



Huntington Beach Downtown

Business Improvement District

www.hbdowntown.com

2016 - 2017 BID BOARD SPECIAL MEETING MINUTES

Date: JULY 21, 2017
Location: HB International Surfing Museum
411 Olive Ave

Day: FRIDAY
Time: 9:30 AM

- **Call to order** - 9:35am
- **Roll Call** - Bob Bolen, Keith Breiter, Henry Carey, Steve Daniel, Matt Peterson, Susie Smith, Nicole Thompson, Dick Thorpe, and Brett Barnes.
- **Public Comments** -
 - Pat Rogers (5th & PCH) said bye to Susan and thank you as the BID has been so helpful along with Visit HB. Pat reported the 5th St parking has doubled and we are looking forward to tie in with SCN, do fundraisers to help ISM. Working on a Big Boy Toy Show. Plan to work with City and BID to be more visible.
 - Diana (ISM) said it was great working with Susan and thanked Susan for all the support w/ Surfing Circle of Honor. Diana also mentioned for those who didn't know that the World Record was set!
 - Kelly Miller (Visit HB) thanked Susan for all her hard work and partnership! Announced that HB is #13 of most visited beaches.
 - Ray Hartman from the Irishman shared that business is down 20k in the first 5 months of 2017. More restrooms and change machines are needed for guests. Businesses on Walnut and Olive struggle and he would like directories throughout downtown so more guests are able to find businesses off of Main St.
 - Linda (Linda's Finest Tours) Grew up in Tustin but always came to HB. Linda is a tour guide in another city but is working on having one in HB. Wants to help restaurants and retail and hopes to get it started soon.
- **Approval of the Minutes** - BID BOD Meeting 6-8-2017
 - Matt motioned to accept minutes, Bob seconded. All in favor. Nicole and Susie abstain due to absence at meeting. Filed as written.
- **President** –
 - **IDA Update**
 - i. Steve reported the Board members have each received the first 31 draft pages of the IDA report. The remaining pages are case studies, research, and supporting documents.
 - ii. Steve stated he has been working with Kellee Fritzal and suggested we may need a subcommittee to work with the city and determine next steps. Bob, Matt, Susie, and Henry volunteered. Kellee advised that the city has requested an Executive Summary from IDA to help prioritize next steps. Nicole asked if we were sending a rep, as IDA suggested, to the conference in September. This will be one of the items to consider when prioritizing next steps.

- iii. Bob commented regarding the report he agreed with some and disagreed with some. He contacted Davon from Baltimore to inquire why we were compared to Hollywood, FL and learned some interesting things and plans to call again.
 - iv. Steve will work with Kellee to determine a date for a Town Hall meeting.
- **Nominating Committee:** Steve announced the nominating committee for our upcoming elections are Nicole, Stephanie, and Moe. Continuing on are Bob, Matt, Dick, and Brett leaving 5 seats open.
- **Update on Restrooms, Directory and Wayfinding:**
 - i. The City has sent out for bids for the parking structure restrooms.
 - ii. Kelly Miller shared the Wayfinding packet has been sent to Sacramento and he has been in communication with Cal Trans. The goal for Wayfinding signs is Dec 2017.
 - iii. Matt was disappointed with the lack of Porta Potties on 4th of July in DT core. Conversation continued so Kellee will add topic to DT EDC meeting on 7/26.
 - iv. Susan reported when doing random restroom stall checks in the parking structure the hand sanitizer continues to be empty.
 - v. Kellee Fritzal reported there are 2 pre-approved designs for signage and the City is working with property owners to determine locations for directories.
 - vi. Susie wants a temporary directory. Steve told her to add to next Beautification Meeting agenda. Kellee reminded the board that we need to follow sign policies.
- **Acceptance of BID Manager Resignation –**
 - Keith motioned to accept the resignation of Susan Welfringer BID Manager, Matt seconded. All in favor.
 - Steve stated we still have 5 events through the end of the year. Susan suggested getting a temporary part time event manager. Matt wants Susan to consult during the interim. Susan will work on job description for the position. She also reported that office manuals are up-to-date. Steve and admin will have passwords. Steve stated that no board member should ever need access to the BID office computers.
 - President suggested an interviewing committee. Keith agreed and volunteered along with Susie, Dick, and Matt. Kellee advised to collect resumes and bids and interview for the position then return to vote.
- **Treasurer's Report -**
 - Brett confirmed with the board that they received financial spreadsheet and financial information in advance of the meeting.
 - Brett reviewed detail in the spreadsheet showing all account activity for March, April, and May – budget and actual numbers so we can see all fund activity year to date. The report also listed the current amount in reserves.
 - Bob questioned the 34k. It was explained it was an old transfer from SCN that continues to float on the report. Finance commission suggested to move and zero out to clear the books.
 - Keith motioned to accept the March, April, and May financial reports, Matt seconded. All in Favor. Abstain: Bob and Susie. Filed as reported.
- **Committees & Updates-**
 - Finance/Governance: Brett reported the Finance Committee recommends to disburse a \$5000 bonus to Susan Welfringer, BID Manager. Already a line item; no impact to budget, and has not been paid out for the past two years and adding that had Susan been receiving commission on sponsors for the past three years, the payout would have been more. Keith pointed out the board already voted on it with in the budget. Brett motioned to approve bonus, Matt seconded. Motion passed with Brett, Matt, Steve, Keith, Nicole and Dick in favor. Abstain: Susie. Against: Bob.
 - Beautification: Steve announced the installation of the new banners is almost complete. We received the proposal from St. Nick for Holiday décor and it has some fun new changes and we are looking forward to working with a new holiday décor vendor this year.
 - Surf City Nights: Mary Ann reported the SCN committee met and wants to change SCN revenue on the 2017-2018 budget from 308k to 278k. She stated she is conservative and

doesn't want the revenue amount to be more than the market can make. Brett stated the amount is based on history. Mary Ann said at in a perfect world with 52 weeks and 94 spaces including 11 BID members the max is 278k. Discussion continued and decision was not to reduce revenue amount.

- **Staff Reports-**

- See Managers Report for activity detail. Susan shared an idea to have a "locals only" event on the Thursday before the Air Show. Discussion revealed perhaps Fri would be better. Check on parking cost for event. Kellee Fritzal stated parking prices will be the same as last year.
- Mary Ann reported SCN is above budget. Planning a fun Taco Off with judges to find out who has the best Downtown Taco.

- **City of HB Business Development Update-**

- Kellee Fritzal stated that staff is recommending to council that they approve a change to the way the current Entertainment/Alcohol ordinance is written, so that approvals for variances can happen at the zoning and planning level and not have to go to council for approval. This will help the process for businesses.

- **City Council Comments: Councilpersons Brenden, Peterson & Posey-** Councilman Brenden present but nothing to report.

- **Old Business-** none

- **New Business-** none

- **Board Comments/Announcements-** none

- **Adjourned-** 11:03

- **Next meeting-** Thursday, August 10th, 9:30 AM at the HB International Surfing Museum.