



2015-2016 BID BOARD MEETING MINUTES

Date: April 14, 2016

Day: Thursday

Location: The Longboard Restaurant & Pub
217 Main Street, HB

Time: 10:00 AM

- I. Call to order
 - a. Roll Call: BID Board: Brett Barnes, Scott Blakeslee, Keith Breiter, Erin Henry, Nicole Thompson
Immediate Past President: Stephanie Wilson
 - b. Also in attendance: Sue Welfringer, BID manager; Simone Silfman, with the City of HB; Kate Hoffman with the HB Art Center, Karen Mayer with Cypress Equities.
 - c. Excused absences: Roxann Casaccia, Steve Daniel, Mary Ann Senske
 - d. Absent: Bob Bolen, Dick Thorpe

- II. Public Comments –No public comments.

- III. Approval of the Minutes – from March 10th meeting. Brett motioned to approve. Nicole seconded. All in favor. Minutes Approved.

- IV. President: Nicole reporting that still working on By-Laws with the governance meeting to see if Civitas will review the By-Laws. Will most likely have the By-Laws ready for the May Meeting.

- V. Treasurer’s Report – Roxann Casaccia, unable to attend.

Nicole explained the accountant is behind but expects to catch up after tax season. We typically expect a delay at this time of year. Sue reported that assessment collections from the city are on target, with \$51,000 in BID Assessments collected in the first six months. She thanked Simone for making a connection with the treasurer’s office that resulted in us receiving the reports quicker. Surf City Nights revenue for the first five months, October – February is 20% over budget (\$21,000) for the first five months. Discussion followed regarding possibly raising fees to increase revenue more in the future.

- VI. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee (unable to attend.)

- VII. BID Manager Report - Sue Welfringer (see manager Report)
 - a. Presented first draft of Perception Survey. Discussion ensued re: make it shorter and how to distribute it.
 - b. Working steadily on Chili at the Beach details – soliciting sponsors, cooks, and vendors.
 - c. Art Walk Committee has met a few times to talk about a one day event. Susan introduced Kate Hoffman from the Art Center. Idea is that in 2017 we can plan a festival that includes closing Main Street from PCH up to the Art Center but for 2016, we would start with a one day event at the Art Center and Triangle Park, only closing the street directly in front of the art center.

Date would be the 4th Saturday in August – always the Saturday before Labor Day weekend, this year is August 27th Susan asking permission to send out the letter going out from Nicole.

Kate speaking on the event. Challenge is in developing an audience. The HB Art Center has generated 260 members. Some of them like the art walk. Some think it's not that visible. They receive mixed reviews. Feels like the Triangle Park is a good fit for this event. She envisions a children's section and also a culinary section that will elevate this event. She has staff that is very excited about this. The support is there. There is a base but we need to have a business aspect that goes into play into this to generate revenue. She feels like this will be a great event.

Keith asking for a map and seeing what the BID can do with it- as long as it's within the HB Downtown boundaries.

Discussion of the location of the event and what the BID can do.

Art Walk will be held just once a year.

Nicole reporting that she went to the Invitational Showcase and it was a great night and seemed like it had a great following.

Kate explaining and giving a little history of what the vision of the arts and culture originally was for Huntington Beach.

- d. Susan reporting the change in the email. No longer hdbid@verizon.net, it is currently info@hbddowntown.com.
- e. Gift cards are being handed out this way marketing dollars are spent in HB Downtown.

VIII. Committees & Updates:

IX. City of HB Business Development Update: (Kellee Fritzal) No updates.

X. Old Business: Partner Updates: President

- a. City is looking to do an Airshow October 21-22. Looking for Sponsorships.
- b. We came in 2nd for Best Beach in America on Coastal Living. We are number one in West Coast. ;)

XI. New Business:

- a. Purchase / Lease of Penny Press Machine for visitors to bring home HB souvenir pennies (Susan) \$6,000-\$6500 cost. It generates a \$1 for every penny. Another option is leasing: \$1715 plus shipping. We pay the cost for the dies. Revenue will be split 50/50.

Simone suggesting to talk to Scott if advertising is desired on the Penny Press.

The board is looking more into owning it rather than leasing it.

Susan will research and ask if it can be covered, different price points, and advertising on it. Susan will be this back on the next agenda.

XII. Announcements: Stephanie reporting Wetlands fundraiser at Pasea. Brett: Aloha Pier Festival for October 15th with Polynesian, Hawaiian, fire dancers, authentic Hawaiian vendors. The BID will be approaching the Hawaiian restaurants for this. Susan reporting about the A Frames on sidewalks are not ok.

XIII. Visit HB Presentation / Meet the Ambassador

Susan thanked Longboards for hosting the meeting. Michael, one of the new managing partners, gave an overview regarding changes happening in Longboards.

Kelly Miller presented an overview of what Visit HB does as the overall brand, marketers of Surf City USA. Providing information for people to visit Huntington Beach, CA. Looking forward to a revamped website on June 28th

Nicole Llido – Discussed the Ambassador Program and introduced the new Ambassadors Still looking for another part time Ambassador. The Ambassador Program goal is to give a great experience to the people in HB Downtown so that they may share on social media, tell their friends about it, and come back with even more people. They will have a cell phone and an iPad.

John – Shuttle Service 2.0- June 18th to September 4th two shuttles running. Having popular stops- 5thStreet, Pacific City, Bella Terra, Sunset Beach. Partnered with the city with Simone for 4th of July and US Open.

Kelly Miller introduced the rest of the staff.

XIV. Adjournment – Meeting adjournment 11:42am – Next meeting: Thursday, May 12th @ 10AM