



DRAFT MINUTES ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, February 11, 2026
3:30 PM

2000 Main Street, City Hall B7
Huntington Beach, CA 92648

Mayor Casey McKeon called the meeting to order at 3:37 PM.

ROLL CALL

MEMBERS PRESENT: Mayor Casey McKeon
Mayor Pro Tem Butch Twining
Councilman Pat Burns

MEMBERS ABSENT: None

STAFF PRESENT: Jennifer Villaseñor, Director of Community Development
Steve Holtz, Deputy Director of Community Development
Kriss Casanova, Economic Development Manager
Chris Kennedy, Economic Development Project Manager

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

Motion by Mayor Casey McKeon to approve the Minutes of the Economic Development Committee meeting of October 8, 2025, as submitted. Second by Councilman Pat Burns, 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 BID Framework

Mrs. Casanova presented an overview of Business Improvement District (BID) structures, including the Downtown BID, the Tourism Business Improvement District (TBID) administered by Visit Huntington Beach (VHB), and the potential formation of a Property-Based Business Improvement District (PBID).

The Committee discussed the differences between BID, TBID, PBID, and Merchant Association models, including the potential for a hybrid approach. Staff presented an option to engage Civitas to conduct a PBID feasibility study and discussed the study scope, cost, potential funding participation from Visit Huntington Beach, and governance considerations. The Committee directed staff to further evaluate these items and provide additional analysis comparing the various models.

Tourism Enhancement Programs

Staff provided an update on the Tourism Enhancement Program (TEP), including a summary of funds expended to date and the remaining available balance. Staff also reviewed current and ongoing TEP initiatives aimed at enhancing the visitor experience and supporting the Downtown area, including the Code Enforcement Educational Campaign, new bike racks, the America 250 Initiative, Bike Valet Program, Ambassador Program, temporary beach restrooms, Pier Markers, Kulture City accessibility initiatives, PCH and Pier lighting improvements, seat walls, trash receptacles, outdoor dining fencing, Pier Gateway Signage, and wayfinding signage.

The Committee discussed project priorities, implementation timelines, and funding opportunities, including participation by Visit Huntington Beach. Direction was provided to advance several projects, including patriotic lighting, seat walls, trash receptacle improvements, outdoor fencing enhancements, Pier Gateway Signage, and wayfinding signage, while coordinating efforts among the various committees.

Economic Development Update

Mrs. Casanova provided an update on ongoing economic development initiatives. Staff reported that the Minute with the Mayor video series continues to be well received, with more than 31 applicants expressing interest in participating. An update was also provided on the Small Business Digital Marketing Grant Program, which is currently undergoing legal review. Staff noted that a new social media post highlighting recently opened businesses is being prepared for release. Additionally, staff reported that the Huntington Beach Chamber of Commerce is coordinating business roundtables in collaboration with the City.

MEMBER COMMENTS

None

ADJOURNMENT

Mayor McKeon adjourned the meeting at 4:38 P.M. to the next regularly scheduled meeting on Monday, April 13, 2026, at 3:30 p.m. in Room B-8, Huntington Beach City Hall, 2000 Main Street, Huntington Beach, CA 92648.