



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2017-2018 BID BOARD Meeting Minutes

Date: February 15, 2018
Location: Legends Surf City
301 Main Street
Huntington Beach, CA 92648

Day: Thursday
Time: 10:00 am

I. **Call to order** – 10:02am

- a. **Roll Call.** Present - Matt Peterson, Mike Williams, Susie Smith, Dave Shenkman, Kate Leigh, Bob Bolen and past President Steve Daniel. Absent - Lizzie Raudenbush, Dick Thorp, and Max Schlutz. Also in attendance – Marianne Tonjes, Mary Ann Senske, Kellee Fritzal, and Councilman Patrick Brenden

II. **Public Comments** –

- a. Pat Rogers reported she had been working with Surf City Nights and the City to find out the status of the Tuesday night permit. After digging it appears the permit does include 5th St
- b. Matt Peterson thanked Mary Ann Senske for stepping in as the interim manager and all her hard work. Matt introduced Marianne Tonjes as the new BID Manager. Marianne lives in HB and is very qualified and will help the BID move forward in a professional way.

III. **Approval of the Minutes** - From BID Board Meeting – January 11, 2018

- a. Mike motioned to approve minutes, Kate seconded. All in favor. Minutes filed as written.

IV. **President Items:**

- a. Report on City of Huntington Beach stage repairs.
 - i. Matt reported he and Mike met with City staff and found it appropriate to pay the stage repairs of 2400.00. They also recommended to Public Works to install a locking door to the hydraulics.
- b. Report on IDA recommendations – by Matt Peterson
 - i. New BID Manager – hired and announced.
 - ii. Budget oversight – working on a new budget with the accountant, made corrections. Biggest variance is in marketing.
 - iii. Procedures and protocols – with the new BID manager address and establish new procedures and protocols per IDA recommendations. Adhere to the Bylaws. Clean up computer passwords, keys, security, etc. Make more efficient and improve perception.
 - iv. Reserve per Bylaws – reserve policy in the bylaws is 12-month revenue 144k. We currently have excess and Board will identify projects and the best way to spend capital.
 - v. Embracing Pacific City and 5th and PCH – find ways to embrace neighbors and share in the visitors' experience. Recommendation to City is a walkway on Walnut.

V. **Treasurer's Report:**

- a. Review December 2017 – January 2018 Financials.
 - i. Treasurer summarized Jan BID financials. Matt motioned to accept Jan BID financial report, Susie seconded. All in favor. Financials filed as reported.
 - ii. Treasurer summarized Jan SCN financials. Susie questioned the 16k transfer. It was explained the 12k monthly transfer has only been 10k for 3 months so it was to make up the difference. Dave asked how the SCN bonus is calculated. Mike explained it's a worksheet of

income minus expense then 20% is calculated to determine bonus. Kate asked to have the worksheet attached with the financials in the future. Matt motioned to accept Jan SCN financial report, Susie seconded. All in favor. Financials filed as reported.

- b. Discuss vendor fee increase within Surf City Nights to affect an overall increase in recurring event revenue.
 - i. Susie asked for fee increase to move to SCN committee. They will review other markets, maybe increase in peak season, just increased 15-18 months ago. Possible new income on 5th.
 - 1. Table vote – movie fee increase to SCN committee. Dave motioned to move fee increase to SCN committee and table vote, Kate seconded. All in favor. Motion passed.
- c. Discuss shifting fiscal year from October 1, to July 1-
 - i. Board and CPA are in agreement to change fiscal year with the City to July 1, 2018. Kellee will get us the schedule. We will need the resolution of intent, budget and annual report to present to City Council. Matt motioned to change our fiscal year, Kate seconded. All in favor. Motion passed.
- d. Discuss Marketing Budget and quotes for website.
 - i. Lizzie is absent. Marianne reported the marketing committee is still gathering quotes for the website. BID office will help with the database.
- e. Discuss Events Budget.
 - i. Old budget ends June 30th and new budget begins July 1st. Mike made a motion to table vote for events budget, Kate seconded. All in favor. Motion passed.

VI. Staff Reports:

- a. BID Manager, Marianne Tonjes announced she is happy to be aboard. She comes from the public sector and joint agencies. She is use to rules, regulations, and transparency.
- b. Surf City Nights Manager, Mary Ann Senske reported she and SCN Chair Susie will be making changes to SCN. A taco challenge will run and be promoted all through March and winners will be announced at the launch of Surf City's Got Talent. She and Susie will take a road trip to SLO to visit a market with over 240 vendors. Mary Ann likes the map on their website. Susie wants to create an interactive Tuesday night and Mary Ann would like to bring back the local card.

VII. Committee Reports:

- 1) Marketing – update given under Treasurers
- 2) Events – no update
- 3) Surf City Nights – permit update – Kellee stated it will be on agenda for City Council meeting in March
- 4) Beautification – tree shaving is delayed while vendor gets insurance. Project expected to start soon.
- 5) Finance/Governance – no update

VII. City of HB Business Development Update:

- a. Kellee introduced our new assistant City Manager Lori Ann Farrell-Harrison. Lori Ann shared she is passionate about the city and is happy to help. Kellee stated she will partner with business development and be an additional resource.
- b. Kellee shared the City Council will have on the March agenda an item to help with the homeless.
- c. Kellee also announced there is a DT perception meeting on Feb 21st @ 11am.

VIII. City Council Comments: Councilpersons Peterson, Posey, and Brenden:

- a. Councilperson Brenden stated he has worked with Lori Ann and City Council needs help from City staff with an expansion of resources to have all involved to help DT.

IX. Old Business: Matt stated restrooms (#3) are part of his 10-point action plan.

X. New Business:

- a. Bob Bolen stated the kiosks continue to expand with what appears to be no regulations or code enforcement. Is this a CUP issue?

XI. Board Comments/Announcements:

- a. Susie is concerned with all the construction vehicles taking up parking. They arrive early and are here all day. Beginning in spring this will be an issue with impact on businesses.
 - i. Kellee stated she will look into it and perhaps add parking restrictions to construction planning.

XII. Adjourned: 11:08 am

- Next meeting: March 8th, 2018 9:00 am @ Legends Surf City

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 Marianne Tonjes, BID Manager, at 714-536-8300.