

**MINUTES**  
**THE HUNTINGTON BEACH AUTO DEALERS ASSOCIATION**  
**BUSINESS IMPROVEMENT DISTRICT**  
**March 16, 2010**

**Toyota of Huntington Beach**  
**Second Floor Conference Room**  
**18881 Beach Blvd.**  
**Huntington Beach, CA 92648**

Attendees: Bob Miller, Toyota of Hunt. Beach; Paul Conant, Norm Reeves Honda; Don Osborn, Hunt. Beach Mazda; Bill Demarest, DeLillo Chvrolet; Doris Powell, Asst. Project Mgr.-City of Hunt. Beach, Economic Development; Bill Rea, Bill Nelson, and Dave Garofalo.

Call to Order: 8:31 AM

1. **Public Comments - None**
2. **Agenda Item #1: 9/15 and 12/15/10 min. were approved.**
3. **Agenda Item #2: Operating Reports for Sept.-Dec., 2010 and Jan.-Feb., 2011 were approved. Our CPA will forward OR information to Doris Powell @ the CITY prior to each quaterly BID meeting.**
4. **Agenda Item #3: Blvd of Cars Store-a) Statistical data referencing visitation at the concierge facility was discussed(attachment).**
5. **Agenda Item #4: Community Fund Raisers-An aggregte of \$21M was approved for the first three quarters of 2011.**
6. **Agenda Item # 5: Marketing & Advertising- no specific plans announced.**
7. **Agenda Item # 6: Old Business-A meeting with the CITY is scheduled tomorrow to discuss "sign" issues.**
8. **Agenda Item # 7: New Business-none**
9. **Adjourn: 8:49 AM**