

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

**May 28, 2015, 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 7:31am.

II. Roll Call

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

Board Members Present:

Chairman Svalstad, Vice Chair Laidlaw; Treasurer Palmer; Secretary Prause; Director Dawson; Director Walker; Director Nicholson, Director Kianipur; Director Lim

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:

George Murdoch (City of Newport Beach), Jim Auger (City of Newport Beach), Michelle Peschel (CdM BID Member FY2015-16, Villa Real Estate), Scott LeFleur (CdM BID Member FY2015-16, Sherman Gardens), Jim Mosher and Danielle Rivas

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

MOTION: Director Walker made a motion to approve the April 23, 2015 Board Minutes. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

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

Treasurer Palmer abstained because he was not present for the entire April 23, 2015 meeting.

V. Current Business

a. City Council Report: Mayor Selich reported that the City Council approved the BID budget and all the BID's nominated Directors for the next year's Corona del Mar BID Board. He also reported that construction on the pocket park should be breaking ground soon.

b. City Staff Report: Municipal Operations Co-Director George Murdoch presented an overview of the proposed street sweeping schedule. The goal was to reduce sweeping time at no additional cost. The following schedule was proposed:

- East Corona del Mar:** Mon. 8:30am – 12:30pm to be changed to 8:30am – 11:30am
Wed. 8:30am – 12:30pm to be changed to 8:30am – 11:30am
- North West Corona del Mar:** Tues. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
Wed. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
- South West Corona del Mar:** Mon. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
Tues. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm

Director Walker addressed that the first block of Carnation between East Coast Highway and Fourth Street is currently two ways but to be changed to one way with the new recently approved MacArthur vision plan. As such, as a one-way street, it would be more efficient to sweep that small section of Carnation on one day. Mr. Murdoch agreed and stated that he would look into implementing this suggested change.

The BID also addressed that 12:30pm sweeping in North West CDM prevents some lunchtime parking in the village, and it would be beneficial to change the time on the first block of the flower streets adjacent to East Coast Highway to 11:30am and sweep this area first. Mr. Murdoch stated that it is too confusing for parking hours to change on different blocks of the same street, and it would require the change for all of North West CDM to implement this time change. Mr. Murdoch said that it is not possible to do this without increasing the cost spent on street sweeping, something not currently being proposed. He stated that the times currently proposed are likely the best improvement that can be made within the existing staffing and budget.

- c. **Financial Report:** It was discussed that several changes to line items in maintenance, improvements and marketing need to be made. Member assessments have increased over \$3,000 since the budget was printed. Chairman Svalstad reported that he has called about fifteen (15) delinquent accounts and hopes \$10,000 more will come in.

MOTION: Treasurer Palmer made a motion to receive and file the financial report. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

d. Administration and Marketing Report (Linda Leonhard)

1. City Council approved the BID renewal and all the BID's nominated members for FY 2015-16.
2. BID brochures are being prepared in time to be sent out with July BID billing. The brochures will feature the recently approved MacArthur Gateway project.
3. The beautification award will be presented to Villa Realty tonight. The event will be catered, and there will be entertainment.
4. Request for additional bike racks was discussed. Ms. Leonhard will work with Mary Locey to get an inventory on bike racks and determine if an existing bike rack can be moved to a new location.
5. The Annual Corona del Mar Scenic 5k will be Saturday June 6, 2015. The BID will be there with materials. Director Dawson volunteered to man the BID booth from 7am – 9am, and Mr. Scott LeFleur volunteered to man the booth from 9am – 11am.

e. Gateway Project (Svalstad)

Chairman Svalstad reported that the Gateway Project was approved by City Council. The BID thanked Mayor Selich and Council Member Peotter for their help in securing this approval.

**f. BID Project Updates
SUMMARY**

1. Marguerite & East Coast Highway (Svalstad): Intersection landscape and hardscape improvement project.
 - a. Chairman Svalstad reported that he had been trying to communicate with Mr. Herman to get a final drawing to present at a community meeting. He stated that the updated plan is getting a very positive reception from the community.
2. Tree Well Maintenance (Laidlaw) – tree well landscaping and irrigation.
 - a. Vice Chairman Laidlaw reported that the last round of maintenance the BID Board approved exceeded the contract amount in place with Pinnacle Landscape Company. Pinnacle had completed the majority of the work when they were notified by a City representative to stop work until the contract was revised.

MOTION: Director Palmer made a motion to approve additional funds up to a maximum of \$4,500 to Pinnacle Landscape Company in excess of their contract amount and to amend the contract to provide for these additional funds. Vice Chairman Laidlaw seconded the Motion.

The motion carried by the following roll call vote:

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

3. Parking Management Plan (Walker/Laidlaw): Director Walker discussed a company, Parch Valet Parking, that allows guests to contact the valet when they are getting ready to leave so that the valet can bring their car to the front and they can be notified when it will be there. This allows guests to wait at the restaurant for the amount of time it takes the valet to retrieve their car. This would allow for a smooth central valet parking system in the Corona del Mar Business District. Director Laidlaw stated that the owner of the parking lot on Narcissus behind the new 3500 E. Coast Highway building might be amenable to a parking lot lease. The parking lot currently has twenty-eight (28) spaces and could probably hold approximately forty (40) cars valet parked.
4. Revitalization and Maintenance Items (Laidlaw/Kianipur).
 - a. Director Kianipur addressed memorial benches and stated that he found another vendor with bronze plaques to affix to benches. He is identifying how these can be mounted with the correct hardware.
 - b. The BID noted that they are still waiting on City Staff to change the News Rack Ordinance for Corona del Mar to allow for changes to the existing news racks.

g. Corona del Mar Chamber Report (Leonhard)

Ms. Leonhard reported that the Chamber is officially looking for additional storage in the village, approximately 10' x 20'. Citibank will be closing their doors this summer, and Amir Rugs (which vacated when ACE Hardware expanded) is coming back in town and taking Eva Varro's current location. Other new businesses coming soon include Hanley Investments, Waterpointe Homes, a yogurt shop, dress boutique and a bakery (Sweet Lady Janes). Francis Orr will be closing by the end of June. It was discussed that new businesses should be sent a welcome letter from the BID. Additionally, Ms. Leonhard will request that the City add emails to the City Business License pages.

The Chamber luncheon will be held on June 16, 2015 at Fig and Olive. The featured speaker is author John Humphrey of "Footsteps of the Fearless" who will discuss what is behind business industry leaders' success. Stay tuned for the GAC speaker that will be the second Thursday of June. The Annual Corona del Mar Scenic 5k is June 6, 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)

No Additional Items Discussed.

VII. Public Comments on Non-Agenda Items

None.

VIII. Next Meeting

The next BID meeting is scheduled for June 25, 2015.

IX. Adjournment

MOTION: Director Walker 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 9:03am.