

Downtown Economic Development Committee Meeting Notes

January 5, 2015

5:00 PM

Lower Level Meeting Room B-8

In Attendance:

Council: Mayor Jill Hardy, Councilmember Dave Sullivan

City Staff: Fred Wilson, Ken Domer, Kellee Fritzal, Chief Robert Handy, Travis Hopkins, Scott Hess, Mike Vigliotta, Joyce Zacks, Teri Baker, Julie Toledo, Simone Slifman, Chris Cole, Dottie Hughes

Public: Kelly Miller, Steve Daniel, Brett Barnes, Susan Welfringer, Lori Eckman

Mayor Jill Hardy called the meeting to order at 5:07 PM.

1. Public Comments – None

2. Minutes - Steve Daniel requested that the minutes of September 22 be amended to reflect that the Downtown BID and Public Works met to discuss connectivity and improvements along Walnut, specific to the path from Pacific City to the Downtown. Councilmember Sullivan sought clarification on he and the Mayor approving minutes from a meeting over which they did not preside; Chief Assistant City Attorney Vigliotta clarified that the minutes can be received and filed as amended.

3. Updates:

- **BID Organization -**

- Steve Daniel presented on behalf of Steve Grabowski that he BID did a walk-through of Pacific City with Public Works and discussed lighting, transportation and circulation. He reported that there were complaints about the Main Promenade Garage restrooms during the holidays and inquired as to the possibility of restrooms being maintained by Malco. Ken Domer indicated that the Walker Parking Study will also address this and it has just begun; Kellee Fritzal indicated that she would work with Janeen Laudenback to discuss costs of maintenance and that, per request of Councilmember Sullivan, will prepare a summary of the responsibilities of the City and the property owner pertaining to the Garage. Daniel expressed appreciation for the 2 hours free parking during the holidays and for the accomplishments of the ambassador program thus far.

- Mayor Hardy inquired about the \$2.85 credit card parking fee that was supposed to be eliminated; Fritzal indicated that this is part of the impact fee study, but can be done earlier.
 - Councilmember Sullivan inquired as to whether the City has leverage with The Strand for reducing parking costs, whether parking for 24 Hour Fitness clients is free, and upon learning that 24 Hour Fitness is billed, requested the number of clients parking in the garage and the revenue generated ; Steve Daniel indicated that Main Promenade Garage was primarily intended for 2nd block tenants and Bob Koury's tenants but people from other buildings do park there.
- **Downtown Huntington Beach Activities/Future Events –**
 - Susan Welfringer reported on the various activities that took place between October and January and on the new Scavenger Hunt and upcoming Surf City's Got Talent and Valentine's Day promotions.
 - Brett Barnes reported that there are various restaurant promotions for the four-day Valentine's Days weekend.
- **Visit Huntington Beach –**
 - Kelly Miller gave an overview of the last fiscal year, indicating that the hotels were slightly over 10% for TOT collection and that the hotels in HB are likely the highest average daily rate in OC; he also reported that there was a 24.1% increase in revenue over the prior year. He indicated that the Downtown Ambassador, Russ, is now an employee of VHB and that the overall program has a budget of \$65,000; Miller also reported on a variety of other items including wayfinding, the trolley program, vacation rentals, world's largest surfboard event, and various promotional activities and trips planned to promote HB.
 - Councilmember Sullivan inquired about attracting Disney visitors to stay in Huntington Beach.
- **The Strand -**
 - Lori Eckman reported that The Strand experienced heavy foot traffic in December, with two very busy weekends; that their tenants continue to be more receptive to the expansion of Surf City Nights and are creating specials; Shakeaway is planning to open closer to spring; Varga has vacated their space.
- **Community Services/Specific Events –**
 - The calendar was distributed and Chris Cole reported that the marathon is expected to attract 21,000 runners and that there are no other changes to the event from the prior year.

- **Downtown Development –**
 - Scott Hess reported that the mixed use project proposed for 122-124 Main Street was a tie vote at the Planning Commission and will be going to City Council on January 20; US Taco has filed for a CUP to serve alcohol and will be scheduled for Planning Commission within the next 2-3 months; Pacific City residential will be going to a Planning Commission Study Session on January 26th with a public hearing scheduled for February; a variance has been requested for parking.
- **Public Works Update –**
 - Travis Hopkins reported that the award of contract for downtown bike racks will be coming to City Council – the project is primarily grant funded.
- **Downtown Economic Development Update –**
 - Kellee Fritzal reported on the sale of The Strand, with the retail/office parcels being sold to Cypress Equities and the hotel to DiamondRock Hospitality; The Shorebreak hotel name will be retained and various improvements are planned for the street level retail areas.
 - Susan Welfringer indicated that an ice cream shop will be occupying the beauty society space on the second block of 5th Street and that they have requested the opportunity to have a space at Surf City Nights.

4. Discussion Items

- **Valentine’s Day – 2 Hours Free Parking**
 - Kellee Fritzal reported that the BID has requested the program and that staff recommends a \$10 minimum purchase, as was previously approved for parking promotions in 2014
 - Susan Welfringer indicated that it is a lot of work and expense to prepare items and special validations for a one-day promotion, and proposes that it would be more cost effective for the longer period of Friday, Feb 13- Monday Feb 16.
 - Mayor Hardy indicated she likes extending the program for the four day period and the Mayor inquired as to how the validations are distributed and tickets are collected; Lori Eckman indicated that her garage attendants do it; Councilmember Sullivan inquired about the ability of our attendants to do the same; Welfringer and Steve Daniel indicated that for the future, it would be possible to make it the responsibility of the merchant to purchase whatever stamp or validations could be created for them to participate.
 - A motion was made by Mayor Hardy to bring two resolutions to City Council on January 20: one motion for 2 hours free parking on Valentine’s Day and another for 2 hours free parking from February 13-16.
- **Shared Event Calendar**
 - Fritzal indicated that the BID was concerned about not having a shared calendar between the City and the BID to remain aware of events. Miller

reported that the VHB will continue to improve and maintain the calendar they have on their website, which the City often refers to as the official calendar of events. Mayor Hardy and Councilmember Sullivan indicated they would also speak to the newspapers so they remain aware as well.

5. **Adjournment:** Mayor Hardy requested that the Downtown Economic Development Committee meeting be moved back to Tuesdays at 8:00 AM, starting with the next meeting on January 26th.

The meeting was adjourned at 6:02 PM.