



**MINUTES
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING**

Wednesday, April 24, 2024
3:30 PM

2000 Main Street, Lower Level, Room B-8
Huntington Beach, CA 92648

Mayor Gracey Van Der Mark called the meeting to order at 3:33 PM.

ROLL CALL

MEMBERS PRESENT: Mayor Gracey Van Der Mark
Mayor Pro Tem Pat Burns
Council Member Tony Strickland

MEMBERS ABSENT: None

STAFF PRESENT: Jennifer Villasenor, Director of Community Development
Kriss Casanova, Economic Development Manger
Kim Radding, Management Aide

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

Motion by Strickland to approve the Minutes of the Economic Development Committee meeting of December 13, 2023, as submitted. Second by Burns. Carried by unanimous vote (3-0).

DISCUSSION ITEMS AND POTENTIAL RECOMMENDATIONS

Manager Casanova gave a presentation on the following topics and conducted open discussion with the Committee Members in response to individual questions and requests for additional information.

Modification of the Management District Plan (HB Tourism Business Improvement District)

Committee Members expressed support for the planned gateway signs and requested to receive information regarding anticipated installation dates and locations.

Strickland and Burns indicated that they do not support continued operation of the CIRCUIT downtown shuttle if funds are required to be contributed from the City's General Fund. If alternative funding can be secured, there is support for the program.

Economic Development Strategy

Burns expressed support for an effort to attract pharmaceutical companies to locate in Huntington Beach. Citing the local talent as a resource to provide employees to this industry.

Van Der Mark directed that a program be developed to recognize exceptional local businesses with the intent to garner community support of those businesses.

Business Activity

Director Villasenor announced that a quarterly report is being developed to provide local business data updates to the City Council. The report will also include information regarding permitting and approvals.

Burns exited the meeting at 4:23 PM.

MEMBER COMMENTS

None

ADJOURNMENT

Van Der Mark adjourned the meeting at 4:28 PM. to the next regularly scheduled meeting on Wednesday, June 12, 2024, at 3:30 p.m. in Room B-8, Huntington Beach City Hall, 2000 Main Street, Huntington Beach, CA 92648.