

**Minutes of the  
Corona del Mar Business Improvement District  
Board Meeting**

**April 28, 2016  
City of Newport Beach City Hall  
Corona del Mar Conference Room, 1<sup>st</sup> Floor, Bay E  
100 Civic Center Drive, Newport Beach, CA**

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:33am.

**II. Roll Call**

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

Board Members Present:

Chairman Svalstad, Treasurer Dawson, Secretary Prause; Director Walker; Director LaFleur, Director Hanley, Director Kianipur, Director Lim

BID Consultants:

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

Guests:

Council Member Scott Peotter, Sergio Avila (Avila's El Ranchito), Maribel Avila (Avila's El Ranchito), Helmut Reis (Rothschild's Restaurant), Heidi Patricola (Rothschild's Restaurant), Danielle Rivas and Jim Mosher

**III. Public Comments on Agenda Items**

Mr. Sergio Avila and Ms. Maribel Avila, from Avila's El Ranchito, as well as Mr. Helmut Reif and Ms. Heidi Patricola, from Rothschild's Restaurant, commented on the ongoing progress of the MacArthur Gateway project. It was both parties understanding that a circular design incorporating outside dining was the purpose of the project. However, the current design being created by the City appears to wipe out any possibility of outside dining. Avila's brought architectural renderings showing a different design allowing for a proposed outdoor patio with indoor/outdoor space and dog-friendly dining at their restaurant. The goal of both Avila's El Ranchito and Rothschild's Restaurant is to ensure that the original plan for the project, which includes outdoor dining for the adjacent restaurants, is implemented. Both parties were seeking the involvement of the BID in the ongoing design/build of the Gateway/MacArthur project.

**IV. Approval of Minutes**

Mr. Jim Mosher commented that the discussion regarding electricity to the median for the Gateway Project was out of order in the minutes from where it was scheduled in the Agenda for the March 24, 2016 Board Meeting. If an item is heard out of order, he recommended that the minutes reflect that the item was moved to a different time during the meeting.

MOTION: Treasurer Dawson made a motion to approve the March 28, 2016 Board Minutes with a revision of "dey palms" to "date palms". Chairman Svalstad seconded the motion.

The motion carried by the following roll call vote:

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

**V. Current Business**

**a. City Council Report:** Council Member Peotter reported that project Greenlight was in violation of its approved use and had converted hotel units to dwelling units. Greenlight has stated that this is not their

intent. Additionally, Mr. Keith Curry has been removed as the Chair of the Newport Beach Finance Committee, and Mr. Tony Petros is the new Chair.

**b. BID Project Updates:**

**i. CDM Business District Parking – (Walker)**

Director Walker reported that a meeting was held with Dan Matusiewicz from the City Finance Department. The parking meter concept is not popular with Corona del Mar residents. The residents are concerned that meters may push traffic into the residential areas and discourage shopping in the business district. By contrast, the BID feels that meters are the vehicle with which to receive revenues that can long-term solve the Corona del Mar parking problem. The purpose of the meters would be to finance a parking structure or lot. Director Walker proposed forming a committee, including someone from the Residents' Association on the committee, and conducting outreach to the community through the committee so that the BID can push forward with parking meters. Mr. Dan Matusiewicz feels that parking meters (or alternatively pay stations) in Corona del Mar will gross \$500,000 per year. A City of Newport Beach/Corona del Mar split of proceeds from the parking fees has not yet been determined.

MOTION: Director Walker made a motion to hold an outreach meeting and receive feedback from the residents and business owners in Corona del Mar regarding paid parking in the CdM Business District. Treasurer Dawson seconded the Motion.

Chairman Svalstad recommended coordinating the date of the Corona del Mar parking outreach meeting with Ms. Mary Locey. It was decided that the best time to conduct the meeting would be in the first week of June. Council Member Peotter recommended meeting with individuals from the Corona del Mar Residents Association prior to the meeting. He also stated that meters were not required if the BID does not want meters. Council Member Peotter stated an alternative would be encourage the redevelopment of sites with restaurants by having government incentives to encourage other businesses (such as banks) give after-hours parking to the restaurants. It was also emphasized that the Residents Association would highly oppose any parking meters and want to keep the Business District the way that it is. In preparing for any meeting, it will be necessary to make the case to the residents that the Business District needs to keep changing in order to keep it vibrant and give concrete examples in support. For instance, it would be helpful to have examples of businesses that were going to locate in the Business District but elected not to because of strict parking requirements.

AMENDED MOTION: Director Walker made an amended motion to use the next BID Board meeting to focus on parking issues and strategy for outreach to the Corona del Mar Residents Association and Community. Director Hanley seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**ii. Tree Well Maintenance Status Update – (Svalstad)**

The BID Board reviewed and discussed the current maintenance proposal from Pinnacle Landscape Company.

MOTION: Director Walker made a motion to approve the maintenance proposal. Treasurer Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**iii. Newspaper Racks**

The BID and City continue to move forward with the new newspaper racks for Corona del Mar.

**c. Financial Report – (Svalstad)**

It was reported that because the BID still has \$20,000 carry over, it can likely still contract for the new flower street signs previously proposed for the PCH and Flower Street intersections. Treasurer Dawson reported that he had received positive feedback from the community pertaining to this project.

MOTION: Director Walker made a motion to receive and file the financial report. Treasurer Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**d. Reduction in BID Penalty Fees (Svalstad)**

The BID Board reviewed reducing the BID assessment penalty fee structure to align with the City's revised Municipal Code Section 5.04.

MOTION: Director Kianipur moved to reduce the BID assessment penalty fee structure to align with the City's revised Municipal Code Section 5.04. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

Discussion ensued if the reduction in the BID assessment penalty fee structure would be retroactive. BID members proposed potentially contacting members affected by this change to alert them that their penalties had possibly been reduced, if it was in fact retroactive, and advise them to forward payment accordingly.

**e. Marketing and Administrative Contract Renewal**

Chairman Svalstad excused himself and left the room and BID Board meeting for this item. Treasurer Dawson took over as Chair during his absence. The BID Board reviewed the renewal of the Marketing and Administrative Contract with the Corona del Mar Chamber for FY 2016/17.

Mr. Jim Mosher commented that Chairman Svalstad had a conflict of interest related to this item and recused himself from his position during its discussion and voting on it. He noted that Ms. Linda Leonhard remained in the room during the discussion of her contract for the Chamber of Commerce and stated that, by contrast, the Newport Beach City Manager leaves the room when his contract is discussed.

MOTION: Secretary Prause made a motion to renew the Marketing and Administrative Contract with the Corona del Mar Chamber for 2016/17 and for the BID to recommend the City enter into a contract agreement for services under same with the Chamber. Director Kianipur seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**f. BID's FY 2015-16 Annual Report and Budget for FY 2016/17 (Svalstad)**

The BID Board reviewed the BID's fiscal year 2015/16 Annual Report and revised budget for fiscal year 2016/17 for submittal to City Council. Mr. Jim Mosher commented that the City's support of the newspaper racks documented on pp. 5 of the report is not shown on pp. 6 of the report. Mr. Jim Mosher also noted that, on Balboa Island, the City pays for all City improvements and also gives each merchant \$45,000 annually. As such, Corona del Mar merchants and BID members may wonder if they are receiving a fair deal in Corona del Mar.

MOTION: Director Hanley made a motion to submit the revised budget for fiscal year 2016/17 to City Council. Director Walker seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**g. BID FY 2016-17 Board Nominations (Svalstad)**

The Board reviewed the applications for FY 2016-17 Corona del Mar Board of Directors.

MOTION: Director Kianipur made a motion recommending the following seven nominees for City Council appointment: Bernie Svalstad, Scott Laidlaw, Keith Dawson, Hamid Kianipur, Scott LaFleur, Shawn Lim and Jim Walker. Director Hanley seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

**h. Marketing and Administration Report (Leonhard)**

Ms. Leonhard reported that the website proposal for the Corona del Mar BID is on the City Attorney's desk, and it should be completed within the week. Another meeting was held with the retailers of Corona del Mar, and Ms. Leonhard is putting together a marketing budget for the local retailer marketing programs. Finally, Ms. Leonhard advised that the BID brochures will need to be updated since some of the projects therein are completed, and new projects are on the horizon.

**i. CdM Chamber Report (Leonhard)**

Ms. Leonhard reported that there is an upcoming ribbon cutting ceremony at the new Electric Bikes store. They sell several high-end electric bike models. She also reported this new merchant and Pedego are aware of the bike/sidewalk regulations.

**VI. Corona del Mar BID Announcements or Matters which Members Would Like Placed on a Future Agenda for Discussion or Action or Report (Non-Discussion Items)**

None.

**VII. Public Comments on Non-Agenda Items**

None.

**VIII. Next Meeting**

The next BID meeting is scheduled for May 26, 2016.

**IX. Adjournment**

MOTION: Director Walker made a motion to adjourn the meeting. Director Hanley seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, LeFleur, Hanley, Kianipur, Lim, Prause

The meeting adjourned at 9:18am.