 0.

Staff Reports:

7. BID Manager Contractor

- a. Marianne Tonjes reported that she is continuing to audit records in the office. Marianne is cutting costs to tighten the budget and continues to be transparent. Marianne has been addressing BID member concerns regarding extra cleaning. Marianne shared that the City of HB covers the general Malco cleaning, but the BID covers additional cleaning after events or specific areas that need attention. Marianne added she is planning to have a stakeholders meeting soon. Marianne explained the issues with collecting member data and shared we have an intern working on the database. Dave Shenkman asked if the City can include an email line on the business license form. Kellee Fritzal replied they will review the process.
- b. Information: The city of HB has asked that the HBDBID adopt a Records Retention Policy and she will be working with the City on the language and hopes to bring it to the Board at the October meeting.

8. Events Coordinator

- a. Darci Henderson stated that Surf City Nights is not against 5th St. activities on Tuesday if the BID is kept in the loop for plans as it is the BID's permit.
- b. Darci Henderson provided a recap on Surf City Days. All bills are not in yet, but it looks like we made about \$1,000 dollars without having our large sponsor due to it being rolled over from last year. The event had a great turnout and all activated areas were happy. Moving forward next year there will need to be more communication between event participants to streamline the planning and execution.
- c. Darci Henderson shared the BID upcoming events are a bike valet for the Air Show, Halloween Fest and Miracle on Main St.
- d. Darci Henderson explained the proposed Surf City Nights Vendor Fees. Currently BID members who have a booth in front of their business have not paid, but outside the street closure area BID members pay a full rate. We also have members that have been on the waitlist since 2016. This issue has been discussed through the events committee and we would like a policy that is fair to all BID members so more have an opportunity to participate and to address those who have been waiting.

Recommendation: Approve the Surf City Night's BID Member Fee of \$25/week effective October 1, 2018.

Bob Bolen is against this idea as he plans to have a booth in front of his business



soon. Matt Peterson suggested establishing a task force to review the issue and present findings and recommendations to the board.
Mike Williams motioned to table the item, Lizzie Raudenbush seconded. Ayes 7. Noes 0.

Other Committees

9. Events

- a. Pat Rogers reported the committee is planning Halloween Fest and Surf City Nights now falls under the Events committee.
- b. Information: Pat Rogers will provide information on the proposed Surf City Night BID Member booth limit and rotation policy.

Recommendation: Approve a 20 BID member booth limit on a rotating monthly basis for Surf City Nights.

Pat explained the idea was to have a rotation to provide opportunity for the members who wish to be in the market. With the member fee schedule being tabled we will save this discussion for another time.

- c. Information: Pat Rogers will provide information on Halloween Fest and the committee's request to increase the budgeted amount for the event by \$3,500 for a total of \$11,000 for the budget.
Pat reported at the committee meeting it was learned that the candy portion Halloween use to be covered by Surf City Nights. To keep the events normal components the committee is asking the board to increase the budget to include the candy cost.

Recommendation: Increase the budget for Halloween Fest by \$3,500.
Kate Leigh motioned to increase the budget up to \$3,500.00, Bob Bolen seconded. Ayes 7. Noes 0.

10. Nomination

- a. Kellee Fritzal explained the board needs to decide how it wants to proceed with the election and removal of names, votes etc. There is not a recommendation to vote on this agenda, the board will need to schedule a special meeting to discuss and vote.

11. New Business

- a. Information: Board Secretary Kate Leigh has asked that the Board consider a change to the budget for the Pacific Air Show to include an additional \$5,000 for a sponsorship of the event for a total \$10,000 for the budget.

Recommendation: Approve up to \$5,000 to Code 4 for a Pacific Air Show



sponsorship.

Board discussed the item. Dave Shenkman made the motion to approve up to \$5,000 to Code 4 for a Pacific Air Show sponsorship, Lizzie Raudenbush seconded. Ayes 1. Noes 6.

Other

12. City of HB Business Development Update

- a. Information: A representative from the City of Huntington Beach may report on important issues regarding businesses and new development in the downtown business improvement district.
Kellee Fritzal asked if a donation for the Golden Bear plaque can be put on the agenda.

13. Announcements

Bob Bolen announced the International Surfboard Builders Hall of Fame event will be on October 13th at the ISM.
Lizzie Raudenbush announced the new HBDBID website will be ready soon.

14. Adjournment

Kate Leigh motioned to adjourn the meeting at 10:43, Dave Shenkman seconded. Ayes 7. Noes 0. Meeting adjourned.

- a. The next HBDBID Board Meeting is October 11, 2018.

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 and the HBDBID office 315 3rd Street, Suite E at least 72 hours prior to each meeting and 24 hours prior to special meetings. Questions on agenda items may be directed to Marianne Tonjes, HBDBID Manager, at 714-536-8300.