



Huntington Beach Downtown Business Improvement District

Surf City Nights Meeting Minutes

Date: January 12th, 2017

Day: Thursday

Location: *HBDBID Office*

Time: 10:00am

- **Call to Order & Roll Call** – Call to order 10:00am. In attendance: Steve D, Steve G, Mary Ann, Henry Carey. Late: Susie, Kevin
- **Public Comments** – Henry mentioned that he heard the Blue Angel fly over but didn't see it.
- **Meeting Minutes/Questions** – Moving forward this standing committee will have agendas and meeting minutes to comply with the Brown Act.
- **Staff Reports** –
 - **Financials - thru December 2016-On track**
 - **Marketing Videos- annual contract renewal-Matt Liffering** – We've stopped print ads and save approximately 10k a year on design and print. Contract is up but we currently use \$500 a month out of marketing budget for Matt to do videos.
 - Steve D motioned to renew Matt's contract, Steve G seconded. All in Favor. Motion passed.
 - **Mary Ann Contract** – Contract is up for renewal and will be presented at next BID BOD meeting
 - **Storage-Submit a letter to City- Storage Unit Parking** – Propose to move storage to a parking space at the bottom of parking structure. City will charge between \$1,800-2,400 for the space plus we will need to get insurance, and the startup cost of purchasing a used 20 x 20 container estimated at 1,000.
 - **SSGT- 2017** – Partnered with dealership again as sponsor. Plan to have 40 contestants. Judges are secured.
 - **New Parking Rules-** Due to some abuse SCN is no longer is no longer validating for vendors. Starting Jan 1st vendors may purchase a \$2 parking sticker at our cost at the information booth. Only 1 per booth per Tuesday is permitted. This will affect the 9k line item in the budget. Track for 3 months and report back.
- **Marketing/ Advertising** – Because the market is established we don't do print advertising in newspapers etc. That budget is rolled over for events. In March we will have a new event "Memorial Bags" people purchase bags, write messages on them, insert colored light and we will line Main Street. April is Easter, Possibly purchase Bunny costume.
- **Adjournment – Next Meeting** – Meeting adjourned at 10:26am. Next meeting Thursday, March 2nd @ 10am.