

**Corona del Mar Business Improvement District
Board Meeting Minutes – June 23, 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 Laidlaw

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

Guests: Council Member Scott Peotter; Assistant City Attorney, Leonie Mulvihill; City Traffic Engineer, Tony Brie; Jim Mosher.

III. Public Comments on Agenda Items

Mr. Mosher commented that in his opinion, the BID's Board of Director seats should be assigned a term limit. He also gave the opinion that Director Walker should have recused himself from a vote in regards to the Gateway Project Dining as it is a conflict of interest. Mr. Moser also commented on the BID's accounting agreement from the prior meeting and felt that the City should have remained fulfilling this duty.

Director Lim commented on the hazards of the pedestrian crosswalk at PCH and Orchid. Lim stated that his business is on this busy corner and has witnessed several dangerous incidents. Director Svalstad asked Ms. Leonhard to follow up with the City on any documented reports of incidents. Mr Brine said the installation of a signal is quite costly in the range of \$200,000.

IV. CURRENT BUSINESS

A. Approval of Minutes

MOTION: Director Laidlaw made a motion to approve the April 28, 2016 Board Meeting Minutes as well as the May 26, 2016 Board Minutes. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

B. City Council Report

Councilman Peotter reported that he agreed with Mr. Mosher's comments in regards to staggering terms and term limits of Board seats. Mr. Svalstad commented that the City Attorney's office advised the Board on the current term structure based on the BID's annual renewal.

Councilman Peotter also commented he was in agreement with Mr. Mosher's comment on future Board Members recusing themselves on project areas that could be a conflict of interest. Director Walker commented his vote was for the Gateway Project not specifically the outdoor dining component.

Councilman Peotter announced that the City approved the designation of John Wayne Day on May 26th.

Councilman Peotter reported on the status of other City topics including the underground utilities at Newport Heights, sewer fees, unfunded pension liabilities, and the Cities “Fresh start look” to the City budget with a new Chairman and the analysis of debt maintenance.

Director Svalstad commented on the Mayor’s mention of changing the current Cdm BID structure and it was discussed how the BID and City already spent time on this years ago and backed away from that plan. Mr. Svalstad made comment that he was going to speak with the Mayor in this regard.

C. Cdm Business District Parking (Walker)

Director Walker announced that the BID’s Parking Sub-committee has scheduled to make a presentation at the July 21st CDMRA Board Meeting to gather feedback.

D. Newspaper Racks

Assistant City Attorney, Leonie Mulvihill and City Traffic Engineer, Tony Brine presented the proposed Ordinance to amend the City's Municipal Code Section 5.70 Newspaper Racks and Stands and the Guidelines for the Fixed Pedestal Zone in Corona del Mar.

Mr. Mosher commented that that the guidelines stated “All costs associated with the purchase, installation, repair and maintenance will be funded by the Corona del Mar Business Improvement District. Leonie also confirmed the Ordinance & Guidelines would not go to Council for approval until the BID can confirm budget for project. Director Svalstad noted that the city approved contributing \$25,000 to this program as stated in the Annual Report. Director Laidlaw asked if the project can be implemented in phases. Director Kianipur inquired about passing some costs on in permits fees. Board discussed bringing the item back on the next agenda for further clarification.

MOTION:

Director Kianipur made a motion to place the News Rack Ordinance and Guidelines on the next Board agenda for further clarification before approval and recommendation to City Council. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

E. Councilman Peotter announced that he would have to leave the meeting early and suggested moving any action items up on the agenda.

MOTION: Director Svalstad made a motion to move Item F (Explore Cdm District Marketing up on the agenda and go back to item E. Director Kianipur seconded the motion.

Motion carried by the following vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

F. “Explore Corona del Mar” District Marketing Campaign (Leonhard)

- a. Ms. Leonhard introduced the “Explore Corona del Mar” District Marketing Campaign and handed out a concept proposal with further details of the campaign summary, objectives and components. The campaign is a synergistic

approach of enhancing the business environment, supporting the merchants, rebranding of the District and creating a shop local suggestive atmosphere.

MOTION:

Director Laidlaw made a motion to approve the marketing campaign “Explore Corona del Mar”.

Motion was seconded by Director Dawson.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

- b. Board reviewed costs and allocation of the year round lite-pole banners for the “Explore CdM” Campaign and discussed details.

MOTION: Director Laidlaw made a motion to allocate \$5,000 for printing of the flag pole banner for the Explore Cdm Campaign and \$2,500 for installation/breakdown. Motion was seconded by Director LeFleur.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

- c. Board discussed the Council Policy on temporary banners.

MOTION:

Director Dawson made a motion to recommend the City Council consider waiving Policy L-16 Temporary Banners Extending Over the Public Right-of Way to allow the non-exclusive, year-round display of streetlight banners in support of the campaign. Motion was seconded by Director Kianipur.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

E. Financial Report (Svalstad)

The Board reviewed the BID’s current financial reports.

Motion: Director Svalstad made a motion to review and file the Financial Reports. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

G. Dekra-lite Contract (Leonhard)

- a. Director Svalstad discussed the Dekra-lite contract and reviewed entering into a sole-source, multi-year agreement for the BID’s holiday decorations and streetlight banner program through January 2019.

MOTION:

Director Kianipur made the motion to recommend the City enter into a sole-source, multi-year agreement with Dekra-lite for the BID’s holiday decorations and streetlight banner program through January 2019. Motion was seconded by Director Walker.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

- b. The Board reviewed the “Explore Corona del Mar” campaign lite-pole banners costs, and discussed including into the Dekra-lite’s Agreement.

MOTION:

Director Walker made a motion to recommend the City include the new marketing campaign streetlight banners “Explore Corona del Mar” in the agreement to cover the banner printing and installation/removal of the banners. Motion was seconded by Director Kianipur.

Motion carried by the following vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

H. Explore Corona del Mar Sidewalk Sale and Walk (Leonhard)

- a. Ms. Leonhard announced that the Cdm Chamber of Commerce is holding monthly meetings with the merchants on the third Wed of each month at Sherman Library & Gardens. Meetings are designed to increase communications with all merchants and BID members. Ms. Leonhard announced details of the upcoming “Explore Cdm Sidewalk Sale” scheduled for the July 4th weekend with the goal of bringing foot traffic to the merchants. The event was of very little cost. Ms. Leonhard announced that the BID is being acknowledged as a supporter of this event and requested a printing cost contribution of \$125.00 to be reimbursed to the Cdm Chamber of Commerce.

MOTION: Director Walker made a motion for the BID to contribute \$125 towards the event printing. Motion was seconded by Director Laidlaw.

Motion carried by the following vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

- b. Ms. Leonhard requested nominations for the next recipient of the Business Beatification Award and suggested Five Crown be nominated for the recent remodel.

MOTION: Director Kianipur made a motion to nominate and elect the Five Crowns to be the awarded the Business Beautification Award. Motion was seconded by Director Lim.

Motion carried by the following vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

- c. Website update – Ms. Leonhard announced that the website agreement has been signed and pending final execution by the City.
- d. BID brochures – Ms. Leonhard announced that appropriate project accomplishments and goals will be added to the BID informational brochures and a proof will go out for comments. Director Laidlaw suggested the new “Explore Cdm” branding be included.

I. Corona del Mar Chamber of Commerce Updates

- a. Scenic 5k Update - Ms. Leonhard reported that the Chamber had just completed the 35th Annual Corona del Mar Scenic 5K. The Event was well-received, however, attendance of participants was considerably down from last year.
- b. The next Networking event will be held at El Cholo on Tuesday, June 28th at 5:30pm.

Meeting Adjourned: 9:20am. Motion to adjourn was made by Director Walker and seconded by Director Kianipur.

Motion carried by the following vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Kianipur, Lim, Laidlaw

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: 9:20am. Motion to adjourn was made by Director Walker and seconded by Director Kianipur

Next meeting scheduled for July 28, 2016

