



**MINUTES  
ECONOMIC DEVELOPMENT COMMITTEE  
SPECIAL MEETING**

Wednesday, February 26, 2025  
10:30 AM  
2000 Main Street, 4<sup>th</sup> Floor, CR2  
Huntington Beach, CA 92648

Mayor Pat Burns called the meeting to order at 10:30 AM.

**ROLL CALL**

**MEMBERS PRESENT:** Mayor Pat Burns  
Mayor Pro Tem Casey McKeon  
Council Woman Gracey Van Der Mark

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Travis Hopkins, City Manager  
Jennifer Carey, Deputy City Manager  
Ashley Wysocki, Director of Community & Library Services  
Jennifer Villasenor, Director of Community Development  
Steve Holtz Deputy Director of Community Development  
Kriss Casanova, Economic Development Manger  
Chris Cole, Community & Library Services Manager  
Chris Kennedy, Economic Development Project Manager

**PUBLIC COMMENTS**

None

**APPROVAL OF MINUTES**

Motion by Van Der Mark to approve the Minutes of the Economic Development Committee meeting of April 24, 2024, as submitted. Second by McKeon. Carried by unanimous vote (3-0).

**DISCUSSION ITEMS AND POTENTIAL RECOMMENDATIONS**

Presentations were provided on the following topics and open discussion was conducted with the Committee Members in response to individual questions and requests for additional information.

**Tourism Enhancement Programs (TEP) FY 2024/2025 Update**

Kelly Miller and Nicole Lido of Visit Huntington Beach (VHB) provided an update to the Economic Development Committee on the Tourism Enhancement Program (TEP) for 2024/2025. The projects include wayfinding improvements, walkability and connectivity enhancements, temporary beach restrooms, a nighttime ambassador program, accessibility initiatives, bike valet services, beach event infrastructure, and improvements to the Huntington Beach International Surfing Museum (HBISM).

Council members were pleased with the progress of these initiatives but expressed interest in repurposing funds allocated for design and development of a new Pier Sign to cosmetic improvements on Main Street. Specific recommendations included installing digital signage on Walnut to encourage foot traffic to 5<sup>th</sup> Street, replacing the large kiosk sign near the Visitor Center with a touchscreen display, enhancing overall aesthetics of Main Street, including the Main Promenade parking structure. The discussion focused on ensuring these enhancements contribute to a better visitor experience while aligning with the City's broader economic goals and requirements of the Tourism Business Improvement District.

### **License Assignment Request – Central Library Coffee Cart**

Mr. Cole, Community & Library Services Manager, shared that One Fine Blend, the coffee cart located at the Central Library, has requested City approval of an assignment of their license to Café Andamiro because they need to leave the country. The new entity is interested in purchasing the business and making improvements but is seeking an amendment to extend the license term to ten years since only approximately 15 months remain. The Committee recommended conducting further research and gathering more information before providing direction on the assignment and amendment request.

### **21 Main Street (Huntington's) Update**

Mrs. Casanova, Economic Development Manager, provided an update on a pier concession located at 21 Main Street, also known as "Huntington's." She shared an upcoming consent item will be brought to City Council related to necessary agreements and approvals required by the State Lands Commission and the Coastal Commission.

Additionally, a status update on the project was provided which highlighted delays due to construction and engineering requirements related to building on the pier. Despite the delays, Huntington's has summer plans to activate the space by opening a bait shack at 22 Main Street and a hot dog cart. Ownership aims to demolish 21 Main Street in May and begin new construction in June, with completion expected by the end of the year for both buildings.

### **MEMBER COMMENTS**

None

**ADJOURNMENT**

Burns adjourned the meeting at 11:25 AM. to the next regularly scheduled meeting on Wednesday, April 9, 2025, at 3:30 p.m. in Room B-8, Huntington Beach City Hall, 2000 Main Street, Huntington Beach, CA 92648.