



**HUNTINGTON BEACHDOWNTOWN
BUSINESS IMPROVEMENT DISTRICT**

www.hbdowntown.com

MARKETING COMMITTEE MINUTES

Date: November 1st, 2017
Location: Kimpton Shorebreak Hotel
500 Pacific Coats Hwy
Huntington Beach, CA 92648

Day: Wednesday
Time: 9:00 am

- I. **Call to Order – 9:04 am**
- II. **Roll Call – Present:** Lizzie Raudenbush, Jen Williams, Pat Rodgers, and Kim Kramer
 - a. Also present: Jody Williams (Artist) and Barbara Nelson Haynes (Co-Founder HBPAA)
- III. **Public Comments - none**
- IV. **Committee to discuss and review Holiday Window decorating project as approved from the BOD.**
 - a. Mary Ann shared re: \$3500 window painting project, she had researched other bids and based on amount of windows and art work they were about the same cost, however some did include cleanup.
 - i. Committee read email sent from Bob Bolen with his concerns. Discussion continued with concerns regarding artist having a business license, liability insurance, needing permission from property owners (not just interested businesses), graffiti window installation, specific scope of work, contract, time line, if BID interest exceeds max sign up allocated. Other window decorating ideas:
 1. Lizzie feels it is too late to start a window decorating contest as suggested at BID BOD meeting. Committee agreed.
 2. Jody shared her experience and proposal for project.
 3. Discussion re: why bid is 3,500 for 30 windows if breakdown is 100 per window. Kim Kramer said the 500 is for marketing. Mary Ann explained the project had to go through the BID and not HBPAA. Kim asked if the board approved a 3,500 donation to HBPAA for the project. Mary Ann answered no the vote was to approve funds up to 3,500 for a window decorating project.
 - ii. Conclusion is to contact property owners for permission, contract with artist Jody Williams after she obtains business license and insurance.

1. Each participating business will receive 1 door, and 2 windows to include 2 characters and a snow sign. Jody will begin on November 15th and the project will take 7-10 days.
 2. Prepare contract and have signed by Friday. BID will communicate with businesses who wish to participate. Can call emergency board meeting if we receive overwhelming response.
 3. Pass along cleanup process and date to be removed by is Sun, Jan 7.
- iii. Lizzie motioned to enter into contract with Jody for window painting project, Kim seconded. All in favor. Motion passed.

V. Establish priorities and determine next meeting date – push to next agenda

VI. Adjourned – 9:57 am