



Huntington Beach Downtown Business Improvement District

2015-2016 BID BOARD MEETING MINUTES

Date: June 09, 2016
Location: Fred's Mexican Cafe
300 PCH, #201 HB

Day: Thursday
Time: 10:00 AM

- Call to order
 - In attendance: BID Board: Brett Barnes, Keith Breiter, Roxann Casaccia, Steve Daniel, Nicole Thompson, Immediate Past President: Stephanie Wilson. Excused absent: Erin Henry. Unexcused absent: Scott Blakeslee, Bob Bolen, Dick Thorpe.
 - Also in attendance Susan Welfringer, BID Manager, Mary Ann Senske SCN Manager, Kate Leigh – Stream (5th St.) and City representative Kellee Fritzal, plus Maxine Daniel, BID Member, and Henry Carey, BID Member.
- Public Comments – No public comments.
- Approval of the Minutes – Steve motioned to accept minutes from May 12th meeting; Keith seconded. All in favor. Minutes accepted and filed as written.
- President:
 - Voted to Approve 2016-2017 BID Budget. Brett motioned to approve 2016-2017 budget; Steve seconded. All in favor. Budget approved.
 - Vote to Approve Restated Bylaws. Contingent upon blessing from Michael Gates, City Attorney. Vote will be via email.
 - Vote to Approve Ambassador Funding (\$25,000 annually) to be divided between funding the Visitor Service Ambassador and the trial period of weekend late night security. Nicole and Brett discussed the program, hours, goals and expense. No vote needed as no extra funds are being used. Nicole asked to strike item C from agenda. Kellee agreed. Kellee Fritzal said she would send a schedule of police coverage for downtown. Discussion regarding police coverage during the daytime. Kellee Fritzal advised “foot beat” patrol is increased downtown for summer; she will send schedule.
 - Update re: Financial Review. Susan and Nicole met with Accountant who is preparing a full detailed financial review of the 2014-2015 year.
- Treasurer's Report – Roxann Casaccia
 - Approve May Financial Report. Nicole is working with the accountant to finish the May Financial Report.
 - Approval of the Feb & Mar Financial Reports. Keith motioned to accept financial reports. Steve seconded. All in favor. Treasurer's report approved.
- Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee. Mary Ann reported that SCN was on target and the city had collected 18,000. SCN is full for summer and doing great. Princess Party is approaching. There is still an issue with businesses / vendors using sandwich boards. One complaint is people are walking their dogs into farmers' market. Signs are present but no department to enforce the Health Code.

- BID Manager Report - Sue Welfringer. Susan reported Chili at the Beach was approaching and on target to be bigger than prior year. New event with Art Museum “Art in the Park” will be August 27th. First Hawaiian Pier Festival “He’e Nalu Aloha Pier Festival and Luau” will be October 15th.
- Committees & Updates:
 - Public Image – Steve Daniel – Survey. Steve reported data from survey showed over 1000 residents and visitors who participated had the highest age group average of 41-60, then 25-40 of whom 80% visit downtown 6 plus times a year. 70% of the survey participants feel downtown is clean, friendly, and safe. All comments from survey are being read and will be reported on at the next BOD meeting.
- City of HB Business Development Update: (Kellee Fritzel)
 - Update re: Newsstands in HB Downtown. Kellee reported out of 18 newsstands 5 had papers. 6 newsstands have been removed, (1) at 110 PCH, (1) at 101 Main St, (1) at 316 Pecan Ave, and (3) at 300 PCH. Update on Pavilion maintenance: the gutters, trash cans, and newsstands will be cleaned quarterly.
- Old Business: none discussed
- New Business: Get quote from Malco to steam clean trash cans.
- Announcements: Introduced new property manager for the Strand, Kate Leigh. Plus, Pasea Hotel and Spa is now open!
- Adjournment – Meeting adjourned at 11:04AM – Next meeting: Thursday, July 14^h @ 10AM