



## 2015-2016 BID BOARD MEETING MINUTES

**Date:** March 10, 2016  
**Location:** Fred's Mexican Café  
300 PCH #201

**Day:** Thursday  
**Time:** 10:00 AM

### I. Call to order

- a. Roll Call: BID Board: Brett Barnes, Keith Breiter, Roxann Casaccia, Steve Daniel, Erin Henry, Nicole Thompson, Stephanie Wilson
- b. Also in attendance: Mary Ann Senske, SCN Manager; Simone Slifman from the City of HB.
- c. Excused absence: Susan Welfringer
- d. Absent: Bob Bolan, Dick Thorpe

### II. Public Comments – No public comments.

### III. Approval of the Minutes – from February 17<sup>th</sup>. Steve moved to approve; Keith seconded. All in favor. Minutes approved.

### IV. President:

- a. Vote to approve appointment of Scott Blakeslee, Pasea Hotel & Spa, to the board of directors. This is to fill vacancy from the resignation of Jennifer Kramer, Fred's. The two-year term for this position ends September 2017.
  - i. Steve motioned the appointment of Scott. Brett seconded. All in favor. Nicole will call Scott.
- b. Vote to approve continued funding of Visitor Ambassador Service Program, with acceptance of new job description.
  - i. Nicole reported that two employees are being hired and trained. This is a \$25,000 Program annually. The BID still wants to address security concerns and needs to know how this position helps with downtown with safety and security issues. Discussion: Russ and how he got employed  
Discussion also ensued re: need for possibly hiring security services over and above Ambassador Service. Steve will inquire with EES re: cost of two security guards. Nicole will coordinate a meeting with Visit HB and the police regarding role of Ambassador, including hours assigned to the street, so we are confident re: how much funding we are willing to apply to this program. A vote to approve continued funding was tabled.
- c. Vote to approve plan of action regarding changing bylaws to increase number of board members
  - i. Nicole reporting that the city attorney has reviewed the bylaws. Governance committee met and suggests that we contract CIVITAS to help finalize the process, ensuring compliance. Nicole advised that based on an early proposal, the expected cost is no more than \$1,500. Brett motion to spend up \$1500, Steve seconded. All in favor. Motion passed to spend up to \$1500 for Civitas services associated to bylaws changes.

- d. Vote to approve letter to city council from BID Board requesting 2 Hour Free Parking from November 20-December 31 and again February 10-13.
  - i. Susan and Nicole met with Kellee & Simone to discuss two special seasonal 2 Hours Free Parking promotions. Since this needs to be approved by city council, they wanted to get the request in early. Board reviewed letter requesting Nov. 20-through December 31 and Weekend of Valentine's Day for FREE parking. Nicole advised that the \$10 minimum for Valentine's weekend was discussed and agreed to be not necessary. Discussion ensued. Brett suggested flyers be distributed at least one month in advance. It was also suggested that the Valentine's weekend parking be extended to Tuesday, Feb 14<sup>th</sup> (Valentine's Day). Steve motioned to approve the letter with the Feb 14<sup>th</sup> change. Keith seconded. All in favor. Susan will be advised to make changes and submit letter accordingly.
- e. Vote to approve letter to Janeen Laudenbach re: street closure from Pecan to PCH for annual Art Festival (new event.)
  - i. Mary Ann explaining that it is hard to have OCTA to change the route and bus schedule. TABLE this. Nicole will go back to Susan about this.
- f. Young Entrepreneurs of Huntington Beach – new Chamber program to share
  - i. Nicole distributed information explaining this new program supporting 18-39 year old young people who want to start a business. Send them to Aaron or Nicole if you know anyone who could benefit from this, please refer them to either Aaron or Nicole. Nicole offered to have seminars.

V. Treasurer's Report – Roxann Casaccia

- a. Approve February Financial Report
  - i. Not available. Will discuss next meeting.

VI. Surf City Nights – Mary Ann Senske & Steve D., Chair of SCN Committee

- a. SFGCT over- Matt Hamer is the winner
- b. City received complaint from a participant who was disappointed in judges' choice. Simone will respond back to her letter on behalf on the BID.
- c. Cheer competition in May. Booster mom's have recommended summertime. Gotten a good response from that. Mary Ann's concern is the space. Maybe move cheer down closer to the pier. Looking into who can and cannot enter the contest.
- d. Financially- we had a \$30,000 in revenue. \$3000 to the auto dealership sponsorship.
- e. Easter Bunny here on the 22<sup>nd</sup>. We need someone to do the Easter Bunny.
- f. Spring break was pretty good last week. New manager at Longboard? Killarney's tacos is now George's tacos.
- g. Re: 5<sup>th</sup> Street. Nothing currently programmed on 5<sup>th</sup> Street. Will meet again with Cypress Equities to discuss.
- h. Everything else is moving right along.

VII. BID Manager Report - Sue Welfringer (absent).

VIII. Committees & Updates:

- a. Public Image Committee (Steve) met to discuss community survey
  - i. Jose from IHOP, Steve from the UPS, Susie, Bob Bolen, and Jackie from Bomburger- had a meeting. Daytime image is a concern. They want to do a survey. They would like send out to peers and locals. The purpose of the survey is to see if the locals perceive downtown as unsafe and would just like to confirm this with the survey. Looking for people that don't come down

to downtown. The survey has 5 questions. Will send out to everyone. Steve asked the board if they would like to add anything to the survey. The survey will be an "all around survey". Questions will be geared for daytime vs nighttime.

Keith voiced a concern about the survey affecting businesses maybe in a negative way.

Steve reaffirming that we need to know what the people feel or think. And is asking for suggestions.

IX. City of HB Business Development Update: (Kellee Fritzal) Steve asked Simone about the garage. Simone will ask and look at the meeting minutes from a previous meeting from the DEDC Agenda. Simone will review last DEDC minutes and Steve asked if the parking garage was on the upcoming agenda. Simone to follow up.

X. Old Business: Partner Updates: President

Nicole reported the following:

- Jerry from the chamber is retiring- April 9<sup>th</sup>
- Discussing wrapping the window and make it look pretty. Will follow up with city planning.
- Shuttle services coming back- OCTA, VHB, starting June 17 through Memorial Day. Free shuttle – 2000 riders last year. .
- Pasea opening in June 11 & 12<sup>th</sup>.
- Wrap up meeting for WayFinding on March 30 – open to the public – 5:30pm at the library.
- VHB reported that Huntington Beach beat LA county, including Long Beach in 2015 for number of visitors. Thanks Visit HB!

XI. New Business:

- a. New October Event: He'e Nalu Aloha Pier Festival – October 15, 2016 (Brett)
  - i. Brett proposing a new event with Hawaiian music, dancers, over 30 vendors. Dukes would like to sponsor it. Surf City Days doesn't want to mix the two events. Brett will tentative lock the day at the Pier Plaza.
- b. Coastal Living- featured next Wednesday start voting. (Flyer for SCN with the link.)
- c. Purchase / Lease of Penny Press Machine for visitors to bring home HB souvenir pennies (Susan) will talk about this on next meeting.

XII. Announcements: Chris Cole's calendar attached.

Economic conference – April 6<sup>th</sup> – Everyone is encouraged to attend

Discussion regarding transportation within the downtown district, Steve wants to talk re: connecting Downtown from Hyatt to the Strand with a transportation service.

XIII. Adjournment – Meeting adjournment 11:00AM – Next meeting: Thursday, April 14th 10AM

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.

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#### 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*
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