

North Manhattan Beach Business Improvement District

Advisory Board Meeting

www.northmb.info

Wednesday, August 3, 2016 at 6:00 PM

Community Development Conference Room

City of Manhattan Beach

1400 Highland Ave

Manhattan Beach, CA 90266

Agenda

1. Roll Call
2. Public Comment - (3 Minute Time Limit)
3. Approval of Minutes from the July 6, 2016 BID Meeting
Action: Approve
4. "The Downtowner" Project - Andy Sywak, Economic Vitality Manager, City of Manhattan Beach, will introduce the recently City Council approved free shuttle service in Manhattan Beach using electric GEM cars.
Action: Discuss
5. Southern California Gas Company Project Presentation – Ross Anderson, Engineering consultant to the City of Manhattan Beach, will lead a discussion and explain the 2 construction projects taking place in the North MB BID.
Action: Discuss
6. North MB BID Enhancement Projects - Ross Anderson, Engineering consultant to the City of Manhattan Beach will present new projects planned for Highland Avenue in the North MB BID, featuring pedestrian beacons and median fencing.
Action: Discuss
7. North MB BID Brand Advertising - Discuss themes, slogans, opportunities and frequency of strategic banner placement throughout the city.
Action: Discuss/Vote
8. North MB BID 2016 9th Annual Winter Event - Discuss duties, responsibilities and venue choices.
Action: Discuss
9. Adjournment to Next Meeting: Wednesday, September 7, 2016, 6:00PM, City Hall, Community Development Conference Room

Advisory Board Meeting Minutes

Janice Davenport, Recording Secretary

<http://www.northmb.info/index.html>

North Manhattan Beach Business Improvement District
City Hall – Community Development Conference Room

Manhattan Beach, CA 90266

Wednesday, July 6, 2016, 6:00 P.M.

The Meeting was called to order at 6:03 P.M. by James McCleary, North MB BID Chairman

1. 2016 NMB Advisory Board – Roll Call / City Staff Present:

<u>Name</u>	<u>Function</u>	<u>Business</u>
James McCleary	BID Chairman	Sea View Inn
Harry Ashikian	BID Vice Chairman	Salvatore's Shoe Repair
Janice Davenport	Recording Secretary	Pancho's
Peter Kim	BID Board Member	Sloopy's
Steve Oliveira	BID Board Member	Dentist
Anthony Sulaiman	BID Board Member	Sharkeez
Steve S. Charelian	Revenue Services Manager	City of Manhattan Beach
Andy Sywak	Economic Vitality Manager	City of Manhattan Beach

Absent:

Steve Delk	BID Board Member	OB's
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- 2. Public Comments – Social Media Development:** S. Andrade, from Four Daughters Restaurant, offered to show the BID members how to work with Snap Chat and other Social Media platforms; Tiffany of Haute Yogi commented that posting comments on Facebook is not as easy or successful; other option discussed was creating a North MB BID application to use with Smart Phones and other electronic devices. S. Charelian will check with City staff concerning Social Media rules, regulations and protocols.
- 3. Approval of Minutes from the June 1, 2016 North MB BID Meeting**
The North MB BID Board unanimously approved the minutes of the June 1, 2016 meeting.
- 4. Social Media Opportunities for the North MB BID** – J. McDermott of Bearly Marketing was present at the meeting and passed out informational booklets. To raise awareness and bring more attention to North MB businesses, Jade suggested that the North MB BID develop a Website that is both interesting and user friendly and to take full advantage of the platforms already available, in particular Facebook, which continues to be one of the best Social Media platforms..
- 5. North MB BID 2016 - 9th Annual Winter Event** – all plans are in place, details will be discussed at a future meeting.
- 6. 2016 Enhancement Projects and Activity Plan** – S. Oliveira is working with the banner company on a new and improved sign; all board members should promote brand awareness and contribute ideas for the advertising slogan. North MB BID members were informed that on June 21, 2016, City Council approved a shuttle service pilot program which will be discussed and presented at the August meeting.
- 7. Adjournment:** at 7:35 PM, next meeting is on Wednesday, August 3, 2016, 6:00PM, City Hall, Community Development Conference Room.