



## Huntington Beach Downtown

Business Improvement District

[www.hbdowntown.com](http://www.hbdowntown.com)

### 2016 - 2017 BID BOARD MEETING MINUTES

**Date:** MAY 11, 2017  
**Location:** HB International Surfing Museum  
411 Olive Avenue

**Day:** Thursday  
**Time:** 9:30 AM

#### Call to order - 9:38am

**Roll Call** – In attendance: Bob Bolen, Keith Breiter, Steve Daniel, Matt Peterson, Susie Smith.  
Excused Absent: Brett Barnes, Nicole Thompson. Unexcused Absent: Dick Thorpe.

**Public Comments** – Kim Kramer asked the Board and business owners to attend City Council meeting May 15<sup>th</sup> to support an agenda item to clean up downtown brought forward by Councilpersons Posey and Brenden. Kim also shared his new Public Art Alliance project and invited us to come see the winner announced on May 20<sup>th</sup> at the Pier.

#### Approval of the Minutes –

- From April 13, 2017 and Special BID Board Meeting, April 27<sup>th</sup>. Susie wants to amend public comments from 4/13 to include Bobbi (from Aloha) in the statement made re: not being on video. Susie motioned to accept both BID BOD minutes from 4/13 & 4/27, Keith seconded. All in favor, filed with corrections.

#### President –

- Steve shared his moto = Think Positive \* Say Positive \* Stay Positive \*
- IDA visit is tentative for June 14<sup>th</sup>. Santa Monica consultant will be the lead. Steve asked for 2 board members to assist with IDA visit. Matt and Bob volunteered.
- Erin Henry resigned from Board. Steve will ask Donny (Sancho's Tacos) who was next on ballot with the most votes.
- Steve was happy to report the lighting in the parking garage was complete and bright now. The door to the trash room has been replaced and closed so smell has improved.
- Main Street Paving Project will be Wed, May 17<sup>th</sup> and the City will have free parking. Bob asked about where the cables are going and will it disturb the new pavement? Bob also is concerned about the replacement of the red paint dots from SCN and hopes they can find another way to mark for SCN.

#### Treasurer's Report –

- Susan reported that she met with the accountant of Friday and the accountant's compilation report will now be from quick books. Hopefully with the new format the financials will be easier to review. Brett was absent so Susan began to give treasurers report and due to some confusion the review was tabled until next meeting when treasurer is present. Will check to see if the accountant can attend.

## Committees & Updates

- Beautification Committee: (Susie & Steve) – Still moving forward with z-park beautification: replace trees, lighting - Denny (from the City) is checking for working electrical in planters. Gave presentation of banners and quotes. Bob wants quote from HB Digital, Susie wants something in writing from City stating BID's control of poles 365. Steve motioned to approve funds up to 20k for Beautification committee to use for banners after meeting Bob & Susie's conditions, Matt & Keith seconded, All in favor. Motion passed.
- Marketing Committee: (Matt) – This year the flight path will move closer to the Pier and Matt proposes closing Main from PCH to Orange for 3 days to capitalize on the crowd. Wants BID to again sponsor the Air Show. Display military and aviation attractions, have stage with bands etc. Components to bring crowd to Main before and after show and give DT merchants opportunity to shine. BID would need to cover evening security expenses. Board discussed and agreed. Matt and Keith will move forward to get approval from City and establish a budget.

## Staff Reports -

- **BID Manager, Susan Welfringer** – see BID Manager Report for full detail.
- Highlights: Chili at the Beach is approaching, currently down in sponsors. Susan discussed checking in with City & Property owner about painting the plywood in front of 124 Main St during construction as it will last through summer. Susan asked the Board to review last year's annual report and provide suggestions for this year's report. Also, Susan provided current budgets for BID, SCN, and Malco and asked members to review and make comments.
- **Surf City Nights Manager, Mary Ann Senske**- Mary Ann reported the Public Works Event is this month, Princess Party scheduled for June. Mary Ann wants to make sure the 4<sup>th</sup> of July chalk will be removed this year. SCN will need to make some adjustments in its revenue pool for next year's budget.

## City of HB Business Development Update -

- Kellee Fritzel reported next year's CIP will include parking signs. Using recommendations from Visit HB and the same used by 5<sup>th</sup> & PCH.

## City Council Comments: Councilpersons Brenden, Peterson & Posey –

- Patrick Brenden reported the City will compile a list of repairs needed downtown in order of importance. The City will work with the BID to determine City vs BID responsibilities. There will be monthly updates.
- Bob wants business and property owners to be more responsible for their own property to assist with the cleanup effort.

## New Business –

- Susie Smith – will work with Pricilla a food blogger that lives downtown to gather DT restaurant social media information for a fun promotional campaign.
- Bob Bolen – discussion re: stenographer vs videographer tabled at this time.

## Board Comments/Announcements – BID & SCN budgets will be due in June.

Finance / Governance committee will meet before next Board meeting to discuss next year's budget.

## Adjourned– 11:02.

Next meeting: Thursday, June 8th, 9:30 AM at the HB International Surfing Museum.