



**DRAFT MINUTES
ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

Wednesday, October 8, 2025
3:30 PM
2000 Main Street, City Hall B8
Huntington Beach, CA 92648

Mayor Pat Burns called the meeting to order at 3:36 PM.

ROLL CALL

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

MEMBERS ABSENT: None

STAFF PRESENT: Marissa Sur, Assistant City Manager
Jennifer Villasenor, Director of Community Development
Steve Holtz, Deputy Director of Community Development
Kris Casanova, Economic Development Manager
Jimmy Hoang, Code Enforcement Manager
Chris Kennedy, Economic Development Project Manager

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

Motion by Mayor Pat Burns to approve the Minutes of the Economic Development Committee meeting of August 13, 2025, as submitted. Second by Council Woman Gracey Larrea - Van Der Mark. 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.

Downtown Code Enforcement Educational Campaign, Jimmy Hoang, Code Enforcement Manager

Jimmy Hoang provided an update on the Downtown Code Enforcement and educational campaign. Staff plans to go door-to-door to speak directly with businesses, providing information on the upcoming guidelines, including the do's and don'ts for signage and storefront displays.

A flier is being prepared to explain key compliance items including:

- Signage
- A-frames
- Merchandise displays in walkways
- Other storefront standards

Code Enforcement will mail an informational letter to Downtown businesses and property owners, followed by a second campaign that will target restaurants with a focus on outdoor dining standards. The process will begin with education and voluntary compliance, after which formal notices/citations will be issued in 2026 if noncompliance continues. Committee Members discussed the rollout schedule and communication strategies with businesses, and provided their support to move forward.

21 Main Street / Huntington's on the Pier Update, Kriss Casanova, Economic Development Manager

Kriss Casanova provided an update on project timing and clarified the anticipated completion schedule for the improvements at 21 Main Street (Huntington's on the Pier). She outlined the next internal benchmarks and deadlines.

Council Members requested an update on the financing documentation, completion bond, and the timing of planned improvements. The Committee advised the Assistant City Manager to brief the City Manager on any potential extension request, emphasizing that it should not be automatically granted.

Economic Development Update & ICSC Highlights, Kriss Casanova, Economic Development Manager

Staff provided an overview of current economic development activity, new businesses coming to the City, and recent connections made at the ICSC conference.

Committee Members expressed enthusiasm regarding:

- New tenants entering Huntington Beach
- Businesses currently in the permitting pipeline
- The quality of broker and developer outreach conducted by staff at ICSC

Members noted that the business activity and positive industry relationships reflect strong economic momentum.

MEMBER COMMENTS

None

ADJOURNMENT

Mayor Burns adjourned the meeting at 4:28 P.M. to the next regularly scheduled meeting on Wednesday, December 10, 2025, at 3:30 p.m. in Room B-8, Huntington Beach City Hall, 2000 Main Street, Huntington Beach, CA 92648.