

North Manhattan Beach Business Improvement District

Advisory Board Meeting

www.northmb.info

Wednesday, July 6, 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 June 1, 2016 BID Meeting.

Action: Approve

4. North MB BID Social Media Opportunities - Presentation by Angela/Jade from Bearly-Marketing.

Action: Present and Discuss

5. North MB BID Brand Advertising – Themes, Slogans and Opportunities throughout the City.

Action: Discuss and Vote

6. North MB BID 2016 9th Annual Winter Event – Venues, Responsibilities, and Duties.

Action: Discuss

7. 2016-2017 Enhancement Projects and Activity Plan

Action: Discuss

8. Adjournment to next meeting: Wednesday, August 3, 2016, 6:00PM, City Hall
Community Development Conference Room

Advisory Board Meeting Minutes

James McCleary, 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, June 1, 2016 @ 6:00 P.M.

The Meeting was called to order at 6:05 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
Steve Delk	BID Board Member	OB's
Peter Kim	BID Board Member	Sloopy's
Steve Oliveira	BID Board Member	Dentist
Anthony Sulaiman	BID Board Member	Sharkeez
Amy Howorth	Councilwoman	City of Manhattan Beach
Steve S. Charelian	Revenue Services Manager	City of Manhattan Beach

Absent:

Janice Davenport	Recording Secretary	Pancho's
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2. Public Comments – None

3. Approval of Minutes from the May 4, 2016 North MB BID Meeting

The North MB BID Board unanimously approved the minutes of the May 4, 2016 meeting.

4. Social Media Opportunities for the North MB BID – Jonathan Chandler, Adaptive Marketing gave a presentation of different marketing strategies and advertising via Social Media. Since Adaptive Marketing advertising rates are high, the North MB BID board will seek another Social Media business for a presentation at the July 6, 2016 meeting.

5. North MB BID 2016 - 9th Annual Winter Event – the event will take place on Thursday, December 8, 2016. The event is organized and the checklist has been completed. Amy Howorth will forward the float contact information to S. Charelian.

6. 2016 Enhancement Projects and Activity Plan – Possible banner advertising locations (Sepulveda and Highland), as well as advertising themes were discussed. Frequency of banner hanging and unique slogans to enhance North MB BID. The last sidewalk power washing was not satisfactory; the Board needs to look at the other opportunities.

7. Adjournment: at 7:45 PM, next meeting is on Wednesday, July 6, 2016, 6:00PM, City Hall, Community Development Conference Room.