

Downtown Economic Development Committee Meeting Notes

April 27, 2016

2:00 PM

Lower Level Meeting Room B-8

In Attendance:

Council: Mayor Jim Katapodis, Mayor Pro Tem Dave Sullivan, Councilmember Jill Hardy

City Staff: Chief Rob Handy, Ken Domer, Kellee Fritzal, Toni Graham, Scott Hess, Bob Stachelski, Simone Slifman, Denny Bacon, Brian Ragland, Chris Cole, Dottie Hughes

Public: Patrick Brenden, Susan Welfringer, Kelly Miller, Karen Mayer

Mayor Pro Tem Sullivan called the meeting to order at 2:04 PM.

1. Public Comments – None

2. Minutes – Mayor Pro Tem Sullivan, seconded by Councilmember Hardy, to approve the minutes of the March 23, 2016 meeting. The motion passed unanimously.

3. Discussion Items:

- **Update by Ken Domer on the Main Promenade Parking Garage Improvements:** Domer provided a construction update, addressing complaints about associated noise. He indicated that the project is currently going floor-by-floor and that he will continue to advise the Downtown BID as to when major work will be happening on the second floor, as it is anticipated to be quite loud.
- **Update by Chris Cole on US Open of Surfing Planning:** Cole reported that IMG came to Specific Events on April 21st and presented plans for the 2016 event, which very much mirrors the 2015 business model, and will retain Vans as title sponsor for another three years, and in the second year, adding the World Surfing League to the sponsorship. The usual schedule will apply, starting with site preparation following the 4th of July, and the event itself, as well as the walk of fame.

4. Updates:

- **Police Update:** Chief Handy reported that HBPD is involved in the planning of the US open and that 4th of July plans are progressing as well, with plans for increased

visibility by HBPD than in the past. Chief Handy indicated that the City is still struggling with the homeless along the beach path and Pier Plaza. The increased volume of arrests of homeless individuals requires that PD maintains their property and store and dispose of it if not claimed in a specific timeframe. HBPD is engaging in undercover operations of those who are involved in drug sales and are using GPS to track individuals via decoys. Handy reported that, since the changeover in the Downtown operations, that they have made close to 80 arrests, primarily for lower level crimes. He encouraged the BID to work with their businesses to be sure and reach out to PD for training on citizens arrests and procedures dealing with the homeless in their establishments, and to remind businesses that when Officers are needed to deal with situations, it is important that the businesses actually call the Police Department.

- **BID Organization/Event Update:** Nicole Thompson thanked Public Works and Julie Toledo for their outstanding response to the recent water leak on Main Street, and thanked PD for the recent arrest of the individual known in the area as “Peter the Poet.” Thompson indicated that Chili at the Beach is scheduled for June 18, that they hope to exceed 2015 ticket sales and they continue to work with The Strand on being part of the event, if possible. Susan Welfringer reported that she is working with Public Works on various maintenance items. She inquired about the electrical kiosk at Pier Plaza and who maintains that, along with the monument sign as they are in need of some maintenance.
- **Strand Update:** Karen Mayer reported that HQ Gastropub has expressed interest in the spaces previously occupied by Crocs and RA Sushi. The Protein House will be going into space occupied by Jolyn and it appears that ANGL will be leaving in the near future. The former Irene’s Story is now Olive Tent, although under the same business owner, and now offering accessories and pressed juices. Mayer advised that painting has been approved and will go forward after the summer.
- **Visit Huntington Beach Surf City USA:** Kelly Miller reported that the title of Best Beach went to Ocean City, New Jersey, but that Huntington Beach was instead awarded the Best Beach in the West. He reported that TOT was up by 13.8% for February, and up 4.6% year-to-date through February. Occupancy was down 4.99% for February, which is the second consecutive month. However, revenue per available room was up by 5.3% in January, although down 0.7% year to date. The average daily rate for February was up by 10.8% at \$238. The hospitality industry in general is seeing some current declines, but it is expected to come back up, and locally the new properties opening soon will certainly help. There have been 27 meetings year to date that have come to HB, and more than 10,000 room nights year to date as a result. Miller reported that they are moving forward with the ambassador program and reminded the group of the upcoming brand refresh taking place at their annual meeting on June 28th at 3:30 PM. Miller also provided updates on various other items involving international efforts, two large upcoming fam tours,

publication of the new Visitors Guide and a Sunset Beach Historical Brochure.

- **Community Services/Specific Events:** Chris Cole provided an update on various events scheduled for May and June, including the Memorial Day Ceremony, Business Expo, HB Sand Soccer, Pier Swim, Chili at the Beach, and others.
- **Downtown Development:** Scott Hess reported that Pacific City residential is moving along, and that Pasea's sign program was approved the previous week by the Design Review Board, as was painting at The Strand. He also reported that No Ka Oi applied in May for a permit to allow karaoke. There are three mixed-used projects with pending applications, although not ready to move forward yet: Mandic Motors site (20 units with 7,000 square feet commercial space); the former Jax Bicycles site (12,000 square feet of commercial and office) and Pacific Coast Highway and 6th Street (29 condominiums with 10,000 square feet commercial space).
- **Public Works Update:** Denny Bacon reported that he is working with the Downtown BID on their maintenance MOU and that they will possibly be adding some additional streets. Bob Stachelski provided an update on streetlights and that the LED lights that have been installed are in operation. He also reported that the Z Park is now much brighter with the lighting installed there, and introduced Brian Ragland, Utilities Manager, who provided an update on the water main break at Walnut and Main on April 20th. Ragland indicated that the cause of the break was a contractor's installation of a communications unit which bored through an 8" line, but response was quick by needed crews to stop the break and repair the damage. Crews worked until 2:30 AM to replace the piping and the asphalt that had been lifted and all work is now complete.
- **Downtown Economic Development Update:** Kellee Fritzal provided an update on the City's partnership with Visit Huntington Beach to incorporate the City's grant-funded July 4th and US Open shuttle with their summer program. She also reported that the wayfinding project is moving forward. Merje has completed their revisions to the proposed designs and will be presenting them at the City Council Study Session on June 6th.

5. Adjournment: The meeting was adjourned at 2:37 PM.