



2016 - 2017 BID BOARD MEETING MEETINGS

Date: OCTOBER 13, 2016
Location: Fred's Mexican Cafe
300 PCH, #201 HB

Day: Thursday
Time: 10:00 AM

- **Call to order**

Meeting began 10:00. Roll Call: BID Board: In attendance: Brett Barnes, Scott Blakeslee, Keith Breiter, Steve Daniel, Erin Henry, Matt Peterson, Nicole Thompson, and Dick Thorpe

Excused Absent: Bob Bolen

Also in attendance BID manager Susan Welfringer, Surf City Nights manager Mary Ann Senske, Susie from Makin Waves Salon, Greg from Fred's / Sandy's, Maxine Daniel from Rocky Mountain Chocolate Factory, City representative Kellee Fritzal, and City Council member Erik Peterson

- **Public Comments**

Limited to 3 minutes. Resident Kim Kramer asked 8 questions to board members and requested a special meeting to discuss. Greg had a concern about cars partially blocking stairs next to Pier at recent car show on 10/8 and asked to please make note for future. Greg also asked if trick-or-treating could be a shorter time window in the future.

- **Approval of the Minutes**

From September 8th BID Board Meeting. Steve motioned to approve, Brett seconded. All in favor. Minutes accepted and filed as written.

- **Nominating Committee:**

Recommendations for 2016-2017 Executive Committee.

Vote to accept recommendations for Steve Daniel as President, Dick Thorpe as Vice President, Brett Barnes as Treasurer, and Secretary is currently unassigned. Nicole motioned to accept, Erin seconded. All in favor. Executive committee accepted.

- **President:**

Board to discuss revised bylaws presented by City Attorney Michael Gates (Sent on 9/13 – after our last board meeting) After much discussion Brett motioned to adopt bylaws as written 9/13, Steve seconded. All in favor. Motion passed. Brett motioned to send revised bylaws out to BID members for vote, Keith seconded. All in favor. Motion passed.

Vote to approve sponsorship support of the air show. Nicole shared the sponsor package options. Discussion. Brett motioned to sponsor 5k, Scott seconded. All NOT in favor. Discussion continued. Substitute motion from Brett for \$3,500, Scott seconded. All in favor. Motion passed.

Vote to approve request to city for 2 Hours Free Parking Coupons Nov 20-Dec 31, 2016 and Feb 10-14, 2017. Steve motioned to approve request, Keith seconded. All in favor. Motion passed.

- **Treasurer's Report**

Approve September Financial Report. Brett reported BID budget increased by 20k from SCN for a budget of 290k, last year was 270k. The extra 20k goes to the ambassador program. Year-end BID report reflects an operating loss of 17k due to pre-payment of Tree lighting and \$5000 over in Halloween that was actually paid for by SCN. Brett also advised: Current assets for SCN are 270k. The finance committee will investigate a standard recommended reserve and present at next meeting. Keith motioned to approve, Steve seconded. All in favor. BID Financials approved.

- **Surf City Nights**

Mary Ann Senske & Steve D., Chair of SCN Committee. Mary Ann reported SCN has had a nice police presence. We just passed state inspection with flying colors. Upcoming events for SNC are pumpkin decorating contest and holiday princess party. August financials show 275k income but end of Sept should show 320k. Road trip scheduled to learn about street lights at Oceanside market that took 8 years to install. Hoping to learn how to streamline process.

- **BID Manager Report** - Sue Welfringer

See BID Manager Update Report for more detail re: manager activities.

- i. Discuss – Trick or Treat Time Frame for Halloween Fest. The event has been four hours long since 2010, but will consider options for next year.
- ii. Surf City Days raised \$1600 Coast to Coast Foundation and \$500 to ISM from the Kowabunga Van Clan.
- iii. 1st & PCH is scheduled for steam cleaning.
- iv. Attending a China visitor workshop.
- v. Inaugural Aloha Festival approaching.

- **Committees & Updates:** Deferred for next month

- **City of HB Business Development Update:** (Kellee Fritzal) Kelly reported Mandic property mixed use initial plan expected in 2 weeks. Meeting with Dairy Queen to discuss face lift of property. Jax bike shop went thru planning department.

- **City Council Comments:** Erik Peterson stated City Council was here to help and report to back to the City in the interest of transparency.

- **Old Business:** none

- **New Business:** Dick Thorpe – Review of BID and SCN Finances. Dick passed on financial review for now pending special meeting with Kim Kramer. Steve Daniel asked Kim again for a copy of the questions so the board could respond. Kim stated he would provide. Dick wants to review BID assessments for fairness.

- **Announcements:** none

- **Adjournment** – Meeting adjourned 11:08 Next meeting: Thursday, November 10, 2016 @ 10AM