



CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT BOARD AGENDA

100 Civic Center Drive, Corona del Mar Conference Room, Bay 1E

Thursday, August 25, 2016 - 7:30 AM

Corona del Mar Business Improvement District Board Members:

Keith Dawson, Director
Edward Hanley, Director
Hamid Kianipur, Director
Scott LaFleur, Director
Scott Laidlaw, Director
Shawn Lim, Director
Bernie Svalstad, Director
Jim Walker, Director
Vacant, Director

Staff Members:

Mary Locey, Management Analyst

The Corona del Mar Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3031 or mlocey@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar Business Improvement District (CdM BID). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

IV. CURRENT BUSINESS

A. Approval of Minutes

Summary: Review of the draft meeting minutes from July 28, 2016.

Recommended Action: Board to approve the July 28 meeting minutes.

[Attachment - Draft meeting minutes](#)

B. City Council Report(s)

Summary: Oral report(s) from present City Council member(s).

Recommended Action: None

C. Business District Parking and Pay Station Community Forum

Summary: Board to discuss agenda, format and marketing for the CdM Business District Parking and Pay Station Community Forum tentatively scheduled for September 14 at Sherman Library & Gardens.

Recommended Action: None

D. Current Financial Reports and Budget Review

Summary:

- a. Board to review the BID's current financial reports and available budget for project allocations.
- b. Update on the fiscal year 2016-2017 assessment billing.

Recommended Action:

- a. Board to review and file the July 2016 financial reports.
- b. None

[Attachment - July 2016 Financial Reports](#)

E. News Rack Project

Summary:

Board to discuss the status of the news rack project and verify the quantity and costs needed for a budget allocation.

Recommended Action:

Board to approve a budget allocation for the news rack project for a future purchase and installation.

F. Flower Street Sign Program

Summary: Board to review the Flower Street Sign Program and cost proposal to determine a budget allocation.

Recommended Action: Board to approve a budget allocation for the Flower Street Sign Program.

G. CdM Vision Plan Focus Subcommittee

Summary: Board to discuss an updated CdM Vision Plan and the formation of a CdM Vision Plan Focus Subcommittee.

Recommended Action: Board to appoint members to the CdM Vision Plan Focus Subcommittee.

H. Holiday Decor

Summary: Representatives from Dekra-lite will present holiday decor ideas for the Gateway area and/or upgrades to the Marguerite and Coast Highway medians.

Recommended Action: Board to approve a budget allocation for additional or upgraded holiday decor and recommend that the City amend the agreement with Dekra-lite.

I. Marketing and Administration Report

Summary:

- a. Explore CdM streetlight banner program-status update and timeline.
- b. Explore CdM monthly sidewalk sale-status update and review of associated costs.
- c. Gateway Project Community Block Celebration
- d. Merchants & retailers monthly meeting-review
- e. Website-project status and timeline.
- f. Business Beautification Award-ceremony and event details.

Recommended Action:

- a. None
- b. Board to approve associated cost reimbursement for printing and promotion of the monthly sidewalk sale.
- c. Board to approve a \$700 allocation from the Marketing Campaigns fund for the event.
- d. None
- e. None
- f. None

J. Corona del Mar Chamber of Commerce Report

Summary:

- a. Good Morning CdM-Council Candidate Forum.
- b. Holiday Flag Program-request for volunteers.
- c. Christmas Walk-updates on planning and fundraising.

Recommended Action:

None

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

VI. ADJOURNMENT

Next Meeting September 22, 2016

**Corona del Mar Business Improvement District
Board Meeting Minutes – July 28, 2016**

City of Newport Beach Civic Center
Corona del Mar Conference Room, 1st Floor, Bay E, 100 Civic Center Drive, Newport Beach, CA

I. Call to Order

Chairman Svalstad called the meeting to order at 7:35am.

II. Roll Call

Chairman Svalstad called the roll, and everyone in the room introduced themselves.

Board Members Present: Chairman Svalstad, Treasurer Dawson, Director Walker, Director LaFleur, Director Kianipur, Director Lim, Director Hanley

BID Consultants: Linda Leonhard, BID Marketing and Administrative Services Consultant (Corona del Mar Chamber of Commerce).

City Staff: Officers Tony Yim and James Cho, City Traffic Engineer, Tony Brine.

Guests: Council Member Scott Peotter: Danielle Rivas, Jim Mosher, Dan Purcell.

III. Public Comments on Agenda Items

Mr. Mosher commented on a typo in the minutes to correct the spelling of Mr. Tony Brine's Last name.

IV. CURRENT BUSINESS

A. Approval of Minutes

MOTION: Director Walker made a motion to approve the June 23, 2016 Board Meeting Minutes. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

B. ELECTIONS OF OFFICERS - (Svalstad)

Director Svalstad announced that the Board was required to nominate and elect officers of the Board to serve the FY 2016/2017 term.

MOTION: Director Walker made a motion to elect the same officers of the Board who served in the prior FY to continue to serve in the same capacity for FY 2016/2017 with the addition as Director Hanley serving as Secretary. Director Dawson seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

C. City Council Report

Councilman Peotter gave a city update covering matters to include status of Residences at Newport Place, Adoption of new City fees, and proposed tax increases going to the voters.

D. Petition for Bench Removal at Goldenrod an PCH

Ms. Leonhard updated the Board on the request by businesses on Goldenrod and PCH for three benches to be removed due to a problem with the homeless utilizing the benches.

Ms. Leonhard reported that the City has offered to relocate the benches and incur costs for the relocation.

NB Police Officer and Homeless Liaison, Tony Yim spoke about the issue of the homeless as it pertains to the law, the mental illnesses, addiction, and resources available to them.

MOTION: Director Walker made a motion to recommend the city remove the three benches at Goldenrod and PCH and relocate them in front of Zinc Café, El Cholo and Roses Café. Director LaFleur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

E. CDM Business District Parking – (Walker/Hanley/Laidlaw)

- a. Director Walker thanked Director Hanley for his efforts putting together the parking presentation for the CDMRA and thought it was well received. It was noted that employee parking was of concern but otherwise the exchange was good and the committee is ready to schedule a Parking Forum for both residents and businesses.

MOTION: Director Walker made a motion to calendar a date with Sherman Gardens for September for a Community Parking Forum. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

- b. Ms. Leonhard discussed the request for assistance by Orange Fitness Theory with the parking ordinance and challenges they are having with ordinance change on the property. Director Hanley expressed that this is part of the bigger picture for ordinance change but that it is part of doing business as it exists now and felt that offering the assistance of Director Laidlaw to speak with him was the most at this time the BID was able to do in this regard. The Board agreed and Ms. Leonhard will follow-up with Director Laidlaw and Orange Fitness Theory.

F. Newspaper Racks

The Board discussed continuing the item on future agenda after more information could be obtained regarding implementation in phases, quantity requirements and budgets.

MOTION: Director Hanley made a motion to continue the agenda item for the August meeting while Directors Lim and Kianipur work with City Engineer Tony Brine to determine number and placement of News racks. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

G. Flower Street Sign Program.

Board discussed the Flower Street Sign Program and will bring to the next meeting with more details to discuss costs and priorities. Director Svalstad made comment that the budget may allow for both the News Racks and the Street Signs but required further research.

H. Dolphin Topiaries

Ms. Leonhard gave a brief update on the current status of the new Dolphin Topiaries purchased by the City to someday replace the older topiaries that are losing shape. Ms. Leonhard showed a picture of the stage of growth and mentioned it should be another year at least for installation.

I. Financial Report – (Bernie Svalstad/Linda Leonhard)

Director Svalstad reviewed the financials with the Board. Director Walker made comment that the Restaurant Association is working on collections and online assessment payments with the City and recommended the CdM BID stay tuned for more information on this as well.

MOTION: Director Walker made a motion to receive and file the financial reports. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

J. Marketing & Administration Report – (Leonhard)

a. Lite-Pole Banner Revised Proposal. Board reviewed the revised price proposal for the “Explore CdM” Light-Pole Banner Program submitted by Dekralite.

MOTION: Director Kianipur made a motion to approve the revised cost proposal from Dekralite for the “Explore CdM Lite-pole Banner Program. Director LaFleur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LaFleur, Kianipur, Lim, Hanley

b. Tri-fold Brochures – Ms Leonhard Distributed the BID’s new informational brochures and reported that the City has received them for the billing.

c. Website - Ms Leonhard reported that the agreement for new website development is complete and awaiting the insurance fulfillment documentation.

d. Business & Retailers Monthly Meetings – Ms. Leonhard reviewed agenda and discussion of monthly meetings held with the CdM Retailers.

K. Corona del Mar Chamber of Commerce Report – (Leonhard)

Corona del Mar Chamber of Commerce Programs and Community Updates were reported.

BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

VI. ADJOURNMENT

Meeting Adjourned: 9:15am. Motion to adjourn was made by Director Walker and seconded by Director Kianipur

Next meeting scheduled for Aug 25, 2016

2:05 PM
08/12/16
Cash Basis

Corona del Mar Business Improvement District
Balance Sheet
As of July 31, 2016

	<u>Jul 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	124,894.12
Total Checking/Savings	124,924.12
Accounts Receivable	
1200 · Accounts Receivable	-558.89
Total Accounts Receivable	-558.89
Total Current Assets	124,365.23
TOTAL ASSETS	<u>124,365.23</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	85,599.56
Net Income	38,765.67
Total Equity	124,365.23
TOTAL LIABILITIES & EQUITY	<u>124,365.23</u>

Corona del Mar Business Improvement District
Budget vs. Actual
July 2016 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
City Matching Funds	40,000.00	40,000.00	0.00
Member Assessment	397.75	107,000.00	-106,602.25
Total Income	<u>40,397.75</u>	<u>147,000.00</u>	<u>-106,602.25</u>
Expense			
Highway Decor - Dekralite			
Contingency	0.00	3,000.00	-3,000.00
Holiday Decor (Contract)	0.00	21,000.00	-21,000.00
Banner Program (Lite Pole)	0.00	5,178.00	-5,178.00
Total Highway Decor - Dekralite	<u>0.00</u>	<u>29,178.00</u>	<u>-29,178.00</u>
Website - Development			
Contingency	0.00	1,000.00	-1,000.00
Website - Dev. & Project Mgmt.	0.00	9,100.00	-9,100.00
Total Website - Development	<u>0.00</u>	<u>10,100.00</u>	<u>-10,100.00</u>
Marketing & Administration			
Website - Maintenance	0.00	7,200.00	-7,200.00
Contingency	0.00	5,000.00	-5,000.00
Consulting (Reporting)	2,057.69	23,000.00	-20,942.31
Website - Hosting/Tech Support	300.00	1,500.00	-1,200.00
Membership decals	0.00	1,200.00	-1,200.00
Annual Meeting	0.00	1,000.00	-1,000.00
Social Media/Communications	93.75	1,200.00	-1,106.25
Office Facilities/Storage/Phone	600.00	3,500.00	-2,900.00
Beautification Award Program	112.50	1,000.00	-887.50
Dolphins	0.00	1,000.00	-1,000.00
Christmas Walk	0.00	4,000.00	-4,000.00
Directory	0.00	7,500.00	-7,500.00
Collateral/Brochures	1,131.60	1,600.00	-468.40
Marketing Campaigns & Programs	256.25	15,000.00	-14,743.75
Total Marketing & Administration	<u>4,551.79</u>	<u>73,700.00</u>	<u>-69,148.21</u>
Streetscape			
Street Furniture (Benches)	0.00	5,000.00	-5,000.00
Street Furniture (Maintenance)	0.00	1,000.00	-1,000.00
Total Streetscape	<u>0.00</u>	<u>6,000.00</u>	<u>-6,000.00</u>
Landscaping			
Landscaping Contingency	0.00	6,000.00	-6,000.00
Landscaping/Tree Wells - Pinn.	744.00	12,480.00	-11,736.00
Backflow Valve	0.00	2,000.00	-2,000.00

Corona del Mar Business Improvement District
Budget vs. Actual
July 2016 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total Landscaping	744.00	20,480.00	-19,736.00
6100 - Administration			
Account. & Fin. Reporting Svcs.	0.00	15,600.00	-15,600.00
Mailings	0.00	1,400.00	-1,400.00
Total 6100 - Administration	<u>0.00</u>	<u>17,000.00</u>	<u>-17,000.00</u>
Improvements			
News Racks	0.00	20,000.00	-20,000.00
Gateway Electrical Maintenance	0.00	1,000.00	-1,000.00
Consulting / Studies	0.00	2,800.00	-2,800.00
Parking	0.00	3,000.00	-3,000.00
Marguerite Project (Landscape)	0.00	22,000.00	-22,000.00
Total Improvements	<u>0.00</u>	<u>48,800.00</u>	<u>-48,800.00</u>
Outreach			
Community Workshops	174.39	842.00	-667.61
Contributions (Sherman Gardens)	0.00	500.00	-500.00
Total Outreach	<u>174.39</u>	<u>1,342.00</u>	<u>-1,167.61</u>
Total Expense	<u>5,470.18</u>	<u>206,600.00</u>	<u>-201,129.82</u>
Net Ordinary Income	34,927.57	-59,600.00	94,527.57
Other Sources/Uses			
Other Sources			
Retained Earnings (Carryover from Prior Years)	85,599.56	64,000.00	21,599.56
Total Other Sources	<u>85,599.56</u>	<u>64,000.00</u>	<u>21,599.56</u>
Net Other Sources/Uses	<u>85,599.56</u>	<u>64,000.00</u>	<u>21,599.56</u>
Total Equity	<u><u>120,527.13</u></u>	<u><u>4,400.00</u></u>	<u><u>116,127.13</u></u>

2:27 PM

08/12/16

Corona del Mar Business Improvement District
Check Detail
July 2016

Type	Num	Date	Name	Item	Account	Paid Amount	Original Amount
Bill Pmt -Check	Bill.c...	07/01/2016	Corona Del Mar C...		Bill.com Money O...		-1,632.08
Bill	16856	06/21/2016			Office Facilities/St...	-300.00	300.00
					Website - Hosting/...	-150.00	150.00
					Consulting (Reporti...	-876.44	876.44
					Community Works...	-174.39	174.39
					Marketing Campai...	-131.25	131.25
TOTAL						-1,632.08	1,632.08

2:13 PM

08/12/16

Cash Basis

Corona del Mar Business Improvement District
Expenses by Vendor Detail
July 2016

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
Corona Del Mar Chamber				
07/01/2016	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Office Facilities/Storage/Phone	300.00
07/01/2016	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Website - Hosting/Tech Support	150.00
07/01/2016	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Consulting (Reporting)	876.44
07/01/2016	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Community Workshops	174.39
07/01/2016	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Marketing Campaigns & Progr...	131.25
Total Corona Del Mar Chamber				1,632.08
TOTAL				1,632.08



Account #: _____

This statement: July 29, 2016
 Last statement: June 30, 2016

Contact us: _____
 800 773-7100

Orange CO Airport Office
 18111 Von Karman Ave., Ste. 100
 Irvine CA 92612

023
 CITY OF NEWPORT BEACH
 (CDM BID)
 100 CIVIC CENTER DR
 NEWPORT BEACH CA 92660

0830N

cnb.com

Analyzed Business Checking

Account Summary		Account Activity	
Account number	-----	Beginning balance (6/30/2016)	\$84,564.20
Minimum balance	\$82,932.12	Credits Deposits (0)	+ 0.00
Average balance	\$98,010.67	Electronic cr (0)	+ 0.00
Avg. collected balance	\$97,930.00	Other credits (2)	+ 41,962.00
		Total credits	+ \$41,962.00
		Debits Checks paid (0)	- 0.00
		Electronic db (1)	- 1,632.08
		Other debits (0)	- 0.00
		Total debits	- \$1,632.08
		Ending balance (7/29/2016)	\$124,894.12

OTHER CREDITS

Date	Description	Reference	Credits
7-11	E-Deposit		1,962.00
7-20	E-Deposit		40,000.00

ELECTRONIC DEBITS

Date	Description	Debits
7-1	Preauthorized Debit BILL.COM PAYABLES 015ZPXZHDZH011G CORONA DEL MAR BID CCD	1,632.08

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
6-30	84,564.20	7-1	82,932.12	7-11	84,894.12	7-20	124,894.12

Thank you for banking with Orange CO Airport Office