

Downtown Economic Development Committee Meeting Notes

September 28, 2016

3:00 PM

Lower Level Meeting Room B-8

In Attendance:

Council: Mayor Jim Katapodis, Mayor Pro Tem Dave Sullivan

City Staff: Ken Domer, Kellee Fritzal, Antonia Castro-Graham, Lt. Kelly Rodriguez, Jennifer Villasenor, Bob Stachelski, Denny Bacon, Simone Slifman, Chris Cole, Dottie Hughes, Corinne Hoffman, Joyce Zacks

Public: Kelly Miller, Nicole Thompson, Kate Leigh, Susan Welfringer

Mayor Katapodis called the meeting to order at 3:02 PM.

- **Public Comments** – Patrick Brenden thanked Susan Welfringer for the recent tour of Downtown and the information she provided to him.
- **Minutes** – Mayor Pro Tem Sullivan, seconded by Mayor Katapodis, made a motion to approve the minutes of the July 27, 2016 meeting. The motion passed unanimously.
- **Discussion Items:**
 - **Update by Ken Domer Regarding the Main Promenade Parking Garage Project:**

Ken Domer reported that the majority of the more than \$1 million in public improvements has been completed. The LED light installation is in process. Discussions are also underway regarding better identification individual floors. The exterior corner stairwell doors are also being removed from each floor. Bob Stachelski added that the internal stairwell work is continuing and the goal is to complete the work in time for the upcoming airshow. Dottie Hughes commented that they have made some modernized improvements to the garage, which includes the installation of new ticket machines and a pamphlet station in the garage. The car counter system is in process of being upgraded, along with new gate arms. Mayor Katapodis inquired about the gate arms, as they seem to be intermittently working and that it seems some of the exits are closed at times when they should be open and that he doesn't care for the queuing of cars throughout the garage when only one exit is open. Sullivan commented that there should be better signage directing vehicles when a garage exit is closed. Hughes indicated that there was a brief period

in which the arms were open for completion of upgrades, but that has concluded. She also replied that for safety and scheduling reasons, there are times when there can only be one exit open in the garage. Susan Welfringer asked whether the closures are specifically during the day or night, and Hughes affirmed that it is related to staff scheduling.

- **Updates:**

- **Police Update:** Lt. Kelly Rodriguez reported that crime is down in the Downtown. She also reported that Brian Smith has been assigned as the new Sergeant for the area and that he has great success in making contacts with the homeless. He is facilitating increased arrests in the parking garage, working with businesses on the citizen arrest process, and enforcing arrests for trespassing on public property. She explained that the law is specific as to when a homeless person can be arrested for trespassing on certain public property - if they are offered services and refuse to accept them then they can be arrested. Efforts are underway to increase the presence of the mounted patrol in the downtown, with the intention of having them there on Friday and Saturday evenings.

Sullivan inquired about the level of Police Department staffing planned for the airshow. Rodriguez replied that they have been working with the entire airshow team and the various authorities involved estimating attendance, and scheduling accordingly. They are working on obtaining other assistance, but the largest issue to be addressed will be traffic control, so they are brainstorming ways by which that can be best addressed to safely and efficiently move people in and out. Susan Welfringer asked about road closures. Rodriguez replied that there are no planned closures other than a possible command post at 1st Street between Pacific View and Atlanta.

- **BID Organization/Event Update:** Nicole Thompson reported that some new board members have been elected and will serve beginning on October 1. Brett Barnes and Dick Thorpe have been re-elected. Matt Peterson of Legends has been elected. Gene from the Shorebreak Hotel was also elected, but he subsequently left the Hotel. Bob Bolen has the next highest number of votes, so he will remain on the board in place of Gene. Thompson also reported that Board is discussing sponsorship for the airshow. She announced that there will be a Stakeholders meeting and meet the candidates forum on October 7th from 4-6 PM and that Councilmembers Posey and Peterson have been appointed by the City Council to attend BID meetings as liaisons to the City Council. Thompson stated that Surf City Days and Art in the Park were successful and that the Cowabunga Van Klan at Surf City Days raised \$1600 for the Coast to Coast Foundation to assist the homeless. Upcoming BID events include National Dessert Day, the Aloha Festival, and Halloween, and that they are also looking forward to the Hot Rod Car Show, the airshow and Pacific City Bingo which is taking place through October. The BID has

met with PD to discuss the security programs and that the presence of Ambassadors in the evening will begin again in June. They met with Public Works to discuss steam cleaning and trash cans and the slurry seal of an alley in which the smell and slick nature of the ground is challenging. Rodriguez commented that the issues result commercial trash bin seepage and that Jim Merid in Public Works said that the ground can't just be cleaned because it won't solve the problems, but the slurry seal should help. Denny Bacon commented that one possible way of resolving this would be to line trash containers but no one is interested in bearing the cost or responsibility of lining the bins. Thompson said that the lack of public restrooms is still a problem.

- **Strand Update:** Kate Leigh reported that Pizza Press will begin improvements shortly and that the lease has been signed with HQ Gastropub for the former RA Sushi space. They anticipate being open in May or June of 2017. They have moved the facility-wide painting project to begin in mid-October which will be good coordination with the hotel painting planned to begin on November 1st. Leigh added that the hotel will be undergoing a complete refurbishment of their rooms beginning January 1st and that they will also be changing Zimzala to be a restaurant with a Latin/Asian Fusion theme.
- **Visit Huntington Beach Surf City USA:** Kelly Miller reported that in July TOT was up by \$197,000 over the prior year, with a 6.6% increase year to date. Overall the increased revenue for the entire year is projected to result in an additional \$175,000 to the City. Miller also reported that Huntington Beach has been listed by Expedia as one of the top ten world destinations; that there was great public relations for the recent Surf Dog competition; and that the wayfinding program is continuing, with an investment of \$550,000 from VHB to install directional signage, including in the entire Downtown. VHB is contributing \$45,000 to the Ambassador program which will expand to three nights and operate from June 2-September 9th in 2017. Miller provided an update on the summer shuttle program and that VHB plans to launch a new website in January.
- **Community Services/Specific Events:** Chris Cole reported that work is continuing on the airshow, and the Hot Rod Car show is coming to Downtown the first weekend in October which will likely be the biggest car show of the year.
- **Downtown Development:** Jennifer Villasenor reported Community Development is currently processing the application for the parking lot at 1st and Atlanta, which will provide an additional 44 spaces in the Downtown. She also reported the live entertainment has been approved by the Planning Commission for Ola and on additional approvals for Pizza Press and the new two story building at the former location of Jax Bicycles at Main and Orange.

- **Public Works Update:** Susan Welfringer provided a reminder to Public Works about Surf City Nights and any downtown street work taking place on the same night which conflicts with the event.
- **Downtown Economic Development Update:** Kellee Fritzal reported that staff has scheduled an upcoming meeting with Robert Koury regarding the parking structure.

Adjournment: The meeting was adjourned at 3:43 PM.