



Huntington Beach Downtown
Business Improvement District
www.hbdowntown.com

2016 - 2017 BID BOARD MEETING MINUTES

Date: NOVEMBER 10, 2016
Location: Sandy's Grill
315 PCH

Day: Thursday
Time: 10:00 AM

Call to order

- Call to order 10:05
- In attendance: Brett Barnes, Bob Bolen, Keith Breiter, Steve Daniel, Matt Peterson, Nicole Thompson, Dick Thorpe
- Excused absent: Scott Blakeslee, Erin Henry; Un-excused absent: Dick Thorpe
- Also in attendance BID manager Susan Welfringer, Surf City Nights manager Mary Ann Senske, Bobbie from Aloha Grill/G's Boathouse; Susie from Makin Waves Salon, Greg from Fred's / Sandy's, Maxine Daniel from Rocky Mountain Chocolate Factory, Steve Grabowski from UPS, Kate Leigh from The Strand, Asst. City Manager Ken Domer with City representative Kellee Fritzal, City Council member Erik Peterson, City Council member Mike Posey, and Mike Vigliotta from the City Attorney's office.

Public Comments

- Bobby from Aloha Grill stated business is suffering and they are struggling financially. Main Street has been neglected and downtown is looking old. Would like a meeting for business owners and managers to discuss solutions and beautification. One suggestion was store front signage on closed businesses.
- Kevin from Pizza Lounge provided email because he couldn't attend meeting. He had had problems with the homeless becoming more aggressive. On Sun 10/30 a homeless person grabbed pizza from a table on the patio with the customers sitting right there, then proceeded to walk to the bar and grabbed a man's beer. Last Monday a homeless lady was screaming to a table of customers she was starving and they had more food than they needed. Both situations food had to be comped and the customers left uncomfortable and unhappy.
- Gloria Alvarez a resident is fearful of a repeat of the 60's on Main St. She wants Main St to get cleaned up so she feels safe to walk up the street when leaving Pacific City to return to her residence.

Approval of the Minutes – From BID Board Meeting – October 13, 2016

- Keith motioned to approve minutes, Brett seconded. All in favor. Minutes filed a written.

President -

- Steve Daniel reported the special meeting on 11/2 failed due to lack of Quorum. He and the BID office has been working to respond to Mr. Kramer's public questions and accusations as posted publically on Facebook. He worked with Ken Domer, Asst. City Manager, to review Mr. Kramer's public comments made during the Oct BID Board Meeting and these will be addressed at this meeting.

Treasurer's Report

- Brett reported that on the Accountant's Compilation Report page 3 shows a small operating loss from Aloha event the 1st yr but we have sponsor commitments for next year.
- Brett has studied the "Operating Reserve Policy Toolkit for Nonprofit Organizations." He advised that the Governance / Finance Committee will meet before the next meeting to present a recommendation for how much should be kept as reserves and develop a formal policy as a guideline for the future.
- Matt motioned to accept October financials, Keith seconded, all in favor. Report filed as written.

Surf City Nights –

- Mary Ann Senske reported SCN is doing great. History of its beginning was based on research identifying Tuesday being the slowest DT night. Market created to bring families downtown. Due to success SCN has accumulated funds. There have been many discussions at board meetings regarding potential uses for these funds, such as a lighting / beautification project.

BID Manager Report:

- See BID Manager Update for specific activities. Highlighted points included:
 - Past events since last meeting included: He'e Nalu Aloha Pier Festival, Air Show, HalloweenFest. Next events: Miracle on Main St Tree Lighting, Small Business Saturday, Light a Light of Love.
 - Susan asked Kellee if we might be able to get email addresses from the city when we get the report of BID Members. Kellee had mentioned at recent DEDC meeting that they were looking at a way to create to email all businesses as needed with information – for example – parking garage rates for special events such as the 4th of July or Air Show.
- 2 Hours Free Parking: BID Manager requested direction since the city changed the arrangement. Steve reported DEDC meeting result was City would cover 2hr parking with \$10 receipt attached. Discussion regarding convenience and good will for guests. Nicole motioned for BID to cover coupon without restrictions for visitors, Keith seconded, Bob discussed cost. All in favor. Motion passed.

Committees & Updates: No report.

- Next board meeting committees will be established. All board members will be assigned to a committee.

City of HB Business Development Update:

- Kellee Fritzel reported City will resurface Main St and paint the curbs. The City has created flyers regarding the homeless issue and will increase outreach to businesses.

Old Business - None

New Business -

A. Review of annual BID renewal process and rights of Members as defined in Article IV, Section 1 of the Bylaws.

Recommended Action: Receive and file

B. Approve Revision of the Board of Directors Job Description.

Recommended Action: Approve the revision of the Board of Directors Job Description as drafted in Attachment A.

- Nicole motioned, Steve seconded. All in favor. Revision passed.

C. Review of the service agreement for payroll/human resource services to ensure cost for services are within the needed service level.

Recommended Action:

1. Place on the next Board agenda an item that details the scope of work for payroll services and an analysis of services required for the HBDBID, and
2. If so directed, to solicit additional quotes for applicable payroll services based on the needs of the HBDBID for applicable personnel services.

- Steve recommends for BID manager to follow up. Nicole motioned, Keith seconded. All in favor.

D. Review of Huntington Beach Downtown Business Improvement District (HBDBID as a non-profit organization) and its financial and legal status as the duly authorized Advisory Board for the Huntington Beach Downtown Business Improvement District (DBID)

Recommended Action:

1. Request that a Request of Legal Services (RLS) be drafted by City's Office of Business Development, in coordination with the BID Manager, to clarify the legal obligations and relationship of the HBDBID;
2. Authorize an Independent Accountant's Review Report, on a frequency to not be less than every other year, for all revenues and accounts;
3. Request the President of the Board of Directors appoint an ad-hoc subcommittee of Directors to develop an operating reserve policy and to schedule the consideration of the policy by the Board of Directors at the regularly scheduled meeting in March 2017;

4. Starting with the 2016-17 Annual Report, provide a more detailed and user friendly fiscal reporting section to be incorporated into the Annual Report to include, but not be limited to the following:
 - a) Three (3) years of budget data – one year prior actual, current budget and projected, and proposed budget, to include all special events such as Surf City Nights.
 - b) Beginning year reserve levels, estimated year-end reserve levels, and a report of any reserves utilized during the concluding fiscal year.
 - c) A narrative of any variances (10%) in revenue or expenditure levels during the one year prior or current budget that are known to exist at the time of producing the Annual Report.
5. Direct the BID Manager to make any available prior year financial reports and Annual Reports available on the HBDBID's website prior to December 31, 2016.

Keith motioned to move all items, Matt seconded. All in favor.

Announcements – Nicole announced US Open 2017 dates July 29 – August 6. Bob announced after 17 years “The Surf Board Builders Hall Of Fame” induction ceremony will now be at The International Surfing Museum in HB on November 12.

Adjournment – Meeting adjourned at 11:25am

Next meeting: Thursday, December 8, 2016 @ 10AM at TBD.

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.