

North Manhattan Beach
Advisory Board Meeting Minutes

North Manhattan Beach Business Improvement District
Zoom Meeting
Wednesday, March 9, 2022, 6:00 P.M.

The Meeting was called to order at 6:00 p.m. by Peter Kim

1. Roll Call:

Peter Kim	BID Chairperson	- Present
Janice Davenport	BID Vice Chairperson	- Present
Steve Delk	BID Recording Secretary	- Not Present
Harry Ashikian	BID Board Member	- Present
Roxanne Faire	BID Board Member	- Present
Tom Torii	BID Board Member	- Present
Felicia Villarreal	BID Executive Coordinator	- Present
Steve S. Charelian	CMB Finance Director	- Present
Libby Bretthauer	CMB Financial Serv. Manager	- Present
Suzanne Hadley	City Council Member	- Present
Joe Franklin	City Council Member	- Present
Helga Foushanes	Finance Executive Assistant	- Present

2. Approval of Minutes from the February 9, 2022 North MB BID Meeting

The North MB BID Board unanimously approved the minutes of the February 9, 2022, meeting.

3. Public Comment –Kathy Mc Quiggan, informed about Employee Retention Credit, IRS refund for staying in business during COVID, qualifications and exclusions, Board agreed to include in ERC newsletter.

4. North MB BID Chairman Peter Kim Update

The developer of the proposed Highrose project on Rosecrans in El Porto, suggested to meet with BID Board Advisory members for a Q&A session. The BID Board unanimously decided to decline the invitation. The BID Board agreed to provide North Manhattan Beach businesses a link to the City Website that contains all the information regarding the proposed project.

5. Ratify Holiday Stroll Expenditures over Approved \$10,000 Budget

The BID Advisory Board unanimously approved and ratified the budget overrun of \$750.00.

6. New Board Member Approval

After an introduction by the candidate, the BID Board elected Lorenzo Pittera, a representative for Baja Sharkeez, by unanimous vote, all in favor. The new BID Board member was ratified by the City Council liaison Mayor Hadley.

7. Public Arts Project – Surf Sculpture

The proposed installation date for the sculpture is the end of May 2022 pending completion of engineering specs for the sculpture, as well as the layout of the plaque and placement of stones into the body of the sculpture. The original location has been approved by Public Works. A public forum will be held before the Surf Board sculpture can be placed. The cost of relocating the sculpture from the artists shop to Manhattan Beach will be covered by

donors. Four realtors have been identified as donors. Plaque examples as well as a cost estimate will be presented at the April 13th or a future meeting.

8. Update from Felicia Villarreal on Website, Social Media, Branding and Copyright

Felicia gave a visual presentation of the progress of the new website and Instagram. The BID Advisory Board coordinator is currently working on a destination guide.

9. Replacement of Pole Banners

The BID coordinator communicated with City staff in regards to permits and associated fees. Placements exceeding 2 weeks have to be approved by City Council. A cost proposal received from a Manhattan Beach contractor exceeded the BID budget. New cost proposals will be presented at the April 13th meeting.

10. Refurbishment of Entry Monument on Rosecrans

The Board voted on the logo which will be placed on the monument. Total cost associated with the refurbishment will be discussed at the April 2022 meeting. The BID Advisory Board previously approved \$750 for the project. Estimates received so far exceed the BID budget.

11. North MB BID 2022 Activity Plan Item – eMobility Outreach Weekly Event

The BID Advisory Board agreed that Wednesday nights is the best option for the event. A Proposal regarding the parking for e-vehicles, possible valet parking, items needed and pricing of such will be submitted to City staff. The placement of a bicycle corral will have to be discussed with City staff as well. The BID Advisory Board will look into the possibility to share cost with City. Cost sharing will have to be approved by City Council. The event needs further explored and discussed.

12. 2022 Holiday Stroll

The Bid Advisory Board chose Thursday, December 1, 2022 as the Holiday Stroll date. The BID Board would like to shut down Highland between 32nd Street and Rosecrans Avenue, but this needs approval from the City. The BID coordinator will contact City staff and initiate a special events permit application. She will also contact businesses regarding activities, prizes, window displays and decorations. The Finance Director will talk to Legal regarding the sale of items. The Kiwanis float will take place on November 30th. The North MB BID Advisory Board approved a \$250.00 donation to the Kiwanis Club, who in turn will support the Holiday Stroll on December 1st.

13. Call for April 13, 2022 Meeting and Future Agenda Items

- a) Increase of annual assessments from \$500 to \$600 (future meeting)
- e) Revenue generating platform (future meeting)
- f) 2022 Holiday Stroll (future meetings)

Adjournment: the meeting was adjourned at 7:30p.m. The next meeting is scheduled on April 13, 2022.