



2015-2016 BID BOARD MEETING MINUTES

Date: January 14, 2016
Location: Fred's Mexican Restaurant
300 PCH #201

Day: Thursday
Time: 10:00 AM

- I. Call to order
 - a. Meeting called to order: 10:01AM
 - b. Roll Call: BID Board: Present – Brett Barnes, Steve Daniel, Jennifer Kramer, Nicole Thompson, Roxann Cassaccia, Immediate Past President: Stephanie Wilson
 - c. Absent: Dick Thorpe, Bob Bolen, Keith Breiter (excused absence), Erin Henry (excused absence)
 - d. Also in attendance: Mary Anne Senske, Sue Welfringer, Gerry Manzo

- II. Public Comments – limited to 3 minutes.
No public comments

- III. Approval of the Minutes – from December 17th meeting: Jennifer motioned to approve the minutes. Daniel 2nd. All in favor. Meetings minutes **approved**.

- IV. Guest Speaker: Lt. Kelly Rodriguez (not present).

- V. President:
 - a. Update new bylaws – Nicole: Since December 11th, they have not heard anything from Mike, in the city attorney's office. Waiting for one piece of the bylaws to move forward.
 - b. Simone volunteered to ask Mike personally after the meeting and let us know what is going on.

- VI. Treasurer's Report – Roxann Casaccia
 - a. Approve December Financial Report- Roxanne: on track on getting assessments. Review of Treasurer's Report. (see Treasurer's Report)
 - b. Steve D. motioned to approve the Treasurer's Report. Jennifer 2nd. All in favor. **Approved**.

- VII. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee
 - a. Update re: 5th Street for SCN –
 - Not happy with the construction on the street by HSS. On "day of" had to relocate five vendors.
 - 5th Street – Moved all vendors from 5th Street to Olive. Moved the bungy attraction next to petting zoo. Working with Cypress Equities to putting something on 5th Street – working on great ideas, including a possible craft beer tasting. Also waiting to hear back from Cypress re: 3rd Tuesday Art event

- May need to make adjustments to budget due to El Niño. Canceled one Tuesday already in January.

VIII. BID Manager Report - Sue Welfringer (see Manager Report)

- Scavenger Hunt – underway, with 25 businesses participating.
- Valentine’s Promotion – Planning a month-long “Enter to Win” contest – and collecting gift cards from hotels, restaurants and other businesses for one big prize promoted as “A Year of Romance.”
- BID Member Video Update: Ten videos a month was too ambitious. His new proposal is to do five videos, and if the Board/Businesses like it, then he invoices \$1000, and then goes back to do five more. Nicole advised that we want to make sure these are new videos we are paying for and not videos he has already produced for the chamber. Susan to follow up.
- Stakeholder’s Meeting. Confirmed location to be Ola Mexican Kitchen- Feb. 17. Group agreed to have BID Board Meeting at 2pm and afterwards will be the Stakeholders Meeting at 3:30pm.
- Conversation with BID Member Jeff Kleid who is willing to spearhead a monthly mixer/networking – where businesses can meet each other.
- Chamber of Commerce Gala- Feb. 19 Friday, 5:30pm. Have a table (table decorating \$125 per person). Please email Nicole- if you can make it. Have to get 10 people to sign up.
- \$500 Sponsorship for the The Biggest Board Documentary Premiere at the Shorebreak – we get two tickets. Reach out to Susan if you can go.
- Specific Events - Air Show (October 22nd not confirmed but close to it) in front of the Hyatt.
- Discussion: of homeless and calling PD.
- Website update.

IX. Committees & Updates:

Ambassador Program has been cancelled. Visit HB is working on a new program to take the security element out. Nicole asking: What does the BID want from the program? The radios are staying. Some businesses own their own radios. Discussion: on how the Ambassador Program worked and has changed and benefited downtown. Re-evaluating the money that goes into the Ambassador Program.

X. City of HB Staff Update: Mayor- DEDC Meeting moving to fourth Wednesday at 2pm.

XI. Old Business: Update re: Matt Liffreing Videos (see above in VIII. BID Manager Report).

XII. Announcements:

Susan announced: Keith had a baby: Gracie Mae.

Mary Ann advised that Jacks, Kite Connection & Zacks complain to hear about the Art-a-Faire being able to set up on major weekends, potentially pulling customers from the businesses. Nicole advised that this is out of the BID control and we can direct the businesses to contact Chris Cole with their concerns.

XIII. Adjournment – Meeting adjournment 11:00am. – Next meeting: Wednesday, February 17th, 2016.

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 at least 72 hours prior to each meeting. Questions on agenda items may be directed to Susan Welfringer, BID Manager, at 714-536-8300.

2015-2016 Goals & Priorities Strategic Framework

- *Collaborate marketing efforts with Visit Huntington Beach*
- *Develop a downtown vision and brand, with input from Visit Huntington Beach, the HB Chamber of Commerce, Pacific City and others*
- *Develop and implement a strategy to integrate Pacific City, Visit HB, hotel managers, and the HB Chamber into the leadership structure of the BID*
- *Advocate for improvements in public parking and restrooms*
- *Lead the way for beautification in downtown, including but not limited to improvements in lighting, landscaping and the ZPark areas*
- *Propose and implement one new event and budget for 2016*
- *Determine business needs for information and training that are of value to downtown merchants*
- *Develop and implement a communication strategy with member businesses, to increase merchant engagement*
- *Determine the level of resources (human and financial) needed to implement BID strategic plan priorities*