



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

Date: May 10, 2018  
Location: Legends Surf City  
301 Main Street  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

<p><b>1. Call to Order</b> 9:02am</p>
<p><b>2. Roll Call</b> Board Members Present: Matt Peterson, Bob Bolen, Mike Williams, Dick Thorpe, Susie Smith, Dave Shenkman, Kate Leigh, and Past President: Steve Daniels. Absent: Lizzie Raudenbush (on leave), and Max Schultz. BID Staff: Marianne Tonjes, and Darci Henderson. City Staff: Kellee Fritzal and City Council: Patrick Brenden.</p>
<p><b>3. Public Comments</b> - None</p>
<p><b>4. Approve Minutes</b></p> <p>a. Recommendation: Adopt the Minutes of the April 12, 2018, Board Meeting. Attachment 4a. Kate Leigh motioned to approve recommendation, Dave Shenkman seconded. Ayes: 6, Noes: 1.</p>
<p><b>5. Approve Agenda</b></p> <p>a. Recommendation: Adopt the Agenda. Dave Shenkman motioned to approve recommendation, Kate Leigh seconded. Vote 7-0.</p>
<p><b>6. President Report</b></p> <p>a. Matt Peterson reported the BID is hosting a public safety seminar with HBPD in a continued effort to address concerns on the perception report. This seminar will give BID business owners tools to make citizens arrests. It will be a 90-minute meeting with a Q &amp; A session. This is for BID members only on May 15<sup>th</sup> @ noon in the Epic Room at the Shorebreak Hotel. Matt is hoping to have a large turnout from members. HBPD is asking for member participation.</p> <p>b. Matt Peterson also reported the Board will focus on expenditures for the coming 2018-2019 year and identify projects and events going forward to support and help businesses. Invest revenue directly back into the neighborhood. This is what a BID is supposed to do and previously we have sat on the revenue for too long.</p>
<p><b>7. Treasurer Report – Financials</b></p>



- a. Mike Williams reported we received the March 2018 financials. Mike stated we also received April's, but they came after the agenda had been posted and sent out.

Recommendation: Approve the March financial report for the HBDBID and Surf City Nights CPA. Attachment 7a. Kate Leigh motioned to approve, Bob Bolen seconded. Vote 7-0.

Mike Williams also reported on Malco account and Money Market account. Mike stated we are receiving a credit of \$15,038 from Malco which will be applied to April. The money market account earned seven cents.

- b. Mike Williams explained the BID receives \$1,000.00 administrative fee per month from the City to manage the Malco account. We need to transfer \$7,000 from Malco to Surf City Nights to fund Surf City's Got Talent.

Recommendation: Approve the transfer of \$7,000 from the Malco account to the Surf City Nights account.

Kate motioned to approve, Bob Bolen seconded. Vote 7-0.

#### **Staff Reports:**

##### **8. BID Manager Contractor**

- a. Marianne Tonjes reported she is working with the marketing committee regarding the new web developer and combining social media. Marianne has been posting at least five times per week. The office only has one and a half employees so the hope is the new website will streamline things. The posted office hours are 9 am – 2 pm Monday thru Thursday or by appointment. Marianne has continued doing audits and updating files. She is working on an employee handbook. Marianne attends several meetings weekly and is adjusting the agendas to meet the City's requests. She has attended several events: 5<sup>th</sup> Street Spring Fling, Taste of HB, AVP, Cars and Copters. She is working together with Matt Liffreing on videos. Marianne attended the City Council meeting and has been working with HBPD for the upcoming Safety meeting for BID members. We are beginning to advertise upcoming Public Works event. The office is working on Chili at the Beach participants, vendors, sponsors, and entertainment. Marianne has also been working on the Annual Report and thanked the finance committee for doing the 2018-2019 budget.

##### **9. Surf City Nights Manager Contractor**

- a. Mary Ann Senske is absent. Susie Smith reported for Surf City Nights. Susie shared the Surf City's Got Talent contest was great and grows each year. Everyone loves it! Many of the winners will return as regular entertainment on Tuesday nights.

#### **Standing Committee Reports**

##### **10. Executive**



- a. Matt Peterson reported the finance and governance committee has recommended to hire a temporary / part-time events planner for Chili at the Beach. We are working on the contract for the BID manager to have some of this responsibility but currently we don't have anyone to organize and manage this event.

Susie Smith spoke with Kevin Ashford and recommends him for this part-time position. Kevin is willing to do the event but wanted to see the job description and scope of work first. Susie added that Kevin is willing to get his business license and insurance for this. She said Kevin has been helping with Chili at the Beach for years and is the only one capable of taking it over. Kate Leigh stated she had a couple of interested parties so it's great there will be a few to choose from. Marianne Tonjes added that Darci Henderson has worked Chili at the Beach the last couple years.

Scope of Work: This contractor will create a layout for booths, and on day of event tape off sites; solicit chili, salsa and beer taste card participants, vendors, and sponsors; coordinate with the participants, entertainment, and vendors regarding parking and unloading and loading materials/equipment; oversee the acquisition and scheduling of entertainment; coordinate supply deliveries to participants; coordinate with the committees regarding marketing, including social media; work with the city agencies including Public Works, Police, and Fire to meet local requirements and also with GRC for street closures and trash pick-up; assist in set-up and take-down of booths, stages and equipment; coordinate T-shirt booth and supplies; print materials such as schedules and ballots, and event posters for business; oversee porta-potty maintenance during event; coordinate with 5th and PCH representative for Kid's Zone activities; coordinate with Boys and Girls Club staff and volunteers and HBDBID volunteers; coordinate with judges and oversee People's Choice ballot count; take photos for development of participant certificates, and create and print certificates; announce winners and present awards. This contractor is required to have a HB Business license and the required insurance.

Recommendation: Approve the Scope of Work and give the Executive Committee the authority to award the contract for a part-time, temporary Events Planner for Chili at the Beach not to exceed \$2,000 through June 30, 2018.

Matt Peterson added due to the timing of this event let's move forward with this. Marianne added the Executive committee will award the contract. Dave Shenkman motioned to approve recommendation, Susie Smith seconded. Vote 7-0.

## 11. Finance, Budget and Governance



- a. Mike Williams provided an updated budget per the City's requirements. Mike reported the budget for BID, SCN, and Malco is pretty much the same just missing the last three months July, August, and September. Attachment 11a

Recommendation: Approve the 2017-18 Modified Budget through June 30, 2018.

Dave Shenkman motioned to approve recommendation, Kate Leigh seconded. Vote 7-0.

- b. Mike Williams reported on the committee's review of the BID Assessments and presented a proposed map and fee schedule. Attachment 11b. Mike stated the new proposed zones will move both Pacific City and the 200 block of 5<sup>th</sup> Street from zone one to zone two.

Dick asked how the committee came up with this. Matt Peterson answered this is the most significant change in assessments in years and will put a greater pressure on the hotels. It must be approved by the City first, but the decision is for the greater good of BID members. Kellee Fritzal explained after it goes to City Council it will then be sent to the BID membership with the official notice of protest included. Mike Williams added it will be a 9% loss. Kellee Fritzal reminded the Board it wouldn't go into effect pending approval until July 1<sup>st</sup>.

Recommendation: Approve the revised BID Assessment map and fee schedule to be effective July 1, 2018. Dave Shenkman motioned to approve recommendation, Kate Leigh seconded. Ayes: 5, Abstain: 2.

- c. Mike Williams presented the upcoming budget. Events listed in the projected budget have not been approved and will require separate Board Action, per event, at least 120 days prior to the event. Attachment 11c. Mike also explained the budget included a \$100.00 per month donation each to our local member non-profits: The HB Art Center, The International Surfing Museum, and The Main Street Children's Library.

Recommendation: Approve the 2018-19 Budget effective July 1, 2018 – June 30, 2019. Kate Leigh motioned to approve recommendation, Dick Thorpe seconded. Vote 7-0.

- d. Dave Shenkman reported that the Finance, Budget and Governance committee has had several meetings to review the scope of work and contract. The committee changed some of the language and added some items that had been removed to the BID Manager's Scope of Work and contract. Attachment 11d.

Board discussion concluded some changes needed to be made to the scope of work and the contract.



Recommendation: Approve the draft version of the Scope of Work and forward the proposed contract to the City of HB legal services. Susie Smith motioned to table the vote, Bob Bolen seconded. Vote 7-0.

- e. Matt Peterson explained the BID Manager contract needed to be completed before the SCN contract was drafted. The committee now needs authority from the Board to open and discuss the Surf City Night's contract.

Recommendation: Give the Finance, Budget and Governance committee authority to open and recommend to the Board of Directors revisions to the terms, conditions and scope of work for the Surf City Night's Manager contract.

Due to tabling the BID Manager contract Dave Shenkman motioned to table the item, Kate Leigh seconded. Vote 7-0.

- f. Kate Leigh reported on the Finance, Budget and Governance committee's review of the Administrative Assistant job description including pay differential. Attachment 11f

Recommendation: Approve the revised Administrative Assistant job description and pay differential. Bob Bolen stated the Board should table this item as well because scope of work needs corrections. Dave Shenkman motioned to table the item, Kate Leigh seconded. Vote 7-0.

## Other Committees

### 12. Marketing

- a. Information: The Marketing Committee has made a decision regarding the website. Attachment 12a

Pat Rogers reported for Lizzie Raudenbush. Pat stated the marketing committee reviewed 5 proposals including a HB company, a BID member, and the web builder for the Santa Monica BID. It was then narrowed down to two proposals and the second finalist was given an additional opportunity to submit a revised proposal per the committee's recommendations. The marketing committee ultimately decided on Salt Creative to rebuild the HBDBID website.

Recommendation: Approve the HBDBID consolidated website contract with Salt-Creative. Kate Leigh motioned to approve the recommendation, Dave Shenkman seconded. Ayes: 6, Abstain: 1.

Matt Peterson asked for a motion to table the remainder of the agenda. Susie Smith motioned to table agenda items 11-15, Dick Thorpe seconded. Vote 7-0.

### 13. Events - tabled



- a. Information: Susie Smith will provide a committee update.
- b. Susie Smith will discuss dates for possible Art events August 25, and December 1, 2018.

**14. Surf City Nights - tabled**

- a. Information: Susie Smith will provide a committee update.
- b. Information: Susie Smith will discuss the 5<sup>th</sup> St. permit.

**15. Beautification - tabled**

- a. Information: Bob Bolen will provide a committee update.
- b. Information: Bob Bolen will discuss the banners on Main Street.

**16. City of HB Business Development Update - tabled**

- a. Information: A representative from the City of Huntington Beach will report on important issues regarding businesses and new development in the downtown business improvement district.

**17. Announcements - tabled**

**18. Adjournment.** Matt Peterson motioned to adjourn meeting, Dave Shenkman seconded. Meeting adjourned at 10:44am.

- a. The next HBDBID Board Meeting is June 14, 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 3<sup>rd</sup> Street, 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, BID Manager, at 714-536-8300.