

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

**June 25, 2015
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 7:33am.

II. Roll Call

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

Board Members Present:

Chairman Svalstad, Treasurer Palmer; Secretary Prause; Director Dawson; Director Walker; Director Nicholson, Director Kianipur; Director Lim. Vice Chair Laidlaw arrived at 8:13am.

City Representatives:

Mayor Edward Selich, Council Member Scott Peotter

BID Consultants:

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

Guests:

Michelle Peschel (CdM BID Member FY2015-16, Villa Real Estate), Danielle Rivas, Ron Yeo and Amy Senk

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

MOTION: Treasurer Palmer made a motion to approve the May 28, 2015 Board Minutes. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Palmer, Nicholson, Dawson, Walker, Lim, Kianipur, Prause

V. Current Business

- a. **City Council Report:** Mayor Selich reported that he discussed having the news rack ordinance revised for Corona del Mar with Mr. Aaron Harp, the City Attorney. He hopes to get it scheduled for approval at the August City Council meeting. This afternoon at 4:00pm there will be a historical plaque placed at the Goldenrod foot bridge by the Newport Beach Historical Society.

Council Member Peotter reported that there was a meeting on the Corona del Mar "Fibrary" (Fire Station and Library renovations) last week to discuss the latest draft plans. One plan moved the Fire Station to the second floor and kept the Library on the first floor. Everyone liked this plan. It also maximized the parking by adding about 5 spaces. At this juncture, the challenge to the architect is to incorporate the comments from the last meeting. There will likely be another meeting in July. In addition, Council Member Peotter reported that the City was further looking at the Corona del Mar State Beach meters. One idea was to

lower the weekday rates so people are incentivized to park there rather than by residences during the week when going to the beach.

- b. **Financial Report:** Chairman Svalstad reported that he contacted approximately twenty (20) businesses for accounts receivable. Payment from Bank of America should be forthcoming. A few other businesses reported that they did not receive the bill. One business asked to pay its balance off monthly over the course of a year. Ms. Leonhard stated that city staff reported that all new members will be billed within thirty (30) days of applying for a business license.

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

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Kianipur, Svalstad, Lim, Prause

c. **Administration and Marketing Report (Linda Leonhard)**

1. Board of Directors acknowledged retiring Board members, Mr. Scott Palmer and Mr. Tom Nicholson. Thank you for all your hard work and service.
2. Update on production of the BID member window decals and brochures: Ms. Leonhard reported that updated BID brochures will be sent out in July and passed out different options for the cover. Feedback strongly favored using the cover option with the business image if possible. Ms. Leonhard also reported that the member decals are in production. After paying their annual dues, BID members receive their decal. Billing should be mailed out on the first of July.

d. **BID Project Updates**

SUMMARY

1. *Gateway Project:* It has received strong community support since the Council approved the project. Director Dawson reported that there was strong support at the Corona del Mar Scenic 5k when he was manning the BID tent.
2. *Marguerite & East Coast Highway (Svalstad): Intersection landscape and hardscape improvement project:* Chairman Svalstad reported that he had been communicating with Mr. Herman from the Landscaping firm that had been working on the project designs but was recently told his firm did not have the time. The BID will start sourcing its own landscape architects to prepare a cost. One landscape architect suggested at the meeting was Ray Price.
3. *Tree Well Maintenance (Laidlaw) – tree well landscaping and irrigation, project status update:* Vice Chair Laidlaw reported that the City arborist and landscape crew came out. In conjunction with the City, everyone agreed on a selection of plant materials for the tree wells. Pinnacle is now going to finish the maintenance, which includes upgrading the remaining tree wells. Of note, the City staff had no recommendation of plant materials that could survive foot traffic better than what has currently been proposed. Additionally, at the present time, BID is awaiting the cost to replicate the Sherman Gardens tree well from Pinnacle Landscape Company.
4. *Parking Management Plan (Walker/Laidlaw):* It was discussed that the paper reported that the revenue from the City approved parking meter increases would go toward purchasing additional parking in the area. One member suggested that meters could be another consideration for the parking management plan in the Corona del Mar business district as well.

5. *News Rack Replacement Project – Status update on the changes to the City’s news rack ordinance for the Corona del Mar area:* Mayor Selich addressed this at the beginning of the meeting and reported that he hoped the City would have the revised ordinance ready for approval at the August City Council meeting.
6. *Revitalization and Maintenance Items (Laidlaw/Kianipur). Maintenance of existing street furniture and proposed new items:* Director Kianipur reported that he had received a catalog with pricing for the plaque and was just waiting to get together with Mr. Scott LeFleur from Sherman Gardens to determine what the plaque should read.
7. *Bike Rack Program – Board to review and approve relocating two bike racks (one from Union Bank and one from Christopher & Co.):* Vice Chairman Laidlaw presented an inventory of all the bike racks in the Corona del Mar business district. He noted the bike rack at Union bank and at Christopher & Co. were very infrequently used and recommended relocating these to the 3500 block of E. Coast highway.

MOTION: Vice Chairman Laidlaw made a motion to relocate two bike racks, one located in front of Union Bank and one located in front of Christopher & Co., to the 3500 block of E. Coast Highway. Director Lim seconded the motion.

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Laidlaw, Kianipur, Svalstad, Lim, Prause

e. Contract Renewal for Marketing and Administrative Services.

SUMMARY

Board to review the Corona del Mar Chamber of Commerce’s proposal for BID marketing and administrative services for FY 2015-16. Ms. Leonhard made a presentation regarding proposed 2015-16 fiscal year services to the BID and provided a formal scope of work and fee proposal breaking down the cost of each service. She confirmed that the fee for the services is in the approved budget of the BID. Ms. Leonhard stated that the website will be the next project to be developed. In response to a question, Ms. Leonhard stated that the contingency amount currently in the contract would cover any work for the BID that did not fall specifically under any of the designated services or projects running over contract amount. Ms. Leonhard confirmed that any work by the Chamber that would incur costs in excess of the contract amount would first need BID approval.

MOTION: Treasurer Palmer made a motion to approve the Corona del Mar Chamber of Commerce’s Scope of Work and Annual Fee Proposal for BID Marketing and Administrative services for FY 2015-16. Director Lim seconded the motion.

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Lim, Prause

f. Corona del Mar Chamber Report (Leonhard)

Ms. Leonhard reported that the Corona del Mar Scenic 5k was successful and received great feedback. Ms. Leonhard also stated that the City had required a traffic management study prior to the race which resulted in some traffic issues never experienced in previous years and that the study would require some modifications. Additionally, Ms. Leonhard reported that there is an event next Tuesday, June 30, 2015, at El Cholo. The second Chamber of Commerce luncheon at Fig and Olive was very successful. The upcoming lobster festival will be held at The Dunes on August 8, 2015.

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)

Vice Chairman Laidlaw reported that there was a request for a bench at the new 3500 building, and he would like to place this matter on the agenda for the next meeting. Director Walker volunteered the bench in front of The Bungalow to be relocated to that location.

VII. Public Comments on Non-Agenda Items

None.

VIII. Next Meeting

The next BID meeting is scheduled for July 23, 2015.

IX. Adjournment

MOTION: Treasurer Palmer made a motion to adjourn the meeting. Secretary Prause seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Palmer, Nicholson, Dawson, Laidlaw, Walker, Kianipur, Lim, Prause

The meeting adjourned at 8:45am.