



MINUTES

ECONOMIC DEVELOPMENT COMMITTEE

Wednesday, October 13, 2021
Room B-7, Lower Level and Virtually
2000 Main Street
Huntington Beach, CA 92648

Study Session -
Regular Meeting - 3:30 PM

COMMITTEE MEMBERS

Kim Carr, Mayor
Barbara Delgleize, Mayor Pro Tem
Erik Peterson, Councilmember

STAFF

Staff Liaison
Robert Ramirez,
Economic Development Project Manager

MEETING ASSISTANCE NOTICE: In accordance with the Americans with Disabilities Act, services are available to members of our community who require special assistance to participate in public meetings. If you require special assistance, 48-hour prior notification will enable the City to make reasonable arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas. Please contact the City Clerk's Office at (714) 536-5227 for more information, or request assistance from the staff or Sergeant-at-Arms at the meeting.

PUBLIC COMMENTS: To address the legislative body on items of interest not scheduled for public hearing, *Request to Speak* forms will be made available at the meeting and are collected by the staff or Sergeant at Arms. Some legislative bodies may provide different *Request to Speak* forms for public hearing items.

AUDIO/VIDEO ACCESS TO BROADCASTED MEETINGS: City Council and Planning Commission meetings are televised live on HBTB-3 Channel 3, and can be viewed via live or archived website at <https://huntingtonbeach.legistar.com>.

In attendance: Mayor Kim Carr, Mayor Pro Tem Barbara Delgleize, Councilmember Erik Peterson, Ursula Luna-Reynosa, Steve Holtz, Kriss Casanova, Robert Ramirez

1. CALL TO ORDER: 3:30 PM

Mayor Carr announced SPECIAL NOTICE REGARDING COVID-19

On March 4, 2020, Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 17, 2020, Governor Newsom issued Executive Order N-29-20 which allows a local legislative body to hold public meetings via teleconferencing, and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Pursuant to Executive Order N-29-20, please be advised that some members of the Economic Development Committee and/or City staff may participate in this meeting telephonically or electronically.

PUBLIC PARTICIPATION/AUDIO/ELECTRONIC ACCESS TO THIS MEETING

Pursuant to Executive N-29-20, members of the public have the option, in addition to attending in person, to access this meeting virtually by following the instructions provided below. This meeting will be hosted as a Zoom meeting only and will not be streamed live, or broadcasted on cable television.

The public may attend the virtual Zoom meeting by calling (669) 900-6833, and entering Zoom meeting

ID: 899 977 8739 or copy and paste this link into your browser :

<https://huntingtonbeach.zoom.us/j/8999778739>

2. PUBLIC COMMENTS

None.

ROLL CALL

Mayor Kim Carr (Present), Mayor Pro Tem Barbara Delgleize (Present), Councilmember Erik Peterson (Present).

3. APPROVAL OF MINUTES

Minutes from the August 11, 2021 meeting were approved 3-0.

4. Housing Update

Community Development Director Ms. Ursula Luna-Reynosa provided an update on the Navigation Center site and the potential incorporation of long-term housing on the site.

5. Development Update

Ms. Luna-Reynosa provided an update on the townhome project and approval by the Planning Commission, as well as brief updates on the Gisler Residential and Bella Terra projects.

6. General Update

Ms. Luna-Reynosa introduced Ms. Kriss Casanova who presented Grow HB Biz, a Business Retention and Expansion Program, that supports the City's business community by encouraging local businesses to stay and grow in Huntington Beach.

Ms. Casanova provided an introduction and overview of the program and stressed the importance of why it's important to focus on existing businesses and enhance communication with the business community. She provided additional information on the program strategy, including business visits, resources and partners, targeted business sectors, and program promotion.

Councilmember Peterson and Mayor Pro Tem Delgleize discussed past business visit efforts and the importance of reviewing prior documentation. Ms. Luna-Reynosa provided additional insight into the potential program and best practices, and discussion ensued about re-engaging with businesses post-pandemic. Mayor Carr suggested that business visits begin with the auto dealerships.

Ms. Casanova also provided a brief update on the McKenna Motors sales tax agreement 5-year economic subsidy report.

ADJOURNMENT

The next regularly scheduled meeting of the Economic Development Committee is Wednesday, November 10, 2021 at 3:30pm on the Lower Level, Room B-8 at Huntington Beach, California.