



**2016 - 2017 BID BOARD
MEETING AGENDA
Amended 10.11.16**

Date: **OCTOBER 13, 2016**
Location: **Fred's Mexican Cafe**
 300 PCH, #201 HB

Day: **Thursday**
Time: **10:00 AM**

- I. Call to order
 - a. Roll Call: BID Board: Brett Barnes, Scott Blakeslee, Bob Bolen, Keith Breiter, Steve Daniel, Erin Henry, Matt Peterson, Nicole Thompson, Dick Thorpe
- II. Public Comments – limited to 3 minutes.
- III. Approval of the Minutes – from September 8th BID Board Meeting
- IV. Nominating Committee: Recommendations for 2016-2017 Executive Committee.
 - a. Vote to Accept recommendations for President, Vice President, Secretary, Treasurer
- V. President:
 - a. Board to discuss revised bylaws presented by City Attorney Michael Gates (Sent on 9/13 – after our last board meeting)
 - b. Vote to approve sponsorship support of the air show
 - c. Vote to approve request to city for 2 Hours Free Parking Coupons Nov 20-Dec 31, 2016 and Feb 10-14, 2017.
- VI. Treasurer's Report –
 - a. Approve September Financial Report
- VII. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee
- VIII. BID Manager Report - Sue Welfringer
 - a. Discuss – Trick or Treat Time Frame for HalloweenFest
- IX. Committees & Updates:
 - X. City of HB Business Development Update: (Kellee Fritzal)
- XI. City Council Comments: Councilperson Peterson & Councilperson Posey
- XII. Old Business:
- XIII. New Business: Dick Thorpe – Review of BID and SCN Finances
- XIV. Announcements:
- XV. Adjournment – Meeting adjournment – Next meeting: Thursday, November 10, 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*