

**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

