

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

**February 25, 2016
City of Newport Beach City Hall
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 7:34am.

II. Roll Call

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

Board Members Present:

Chairman Svalstad, Vice Chairman Laidlaw, Treasurer Dawson, Secretary Prause; Director Walker; Director LaFleur, Director Hanley

BID Consultants:

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

Guests:

Council Member Ed Selich and Council Member Scott Peotter were present. Jim Mosher arrived at 7:38AM.

III. Public Comments on Agenda Items

None.

IV. Approval of Minutes

MOTION: Treasurer Dawson made a motion to approve the January 28, 2016 Board Minutes. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

V. Current Business

a. City Council Report: Council Member Peotter reported that the Gateway project had begun, and the estimated completion date was in mid-May 2016. He also advised that the City would not be raising sewer rates.

b. BID Project Updates

i. Marguerite & PCH Project (Svalstad): Chairman Svalstad reported that after review of the last proposal and budget from Rabben/Herman, the costs for the Marguerite and PCH project came in much higher than expected, and it didn't seem practical to complete the sidewalk portion of the improvement project at this time. The Board discussed options of moving forward with the potted plant component and/or the flower street signs.

MOTION: Treasurer Dawson made a motion to table any decision regarding improvements at Marguerite at this time until further action by the Board. Director Walker seconded the motion.

The motion carried by the following roll call vote:
Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

- ii. **Tree Well Maintenance (Laidlaw):** Director Laidlaw reported that there were no current updates at this time.
- iii. **Newspaper Racks (Kianipur):** March 14, 2016 at 10:30AM there will be a meeting to set the guidelines for the newspaper racks.

c. Financial Report:

- i. Current Financial Reports were reviewed by the Board.

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

The motion carried by the following roll call vote:
Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

- ii. Board discussed projects and budgets and draft letters to be submitted to City Council for FY 2016/17 CIP consideration.

Since it was determined that no action would be taken on the Marguerite project at this time, it was suggested that some of the funds originally allotted to this project could instead be used to add lighting to the Gateway project. There is currently no lighting included as part of this project, and the BID Board agreed it would be a huge added value to have the project up-lit at night.

MOTION: Treasurer Dawson made a motion to amend the BID Board's letter to be sent to the City Council requesting CIP funds for fiscal year 2016-2017 to include an additional paragraph stating that the BID is willing to contribute a sum to offset the cost of adding electric for lighting at the Gateway project site. Director LaFleur seconded the motion.

MODIFICATION: Director Laidlaw moved to modify Treasurer Dawson's motion so that in the BID's letter to be sent to the City Council reflected the \$10,000 allotted as part of the Marguerite project for potted landscaping was instead allotted to the Gateway median electrical installation, and the City contribution for the Gateway median installation was "To Be Determined". Once these modifications were made, the letter should be sent. Treasurer Dawson seconded the modification.

The motion with the modification carried by the following roll call vote:
Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

- iii. It was discussed that the BID still needs to collect from several major corporations and other local businesses that have not yet paid their annual assessments and past assessments reflected on the accounts receivable.

MOTION: Director Walker made a motion to approve a budget allocation not to exceed \$2,000 for collection services of past due assessments and recommend the City enter into an agreement with the Chamber or another service provider. Director LaFleur seconded the motion.

The motion carried by the following roll call vote:
Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

d. Marketing and Administration Report (Leonhard)

- i. Ms. Leonhard relayed comments made from the Corona del Mar Resident’s Association (CDMRA) complaining about people riding their bikes on the sidewalks and that they were going to include this topic at the CDMRA Annual Meeting.
- ii. Ms. Leonhard discussed invitations, themes and topics about the BID’s Annual Town Meeting Agenda and what the Board would like to focus on and talk about at the meeting. Suggestions included the Gateway project and news racks. It was also recommended that the BID booth have the surveys out to determine what other locals and other local businesses would like from the BID. In addition to surveys, brochures and directories will be available at the BID booth.
- iii. Ms. Leonhard also reported that she met with a group of business retailers in the BID district who wanted to create a shop local CdM movement. They were beginning by putting together a local’s night, every third Thursday of the month, where a handful of retailers would be staying open late.
- iv. Finally, in regards to the BID’s website, Ms. Leonhard reported that the City has suggested and agreed to change the website development agreement from contracting with the vendor to amending the Chamber’s agreement to be project lead in order to move the project forward.

e. CdM Chamber Report (Leonhard)

Ms. Leonhard passed out the calendar of events. It was announced that the ribbon cutting ceremony and grand opening at Hanley Investments was being scheduled for March 16, 2016. In addition, the Women in Newport Networking event is being held tonight, Thursday February 25, 2016. The Chamber is also working on sponsorships and restaurant row vendors for its upcoming Scenic 5k.

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

Director Laidlaw suggested that the BID Board add to next month’s agenda a discussion item related to whether the BID could be involved in attaining WIFI for the business district. It was recommended to have a WIFI provider available at the meeting to discuss the details, including a BID Board landing page. Director Laidlaw and Ms. Leonhard reported that they would look into having someone present for the next meeting for this purpose.

VIII. Next Meeting

The next BID meeting is scheduled for March 24, 2016.

IX. Adjournment

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

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Dawson, Walker, LaFleur, Hanley, Prause

The meeting adjourned at 9:11am.