



**2018-2019  
BID BOARD of DIRECTORS MEETING AGENDA**

Date: December 13, 2018  
Location: HB Art Center  
538 Main Street  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

<b>1. Call to Order</b>
<b>2. 2017-18 Board of Director's Roll Call</b> Board Members: Dave Shenkman, Moe Kanoudi, Murat "Coach" Koc, Brett Barnes, Mike Williams, Lizzie Raudenbush, Kate Leigh, Michelle Vespe, and Max Schlutz. Past President: Matt Peterson HBDBID Staff: Marianne Tonjes, Darci Henderson
<b>3. Public Comments</b> <i>This is the time of the meeting for the Board of Directors to receive comments from the public regarding items of interest or agenda items. Pursuant to the Brown (Open Meetings) Act, the Board of Directors may not enter into discussion regarding items not on the agenda. Each speaker is allowed three minutes, and time may not be donated to another speaker.</i>
<b>4. Approve Minutes</b> a. <b>Recommendation:</b> Adopt the Minutes of the November 29, 2018, Board Meeting. Attachment 4a.
<b>5. Treasurer Report – Financials</b> a. Information: Treasurer Kate Leigh will report on the current financial information provided by the CPA. Attachment 5.  <b>Recommendation:</b> Approve the October financial reports for the HBDBID and Surf City Nights CPA.
<b>6. President Report</b> a. Information: Dave Shenkman will provide a report. b. Information: Board member Max Schlutz has submitted his resignation. The bylaws state that a vacancy in the office of a Director shall be filled by the President only after review of the application by the board of directors and with the approval of a majority of the Board of Directors. Candidates in the recent election have all had their applications recently reviewed.  <b>Recommendation:</b> Approve the President's recommendation, Danny Othman, for



replacement for Board Member Max Shlutz.

- c. Information: Dave Shenkman would like to have a discussion with Board Members on Goals & Priorities for the HBDBID.
- d. Information: Dave Shenkman will discuss the creation of Committees and Task Forces.

**Staff Reports:**

**7. BID Manager-Contractor**

- a. Information: Marianne Tonjes will report on BID activities.
- b. Information: Marianne Tonjes will provide an update on the database.

**8. Events Coordinator**

- a. Information: Darci Henderson will report on Surf City Nights.

**Other:**

**9. Surf City USA Ambassador Program Agreement Between Visit Huntington Beach and the Downtown Business Improvement District (BID).**

Information: The HBDBID has an annual agreement with Visit HB to support the support of the Surf City USA Ambassador Program. Attachment 9.

**Recommendation:** Approve the annual agreement with Visit HB in the amount of \$27,000 for the fiscal year (October 1, 2018 – June 30, 2019), payable in monthly installments of \$3,000.00, beginning October 2018.

**10. Security Contract RFP**

- a. Information: At the last Board of Director's meeting the Board discussed going to bid for security services now that the pilot program is complete. EES Security is currently providing the security services for the HBDBID. The process will be open for approximately three weeks and will be reviewed by the Budget and Finance Committee prior to returning to the Board of Directors for a vote.

**Recommendation:** Approve opening the bid process for HBDBID Security Services.

**11. Board of Director Regular Meeting Date**

- a. Information: Our CPA has suggested that a change of our regular board meeting to the third Thursday of the month would allow more time for preparation of our financial reports.

**Recommendation:** Approve changing the regular HBDBID Board of Director's meeting date to the third Thursday of each month.



**12. City of HB Business Development Update**

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

**13. Announcements**

**14. Adjournment**

The next HBDBID Board Meeting is January 17, 2019.

*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, Suite E 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, HBDBID Manager, at 714-536-8300.*



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

Date: November 29, 2018  
Location: HB Art Center  
538 Main Street  
Huntington Beach, CA 92648

Day: Thursday  
Time: 9:00 AM

**1. Call to Order 9:22 a.m.**

**2. 2017-18 Board of Director's Roll Call**

Present: Matt Peterson, Bob Bolen, Mike Williams, Dave Shenkman, and Kate Leigh.  
Past President: Steve Daniel. Absent: Lizzie Raudenbush, Michelle Vespe, and Max Schlutz.

HBDBID Staff: Marianne Tonjes, Darci Henderson  
City Staff Kellee Fritzal and City Attorney Mike Vigliotta.

**3. Public Comments**

Kate Hoffman, from the HB Art Center, thanked the BID for the partnership support from the HBDBID staff through sharing information and marketing efforts for the Surf City Arts Fest 2018.

Sarah from HB Youth Shelter stated the BID has sponsored the Light a Light of Love event in past years and dropped off a sponsor packet in hope of continued support.

**4. Approve Minutes**

a. Kate Leigh motioned to adopt the Minutes of the October 11, 2018, Board Meeting. Attachment 4a. Bob Bolen seconded. Ayes:4, Noes:0, Dave Shenkman abstained due to absence.

b. Dave Shenkman motioned to adopt the Minutes of the October 22, 2018, Special Board Meeting. Attachment 4b. Bob Bolen seconded. Ayes:4, Noes:0.

**5. Treasurer Report - Financials**

a. Treasurer Mike Williams reported on the current financial information provided by the CPA.

Kate Leigh motioned to approve the August and September accountant's compilation report for the HBDBID. Attachment 5a – 5a3. Bob Bolen seconded. Ayes:5, Noes:0.

Kate Leigh motioned to approve the August and September accountant's compilation report for Surf City Nights. Attachment 5a – 5a3. Bob Bolen seconded. Ayes:5, Noes:0.



- b. Information: Due to the change in the Visit Huntington HB's fiscal year the HBDBID portion of the Ambassador program will be \$3,000/month through June 30, 2019, rather than \$4,000/month.

#### **6. President Report**

- a. Matt Peterson thanked the Board for all their hard work and positive moves in a forward direction. He enjoyed how everyone worked together and tightened up the organization. Matt is hopeful the new Board will continue using some reserves on projects. He would like to see a lighting project completed.
- b. Matt Peterson announced the names of the 2018-19 HBDBID Board of Directors. Moe Kanoudi, Murat "Coach" Koc, Brett Barnes, and Kate Leigh.

Matt Peterson asked for a motion to certify the election results and the 2018-19 Huntington Beach Downtown Business Improvement District Board of Directors.

Dave Shenkman motioned to certify the election results, Bob Bolen seconded. Ayes:5, Noes:0.

#### **7. Executive Committee**

- a. Per the HBDBID Bylaws, the nominating committee met and proposed a slate of officers for the Executive Committee from the newly elected Board of Directors.

Steve Daniel, Nominating Committee Chair, presented the recommended slate of officers. President: Dave Shenkman, Vice President: Brett Barnes, Treasurer: Kate Leigh, Secretary: Moe Kanoudi.

Mike Williams motioned to approve the slate of officers for the 2018-19, HBDBID Board of Directors. Bob Bolen seconded. Ayes:5, Noes:0.

#### **8. 2018-19 Board of Director's Roll Call**

Present: Dave Shenkman, Brett Barnes, Kate Leigh, Moe Kanoudi, Mike Williams, Murat "Coach" Koc, and Past President Matt Peterson. Absent: Max Schlutz, Lizzie Raudenbush, and Michelle Vespe.

#### **Staff Reports:**

#### **9. BID Manager-Contractor**

Marianne Tonjes reported she is producing a survey to give to the BID members, so we can better address their concerns. Marianne shared the LA Times article done about using social media to promote businesses and the campaign we used during the



Thanksgiving weekend to shop and dine in the HBDBID.

### 10. Events Coordinator

- a. Darci Henderson reported the Grinch will be at Surf City Nights on December 18.
- b. Darci Henderson reported Halloween Fest 2018 went great and changes made from prior years were a hit.
- c. Darci Henderson reported on Miracle on Main Street 2018. Darci also reported Miracle on Main St. came in under budget this year. Due to the budget reduction for the tree we no longer have the music component. With the extra money in the budget the goal is to get an outdoor system to play holiday music that the BID will own and can continue to use. We are checking with the property owners, where the tree is located, about the possibility and options.

**Other:**

### 11. Signatures

Due to changes in the Board of Directors, we need additional Board members who can sign checks. Checks require two Board member's signatures.

Mike Williams motioned to approve adding Dave Shenkman to the list of authorized Board members who can sign checks for the HBDBID. Murat "Coach" Koc seconded. Ayes:6, Noes:0.

### 12. Security Contract

- a. The pilot program has been completed and the budget approved to continue private security in the HBDBID zone. This contract is for one year but can be terminated with a 30 day notice.

Board discussion included needing to change language in contract and going out to bid. Kate Leigh motioned to table the item, Moe Kanoudi seconded. Ayes:6, Noes:0.

### 13. City of HB Business Development Update

- a. Kellee Fritzal reported the City will be installing "giving meters" for donations to be made to give a hand-up not a hand-out. Kellee also reported there is a consultant working on ideas to marry the districts between Main and Pacific City. Kellee also shared the event permit fee will be increasing due to the amount of staff time it takes to process. Lastly Kellee shared the parking meters will be full rate annually and no longer peak and off-peak.



**14. Announcements**

Light a Light of Love Downtown Parade and activities will be Sunday, December 2, 2018 from 3:30 – 7:00 p.m. on Main Street. This is a Waymakers' event.

**15. Adjournment**

Mike Williams motioned to adjourn the meeting, Dave Shenkman seconded. Ayes:5, Noes:0. Meeting adjourned at 10:06 am

The next HBDBID Board Meeting is December 13, 2018.

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**Surf City USA Ambassador Program Agreement  
Between Visit Huntington Beach and the Downtown Business Improvement District (BID)**

Visit Huntington Beach will operate the year-round Surf City USA Ambassador Program beginning October 2018, to include coverage in Downtown Huntington Beach on Main Street and 5<sup>th</sup> Street.

In partnership with the Downtown BID, and in recognition of the Downtown BID's monetary support, Visit Huntington Beach will operate the Surf City USA Ambassador Program on a year-round basis, with the following terms:

**Operations:**

- Program hours will be set based on expected seasonal/special event visitor attendance and input from the Downtown BID, with daytime ambassadors operating year-round and nighttime ambassadors operating during the peak season
- Visit Huntington Beach will provide tally sheet reports to the Downtown BID
- Visit Huntington Beach will provide an annual Surf City USA Ambassador Program budget to the Downtown BID

**Ambassador duties:**

- Greet visitors and answer visitor questions
- Get to know BID members and stay up-to-date on visitor amenities in Downtown HB
- Observe and respond to or report nuisance activity, to include conducting a citizen's arrest on behalf of a BID member, in accordance with the laws and ordinances of Huntington Beach and training conducted by HBPD
- Observe maintenance issues in Downtown HB and report issues to appointed Downtown BID representative
- Maintain regular communication with a Downtown BID representative regarding any issues and concerns observed in Downtown

The Downtown BID agrees to support the Surf City USA Ambassador Program in the amount of \$27,000 for the fiscal year (October 1, 2018 – June 30, 2019), payable in monthly installments of \$3,000.00, beginning October 2018.

This agreement will be reviewed annually and changes made as needed to maintain and improve upon program operations.

Dave Shenkman  
President, Board of Directors  
HB Downtown Business Improvement District

Nicole Llido  
Director of IT & Visitor and Partner Services  
Visit Huntington Beach

Date

Date