MINUTES

THE HUNTINGTON BEACH AUTO DEALERS ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
March 16, 2011

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**