

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE

October 9, 2019

3:30 pm

In attendance: Mayor Erik Peterson, Mayor Pro-Tem Lyn Semeta, Councilmember Mike Posey, Oliver Chi, Travis Hopkins, Ursula Luna-Reynosa, Kellee Fritzal, Antonia Graham, Julie Toledo, Julie Hall

Public: Kelly Miller, John Ehlenfeldt, Peter Townend, Michelle Schuetz, Kathryn Levassiur, Diane Thompson

Call to Order: 3:30pm

1. Public Comments:

None

2. Minutes – September 11, 2019 approved unanimously.

3. Economic/Business Development

a. Economic Development Update:

Kellee Fritzal reported that we are working on a business visit with Lowes and in the process of scheduling future visits. Follow-up meetings with Bella Terra have been completed and concerns such as Costco gas lines have been addressed. We are looking to schedule the next Roundtable Meeting.

4. Real Estate

a. Discussion of Lease Agreement Between City and Visit HB for International Surfing Museum:

Kellee Fritzal stated we have ensured the local focus of ISM, no matter who the sublessee is. Kelly Miller said this is a golden opportunity as SHACC is looking to expand. Peter Townend said he has been working the last three (3) months as a Transition Manager, and believes the museum is lacking curation. It is not acting like a museum, but more of a clubhouse. It must curate to a broader audience and SHACC has the ability to do so. John Ehlenfeldt said the MOU will spell out expectations of what SHACC will need to provide. Mike Posey asked how this will leverage the reputation and branding of SHACC. Peter Townend said this will be part of the SHACC OHANA. Mayor Erik Peterson asked about the parking lot associated with the museum since it has been blocked off. Ursula-Luna Reynosa will look into this. Mayor Pro-Tem Lyn Semeta asked if HB would have access to the digital (movies and pictures) collection.

Kelly Miller expressed the importance of keeping the permanent local heritage at the International Surfing Museum (ISM), and curated things about Huntington Beach such as the "60 Years of Surfing." He said we are right in line with the strategy for 2020. In the future, we can take Huntington Beach to satellite SHACC locations.

Mayor Erik Peterson said it is important to make sure we think things through. Oliver Chi stated we should be thoughtfully bidding things out and would like to rethink how we coordinate things in the future.

Housing

- a. No Report

Meeting adjourned at 3:43pm till November 13, 2019 at 3:30pm