

Downtown Economic Development Committee Meeting Notes

October 28, 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, Captain Dave Bunetta, Lieutenant Kelly Rodriguez, Bob Stachelski, Denny Bacon, Jennifer Villasenor, Simone Slifman, Janeen Laudenback, Chris Cole, Dottie Hughes, Kirsten Graham, Julie Toledo, Todd Broussard

Public: Nicole Thompson, Steve Daniel, Susan Welfringer, Susan Thomas, Karen Mayer

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

1. **Public Comments** – None

2. **Minutes** – Mayor Pro Tem Katapodis made a motion, seconded by Councilmember Sullivan, to approve the minutes of the September 23, 2015 meeting.

3. **Discussion Items** –

- **Update by Todd Broussard on Walker Parking Consultants/Main Promenade Parking Structure**

Broussard reported that Public Works began preparation of plans and specs for the first part of the project about a month ago. The first round includes waterproofing of decks, which is the most costly activity; there will be other structural fixes before that can be completed, as well as treads in the stairwells, and continuing to work with Phillips on the lighting improvements. The goal is to complete the project before the summer. The project will be out for bid in the early part of the new year.

- **Walnut Wayfinding**

Kellee Fritzal provided an update on the citywide wayfinding project. The first year of the project will focus on Downtown. Staff is continuing to coordinate with Planning to implement a directional wayfinding system between Downtown and Pacific City.

4. Updates:

- **BID Organization**

BID President Nicole Thompson thanked the City Council for the two hours of free parking during the holidays. Thompson also reported areas in which there are concerns about trash outside of No Ka Oi and Hey Sailor and associated issues with smells and the general presence of homeless in the Downtown. BID Manager Susan Welfringer met with Denny Bacon regarding graffiti by Sessions and that has been taken care of. The BID is also working on a new MOU for Malco and is looking for ways to do more associated work and obtain more funding to do so.

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

Susan Welfringer provided an update on preparations for Halloween; she also reported that the annual tree lighting and celebration of Miracle on Main Street will take place on November 22nd, followed by Small Business Saturday and the Light a Light of Love Parade within the coming weeks.

- **Strand Update**

Karen Mayer reported that upgrades to the entire center are in the conceptual design stage at the moment. There has been a lot of interest in the former US Taco space and possibilities at the moment include craft pizza, sushi and tacos. Crocs will be closing and Cypress Equities is considering enlarging the space with the use of the former RA Sushi, and then splitting the two locations into more leasable area.

- **Visit Huntington Beach Surf City USA**

Susan Thomas reported for Kelly Miller, who was in China on a sales trip. VHB is working diligently on promoting Huntington Beach to the Chinese market. They recently hosted the Travel Channel China, which featured Huntington Beach in one of their programs. Kelly Miller is working with John Wayne Airport on the possible expansion of international flights there as well. The premiere of the Big Board documentary will take place on January 21st, followed by the installation the Board outside the Surf Museum on the 22nd. VHB is coordinating with Julie Toledo on information to be placed on a crisis page on the VHB website for residents and visitors pertaining to preparation for El Nino. A historic map for Sunset Beach is in process and VHB is working on digital wayfinding for the City as well. They recently completed their budget and new marketing strategy and brand refresh, which will focus on laid back luxury, action sports and the family market. Nicole Thompson reported that the Surf Museum is currently closed and Cindy Cross is no longer there.

- **Community Services/Specific Events**

Chris Cole briefly described the upcoming events scheduled through the end of 2015, including Halloween events in the Downtown, Sunset Beach and at the Newland House. Other events in the near future include the Alzheimers Memory

Walk, Veterans Day Ceremony at Pier Plaza, Veterans Day Car Show, Miracle on Main, the Turkey Wobble, the Light a Light of Love Parade, and the Cruise of Lights. Cole reported that he is working with AVP for an international beach volleyball competition to take place in 2017 and 2018, which is projected to be a high-profile, televised event, but will not be as large of an event as the US Open.

- **Downtown Development**

Jennifer Villasenor reported that there are several Pacific City businesses in permitting and plan check, including Francesca's, Ola, Bear Flag Fish Company, and Portola Coffee Lab. She also reported that No Ka Oi has applied for an entertainment permit to allow hula dancers and karaoke until 11:00 PM.

- **Public Works Update**

Bob Stachelski reported that CalTrans has begun the work on Pacific Coast Highway and that paving will begin soon; the streetlight replacement on both Walnut and Olive will take place in the next two weeks, and that there will still be work to be done on First Street in January; snowflakes for the holidays will be installed on the Pier and in Downtown as usual. Susan Welfringer commented on the installation of enhancements to poles by the fountain and Sugar Shack which have eliminated or reduced some of the bird activity at those locations.

- **Downtown Economic Development Update**

Kellee Fritzal discussed the Equinox Trailer and that the landscaping will be maintained by the City, when the Trailer is removed.

5. Adjournment: The meeting was adjourned at 8:44 AM.