

**MINUTES**  
**THE HUNTINGTON BEACH AUTO DEALERS ASSOCIATION**  
**BUSINESS IMPROVEMENT DISTRICT**  
**December 15, 2010**

RECEIVED

JUL 13 2011

DEPARTMENT OF  
ECONOMIC DEVELOPMENT

**Toyota of Huntington Beach**  
**Second Floor Conference Room**  
**18881 Beach Blvd.**  
**Huntington Beach, CA 92648**

Attendees: Bob Miller, Toyota of Hunt. Beach; Paul Conant, Norm Reeves Honda; Don Osborn, Hunt. Beach Mazda; Doris Powell, Asst. Project Mgr.-City of Hunt. Beach, Economic Development; Bill Rea, Bill Nelson, and Dave Garofalo.

Call to Order: 8:31 AM

1. **Public Comments - None**
2. **Agenda Item #1: Defer approval of 9/15/10 min. until next meeting due to unavoidable absence of Sec., Bill Demarest.**
3. **Agenda Item #2: Defer approval of Operating Reports for Sept.-Nov., 2010 until next meeting due to unavoidable absence of Sec., Bill Demarest.**
4. **Agenda Item #3: Blvd of Cars Store-a) YTD statistical data through Nov. 2010 was presented for concierge visitors. Anticipate 5,000 visitors seeking auto specific info in 2011 - this projection will be revised upward as the economy improves, b) reviewed new "Blvd of Cars Store" phamplet now available to visitors and utilization of a discount card for the purchase of an auto/truck from dealers on the blvd.**
5. **Agenda Item #4: Community Fund Raisers-Defer recap of prior quarter and allocation of funds for the first quarter of 2011 due to unexpected absence of Sec., Bill Demarest.**
6. **Agenda Item # 5: Marketing & Advertising-Covered utilization of Time Warner and Horizon Fios for 15 Dec. thru 15 Jan. focusing 1000 TV ad spots on the Blvd. of Cars year end sales event. Doris Powell indicated the "City Administrator's Weekly Report" would also reflect information supporting the event.**
7. **Agenda Item # 6: Old Business-An amendment to the lease between H.B. auto dealers and the City of H.B. has been finalized relative to the use of 405 frwy property containing the reader board.**
8. **Agenda Item # 7: New Business-none**
9. **Adjourn: 8:57 AM**