

Downtown Economic Development Committee Meeting Notes

March 24, 2015

8:00 AM

Lower Level Meeting Room B-8

In Attendance:

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

City Staff: Ken Domer, Kellee Fritzal, Teri Baker, Captain Dave Bunetta, Lieutenant Brian Seitz, Bob Stachelski, Denny Bacon, Jennifer Villasenor, Chris Cole, Dottie Hughes, Simone Slifman, Max Daffron, Corinne Hoffman

Public: Steve Daniel, Susan Welfringer, Mary Ann Senske, Kelly Miller

Mayor Jill Hardy called the meeting to order at 8:07 AM.

1. Public Comments – None

2. Minutes - Councilmember Sullivan made a motion, seconded by Mayor Pro Tem Katapodis, to approve the minutes of the February 24, 2015 meeting.

3. Updates:

- **BID Organization -**

- Steve Daniel reported that BID is in process of refining their strategic goals following their planning session; that the recent car show was very beneficial for Downtown and the type of event that they hope to see more often; the parking structure maintenance meeting with City staff occurred, and the restrooms are now looking good, but the BID is requesting that the City steam clean the garage before summer. Daniel also requested a review of the trash pickup, as some of the Main Street trash container pickups in certain locations are not sufficient to accommodate volume during peak times. Kellee Fritzal asked the BID to provide the specifically affected locations, and advised that staff will look into it and respond to the BID.

- **Downtown Huntington Beach Activities/Future Events –**

- Mary Ann Senske reported that Surf City Nights has been busier during the slower season than in previous years and that there are three upcoming events planned on Tuesdays: the Easter Bunny will be at Surf City Nights on

3/24 on Main Street and 3/31 at The Strand with the craft table; and in May both Police Appreciation Night and Public Works Night will be taking place; Susan Welfringer announced that Artwalk began again on March 19 and will continue every third Thursday; Chili at the Beach is planning for June 20 and applications are being taken; Susan is participating in the Taste of HB, Every 15 Minutes and the Environmental Education Committee; The BID will host a tour from students from the Ocean View High School Business Academy following the Economic Development Conference on April 15.

- **Restaurant Association -**

- Susan Welfringer reported on behalf of Brett Barnes that they are in process of trying to revive the restaurant association, and will take a more active role following the Taste of HB event.

- **Visit Huntington Beach Surf City USA -**

- Kelly Miller reported that TOT for January was up by 16.3% and the average daily rate in HB for 2014 was \$243, a 6.8% increase over the prior year. Although occupancy was down in the month of December to 61%, it was 82% overall for all of 2014, and that the City led OC in average daily rate, occupancy, and revenue per available room (REVPAR) for the year as well. Chief Marketing Officer Susan Thomas started on March 19; June 21 is the date for attempt to break the record for most people on a surfboard and Visit California will be documenting the entire process for Guinness, including the creation of the surfboard itself; VHB is working with all the major hotels to position HB for PR opportunities with the opening of the Pasea Hotel; working with the City on the summer shuttle pilot program and wayfinding program; Visitors Guide is underway and a new photo shoot is taking place; there is an annual meeting for the VHB on May 14 from 11-1:30, featuring a speaker on social media; VHB is holding their annual open house on April 8 from 4:30-7 PM.

- **The Strand -**

- No report.

- **Community Services/Specific Events –**

- The calendar was distributed with the agenda and Chris Cole reported on various events happening in the City during March and April, including the Sunrise Service, Easter Hunt, Foot Volley tournament, Ragnar Relay, HB Cruise-In, Autism Walk and the concert during Surf City Nights on April 28th.

- **Downtown Development –**

- Jennifer Villasenor reported that the Equinox temporary trailer was approved on 3/18 and the appeal period ends on Monday, March 30th; the parking garage for Pacific City residential is in plancheck.

- **Public Works Update –**
 - Denny Bacon reported that the large roll-off containers on the beach service road are being fitted for slide-top lids to contain odors. Bob Stachelski reported a delay in the CalTrans work on Pacific Coast Highway and that the City has not been advised of the new schedule thus far; there is also a slight delay in receiving the downtown bike racks; staff met with OCTA to discuss funding options for local transit circulators. Susan Welfringer inquired as to the status of the bike racks by Duke's, and Stachelski indicated that Scott Smith is in the process of completing his review.

- **Downtown Economic Development Update –**
 - Kellee Fritzal provided detail on the temporary trailer approved for Equinox, which will be used as a venue for local hiring for the HB location and pre-sales of memberships. Equinox will be cleaning and landscaping the site, and when they vacate it in six months, they will be adding wrought iron fencing, leaving it in far better shape than in which it was upon their arrival. Ken Domer reported that the television show "It's Always Sunny in Philadelphia" will be filming a portion of an episode on the HB pier at the end of the month.

Kelly Miller added that Huntington Beach was voted best beach in California by USA Today. He also reported that he sees a lot of tagging and stickers on junction boxes downtown and staff indicated they would look into how those can be cleaned.

Susan Welfringer reported that she is working with Cathy Schooley in Code Enforcement to deal with abandoned newsstands in the Downtown. Councilmember Sullivan inquired as to how those are dealt with and Kellee Fritzal indicated there is a process within the municipal code for handling abandoned racks and those which are not properly maintained. Councilmember Sullivan asked about the fees being charged and whether they are adequate. A discussion of newsracks will occur at the next meeting.

Captain Bunetta reported that the HBPD beach detail will begin on the Memorial Day holiday weekend and continue through Labor Day on a daily basis. Previously the detail was intermittent. Councilmember Sullivan inquired as to how long it would take to be deploy the mounted unit in the event of an emergency. Captain Bunetta indicated that it would take 30-45 minutes if the mounted officers were already on duty, or 2-3 hours if they needed to be called in, but that we have access to the County's regional team, which increases our 4 mounted units to up to 25 when preplanned.

4. Adjournment: The meeting was adjourned at 8:45 AM.