

MINUTES
THE HUNTINGTON BEACH AUTO DEALERS ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
June 15, 2011

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

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JUN 20 2011

DEPARTMENT OF
ECONOMIC DEVELOPMENT

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

Call to Order: 8:32 AM

1. **Public Comments - None**
2. **Agenda Item #1: March 16, 2011 min. were approved.**
3. **Agenda Item #2: Operating Reports for March-May, 2011 were approved.**
4. **Agenda Item #3: Blvd of Cars Store- Statistical data referencing visitation at the concierge facility for the previous year and YTD through May, 2011 was discussed(attachment).**
5. **Agenda Item #4: Community Fund Raisers- Prior approval of funds allocated through fiscal year end in September, 2011 is unchanged.**
6. **Agenda Item # 5: Marketing & Advertising- no plans/programs discussed.**
7. **Agenda Item # 6: Old Business-A productive formal meeting on issues impacting the proposed new frwy signage was held May 17, 2011 between the Asso. board and City officials.**
8. **Agenda Item # 7: New Business-Parameters of a new program involving annual beach parking permits was briefly discussed(detailed information will be forwarded to each dealer).**
9. **Adjourn: 9:02 AM**