



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, Kriss Casanova, Economic Development Manager

Kriss 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 the option of engaging CIVITAS to conduct a PBID feasibility study at an estimated cost of approximately \$23,000. The Committee discussed negotiating the cost to approximately \$20,000 and evaluating the study scope.

The Mayor inquired about:

- Whether the City of Huntington Beach could have representation on the VHB Board.
- Whether VHB would fund or contribute toward the CIVITAS study.
- The possibility of negotiating the study cost.

Direction was given to staff to:

- Further evaluate the CIVITAS study scope and cost.
- Explore VHB funding participation.
- Clarify governance and board representation on VHB.
- Provide additional analysis comparing BID, TBID, PBID, and Merchant Association models.

Tourism Enhancement Programs, Kriss Casanova, Economic Development Manager

Staff provided an update on the Tourism Enhancement Programs (TEP), including a summary of funds expended to date and the remaining balance.

Staff reviewed current and in-progress TEP initiatives, including:

- Code Enforcement Educational Campaign
- New Bike Racks
- America 250 Initiative
- Bike Valet Program
- Ambassador Program
- Temporary Beach Restrooms
- Pier Markers (Whale Tail Grant)
- Kulture City accessibility initiatives
- PCH Lights
- Pier Lights
- Set Walls
- Trash Receptacles
- Outdoor Fencing
- Pier Gateway Signage
- Wayfinding Signage
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The Committee discussed funding allocations, prioritization, design preferences, and

implementation timelines. Coordination among the America 250 Committee, Celebration Committee, Economic Development Committee, and Business Committee was emphasized.

No formal action was taken.

The Mayor inquired about

- Can the red, white, and blue lighting for PCH and Pier Lights be completed by the Fourth of July?
- What TEP funding remains, and which projects can be completed quickly?
- Can VHB fund new trash receptacles along PCH and assist with banners?

Direction Given:

- Move forward with red, white, and blue lighting in advance of July 4; if not completed by that date, reconsider proceeding.
- Synchronize efforts across relevant committees (America 250, Celebration, Economic Development, Business Committee).
- Proceed with Seat Walls concept (light blue, large metal cutouts).
- Move forward per Street Lighting Group recommendation.
- Clean and repaint existing trash receptacles immediately.
- Explore VHB funding for new trash receptacles along PCH and banners.
- Proceed with painting outdoor fencing; business colors permitted if cohesive and appropriate.
- Move forward with Pier Gateway Signage (Council supports current design).
- Move forward with Wayfinding Signage.

Economic Development Update, Kriss Casanova, Economic Development Manager

An Economic Development update was provided by staff.

Minute with the Mayor

The “Minute with the Mayor” video series continues to perform well. Staff plans to maintain regular Sunday releases. To date, more than 31 applicants have expressed interest in participating.

Digital Grant Program

The Small Business Digital Marketing Grant Program is currently under legal review.

New Business Outreach

Staff has prepared the next “New Businesses” social media post highlighting recently opened businesses. The post will be released soon.

Chamber Collaboration

The Huntington Beach Chamber of Commerce is coordinating business roundtables with the support and cooperation of 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.