

MEETING NOTES
SPECIAL MEETING
ECONOMIC DEVELOPMENT COMMITTEE
March 30, 2016 - 3:00 PM - 4th Floor – CR #2

Mayor Jim Katapodis, Chair; Mayor Pro Tem Dave Sullivan, Councilmember Jill Hardy

Staff: Ken Domer; Kellee Fritzal, Scott Hess, Paul D'Alessandro, Antonia Graham, Max Daffron

Public: Kelly Miller, Jerry Wheeler, John Bosio, Tonya Imada

1. Public Comments - none

2. Economic/Business Development Report

MERJE: Kelly Miller, President of Visit Huntington Beach, introduced John Bosio from the Wayfinding and Graphical Design Firm, MERJE.

John Bosio then gave a presentation regarding wayfinding systems throughout the City and the importance of a cohesive strategy to address wayfinding needs. He explained the importance of consistency in the Wayfinding process and that consistency builds trust with the visitor, making it easier for the visitor to find their way throughout the City. He explained that MERJE's role is to develop a Wayfinding Master Plan that the City can use to simplify and organize its wayfinding system. Mr. Bosio also stated that the City currently has several different wayfinding systems in place, but the lack of cohesion and consistency makes it difficult to effectively utilize them. MERJE's goal is to help the city find a direction and strategy for wayfinding implementation.

Mr. Bosio's presentation showed the importance of landmarks and orientation maps, the City's potential for walking tours and bike trails, and the value of the Pier in the wayfinding process. He also presented several different design concepts for comment that would then be modified and re-presented to the City.

Councilmember Hardy expressed support for the wayfinding program and asked if the old City gateway signs could be preserved since so much hard work was put into their construction. Mr. Bosio stated that MERJE will only present recommendations, and that final wayfinding decisions will be made by the City. Mayor Katapodis and Mayor Pro Tem Sullivan both expressed support of the project and were interested in making sure the pedestrian signs are double sided.

Sustainability Certificate: Assistant to the City Manager, Antonia Graham, presented information regarding the new City Sustainability Certificate for businesses. This certificate program is partly funded by rainbow disposal and is meant to encourage businesses throughout the City to save on energy costs. By satisfying specific requirements, businesses can be certified by the City as 'sustainable'. Sustainable

businesses receive a sticker decal for their business and will also receive website/council recognition.

Economic Development Update:

Kellee Fritzal and Ken Domer expressed their concern regarding a proposed project for a 182 unit project at the current Kia dealership. They stated that it is important for the City to adopt economic development protections to certain areas of the City in case the Beach and Edinger Specific plan is taken away. Ken Domer suggested that the city include the business protections within the City General Plan. EDC expressed unanimous support in preserving business protections.

Meeting was adjourned at 3:54 p.m.

Adjournment to April 13, 2016, 2:00 p.m. Civic Center, 4th Floor CR #2