



2015-2016 BID BOARD SEPTEMBER 2016 MEETING MINUTES

Date: SEPTEMBER 8, 2016
Location: Fred's Mexican Cafe
300 PCH, #201 HB

Day: Thursday
Time: 10:00 AM

I. Call to order

- Meeting began 10:02. Roll Call: BID Board: in attendance; Brett Barnes, Bob Bolen, Roxann Casaccia, Steve Daniel, Nicole Thompson, Immediate Past President: Stephanie Wilson
- Excused absent; Erin Henry
- Unexcused absent; Scott Blakeslee, Keith Breiter, Dick Thorpe
- Also in attendance Susan Welfringer, BID manager, Kate Leigh (5th Street), Kelly Schmidt (new BID member, Innocean Worldwide)

II. Public Comments – limited to 3 minutes. Bob Bolen restated his dissatisfaction of street chalk from 4th of July still on Main St downtown up to HBHS. Bob also mentioned the homeless is growing downtown. Nicole stated if you call HBPD they will be removed quickly. Stephanie commented the 3rd tier of the Main St fountain has been gone for 6 months.

III. Approval of the Minutes – from August 11th BID Board Meeting. Steve motioned to approve, Brett seconded. All in favor. Minutes accepted and filed as written.

IV. President:

- Discussion / Vote to approve bylaws submitted by City Attorney on 8.26.16. Bob is concerned regarding clarity with how both the original and the latest bylaws are written. Further discussion continued regarding how the original intention of changing bylaws was to increase the board size by having both elected and appointed members, and to not require a majority vote for future bylaws amendments. As these revised bylaws do not meet the original intention, Brett motioned to continue with 2010 bylaws, Steve seconded. Motion passed 4-1 with Bolen opposed.
 - Bob requested the wording for 2010 bylaws be clarified to add the word “additional” as follows:
 - i. AMENDMENTS: Section 1. The Bylaws of this organization may be amended or repealed or new bylaws may be adopted at any time by vote or written consent of a majority of the stakeholders in good standing and entitled to vote, (except as to a bylaw changing the number of Directors) **in addition** to two-thirds (2/3) vote of the Board of Directors. Steve seconded. Motion passed 5-0.
 - Update re: Elections. Stephanie Wilson, Chair has a BID board election ballot count with committee and city September 22 at 2:00pm.
- Treasurer's Report – Roxann Casaccia reviewed the financials for May, July, and August. May's “bottom line” reflects an operating loss of 26K, which is reflected by Chili at the Beach income not yet reflected, plus each month shows that Halloween was over because Surf City Nights paid for the candy. In July, we prepaid \$14,000 deposit for Holiday décor, and that explains the operating loss for that month. The August financial report shows that we are on budget for BID Assessment Fees and yet still reflecting a loss based on SCD and Art in the Park expenses. Income from these events will be reflected in the September financials and we are expecting to end the fiscal year on budget. Steve motioned to approve financials, Nicole seconded. All in favor. Financial reports May, July, and August 2016 approved.

- V. **Surf City Nights** Steve D reported SCN is going great, Mary Ann doing a good job. Planning a SCN committee meeting in approx. 2 weeks. Brett mentioned signcades for restrooms are looking old and dirty, believed to be the city's so we'll check with Terry. Bob reiterated the need for public restrooms above Olive and the possibility of including in any new construction.
- VI. **BID Manager Report** - Sue Welfringer reported Art in the Park was a great success, SCD has added an element of local Olympians for a meet and greet, Aloha festival coming together nicely and will have extra foot traffic with the HB marathon registration at the same time, Halloween and Christmas are dialed in. National Sweet Day will still have scratcher cards for businesses but BID may not incorporate a cookie eating contest this year due to event schedule conflict. Small business Saturday will have scratcher cards again. Boys and Girls club was presented with a 6k check from "Chili at the Beach" and their Gala is approaching. For more details see managers' report.
- VII. **Committees & Updates: none reported**
- VIII. **City of HB Business Development Update:** (Kellee Fritzel) Reported recent maintenance meeting clarified service areas between City and Malco. Talking about adding resources to also steam clean the area at TK Burger / Dairy Queen. The Main Promenade parking structure will be completing the middle stairs over the next 4-6 weeks. The project at Orange and Main is moving forward (JAX bikes) plus there is talk about the empty Mandic Motors Lot. Kate mentioned that the Strand will be painted in September. Budget allows City to faze in 44 public parking spaces on Atlanta and is also planning to add some parking on Delaware. Reminder for 2 events on 9-11. Announced City Council members Posey and Peterson are now liaisons for DT BID and will begin joining us at board meetings.
- IX. **Old Business:** none reported
- X. **New Business:** none reported
- XI. **Announcements:** Fred's with Moose Inc. bought Sandy's. Kate introduced Kelly Schmidt, Office manager from Innocean Worldwide a new advertising business to DT. Jan's Health Bar is expanding into old Tanning location.
- XII. **Adjournment** – Meeting adjourned at 10:43. Next meeting: Thursday, October 13, 2016 @ 10AM

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 Susan Welfringer, BID Manager, at 714-536-8300.

2015-2016 Goals & Priorities Strategic Framework

- *Collaborate marketing efforts with Visit Huntington Beach*
- *Develop a downtown vision and brand, with input from Visit Huntington Beach, the HB Chamber of Commerce, Pacific City and others*
- *Develop and implement a strategy to integrate Pacific City, Visit HB, hotel managers, and the HB Chamber into the leadership structure of the BID*
- *Advocate for improvements in public parking and restrooms*
- *Lead the way for beautification in downtown, including but not limited to improvements in lighting, landscaping and the ZPark areas*
- *Propose and implement one new event and budget for 2016*
- *Determine business needs for information and training that are of value to downtown merchants*
- *Develop and implement a communication strategy with member businesses, to increase merchant engagement*
- *Determine the level of resources (human and financial) needed to implement BID strategic plan priorities*