

Downtown Economic Development Committee Meeting Notes

September 27, 2007 ~ 8:30 AM
Civic Center Lower Level
Meeting Room B-8

In Attendance:

Council: Mayor Gil Coerper; Mayor Pro Tem Debbie Cook; Council Member Keith Bohr

Staff: Herb Fauland; Kellee Fritzal; Tony Le-Ngoc; Naida Oslin; Nova Punongbayan; Chris Rey; Mike Reynolds; Stanley Smalewitz; Bob Stachelski; Catherine Von Holle

Public: Brett Barnes; Dave Garofalo; Ron McLin; Connie Pedenko; Doug Traub

Guests: Tami Bui, SCE; Shawn Gracey, Shorebreak Hotel; Cormac O'Modhrain, CIM Group; J. D. Shafer, Waterfront Hilton Resort; Christian Strobel, Joie de Vivre; Rob Wurl, CIM Group

Mayor Coerper called the meeting to order at 8:35 a.m. and asked the committee to introduce themselves.

Public Comments - None

Joie de Vivre

Strobel presented a PowerPoint slide show to update the committee on the Shorebreak, the boutique hotel planned for The Strand. He commented that the Shorebreak Hotel will be the largest boutique hotel out of the 35 hotels owned by Joie de Vivre currently located throughout California. Strobel explained that this hotel matches the five qualifications necessary to be considered a boutique hotel: sporty, relaxed, free spirited, connected, and edgy. He added that there will be 157 private rooms and suites; an upscale restaurant and bar; private dining; a 3,000 square foot meeting space; private courtyard with fire rings; and a wellness center with sauna and outdoor showers.

Downtown Issues

Downtown Huntington Beach Business Association Report – Connie Pedenko reported:

The organization needs to build a vision and strategic plan and establish goals which will build the downtown economy and improve their image with the public. She added that the BID would continue to find funding to complete their goals. Pedenko reported that there are three vacant volunteer positions and these positions should be filled and the new Board finalized in December. She said that it was important that those applying for these vacant positions understand that the BID Board is a "working board" and descriptions of these positions are important in order for the applicants to understand their duties. Mayor Coerper queried about the businesses outside of Main Street and their involvement in the BID. Pedenko replied that there are BID Ambassadors that visits all of the businesses to solicit their involvement in the BID. Council Member Bohr asked that the Ambassadors remind the businesses to advise their customers about the parking regulations and the strong possibility of their cars being towed on Tuesday afternoons.

Pedenko announced that the Halloween event would be free to the public.

Huntington Beach Conference and Visitors Bureau – Doug Traub reported:

The Bureau will be hiring a vice president of marketing. Traub added that Cal Trans has given the Bureau permission to advertise along the 405 Freeway for the proposed Visitors' Kiosk at Bella Terra.

Huntington Beach Restaurant Association – Ron McLin reported:

The Taste of Huntington Beach planning is underway and the committee has had its first meeting. He added that the event will be located at the Huntington Central Park Sports Complex next year. Also, he reported that the Restaurant Association will be assisting with the New Zealand event and the Light of Love holiday decorations along with the BID.

Special Events – Naida Oslin reported:

October 6, 2007 Paddle out for a plastic-free ocean event.
February 3, 2008 Pacific Shoreline Marathon would like to change the finish of the 5K run to end on Main Street. The actual marathon will end at its usual place on Pacific Coast Highway.

Downtown Development – Herb Fauland reported:

Planning staff have been working with various city departments on the Downtown Specific and Parking Master Plan. He added that open meetings will be scheduled to include the downtown property and business owners so that they can provide their input on the updated plan.

Main Street Closure – Stanley Smalewitz reported:

Discussion ensued regarding the drop off in business since Labor Day. Barnes did note, however, that Duke's bar business has increased. Because of the power outages downtown, Smalewitz stated that after meeting with SCE, it may be possible to add new transformers and redistribute the power loads to ensure future outages do not occur.

The report from Public Works indicates that the downtown light poles are unable to hold any holiday decorations.

Adjournment:

The meeting adjourned at 9:28 a.m. The next meeting is scheduled from Thursday, October 25, 2007 at 8:30 a.m., Room B-8 of the Civic Center.