

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

**August 27, 2015  
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 7:35am.

**II. Roll Call**

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

Board Members Present:

Chairman Svalstad, Vice Chairman Laidlaw, Secretary Prause; Director Walker; Director Lim, Director LeFleur.

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, President)

Guests:

Sarah Hull (Newport Beach Independent), Danielle Rivas (Corona del Mar resident), and Jim Mosher

**III. Public Comments on Agenda Items**

None

**IV. Approval of Minutes**

MOTION: Director Walker made a motion to approve the July 23, 2015 Board Minutes. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Walker, Lim, LeFleur, Prause

**V. Current Business**

**a. City Council Report:** Mayor Selich and Council Member Peotter did not have any present matters to report.

**b. BID Project Updates**

**SUMMARY**

1. *Gateway Project:* Chairman Svalstad reported that he is awaiting contact back from Mike Sinacori to get a status update regarding the plan update. Director Walker reported that he heard the project is currently with the City engineering department.
2. *Parking Management Plan (Walker/Laidlaw):* Director Walker reported that he reached out to Sherman Gardens to discuss shared use of its parking facilities. Based on input from Director LeFleur (Sherman Gardens), it was determined best to revisit this possibility at a later date. Chairman Svalstad reported that he would like to verify city parking

agreements for city lots below Bandera and Rite Aid. Mayor Selich reported that he would follow up on this matter. Mayor Selich also reminded the BID Board that Mr. Eric Welton is still open to selling his property, in particular a large parking lot located just south of Goldenrod behind Starbucks off East Coast Highway. There is potential to build a parking garage on his property. However, making money off a parking garage when parking is free elsewhere in Corona del Mar could be a challenge. Other parking management techniques discussed were shared parking agreements and on-street parking credits for CdM village businesses to reduce heavy parking requirements. The parking committee stated they would start working on implementation strategies for the list of items they came up with at their prior meeting.

3. *Marguerite & East Coast Highway (Svalstad) – Intersection landscape and hardscape improvement project*: Chairman Svalstad reported that he had met with Mr. Ron Herman. In order for Mr. Herman to continue, his firm needs a new contract from the City. The current task is to define the exact cost to proceed. It was recommended to coordinate the material for the hardscape/paver improvements being used on this project with the material being used on the Gateway project to create continuity. A discussion ensued about whether the street signs or landscape improvements were to come first. It appears the budget may allow for only one or the other in this fiscal year.
  4. *Tree Well Maintenance (Laidlaw) – tree well landscaping and irrigation, project status update*: Vice Chairman Laidlaw reported that the tree well maintenance is now supposed to be completed, and he will survey the improvements with Chairman Svalstad. Ms. Leonhard announced that the City has tree trimming schedule for the District after Labor Day and that there had been a special request by the Amir Rug Gallery whose sign is hidden by an overgrown tree.
  5. *Revitalization/Maintenance Items*: Ms. Leonhard reported that El Cholo received the relocated bike racks, and the bench was also relocated from in front of The Bungalow to the new 3500 block building. Property owners could not be happier with the improvements.
- c. **Holiday Décor**: The proposed installation of hanging stars on the median palm trees for the 2015 holiday season was not approved by the City for safety reasons. Currently, the City is researching to see if the hanging stars can be used on light poles at Marguerite. In addition, it was suggested to ask the city staff to discuss a better location for the menorah filed by private permit. It was suggested perhaps the opposite median would better display both the menorah and the Holiday Christmas Tree. Currently the menorah is placed in front of the BID purchased Tree. A comment was also made that City property could only be used to celebrate holidays with secular (versus religious) decorations.
- d. **Financial Report**: Ms. Leonhard reported that the goal on behalf of the City is to send new businesses in the District their assessment bill within thirty (30) days. Also, the July billing has already been complete, and there is approximately \$100,000 in receivables. It was also noted that a marketing line item needed to be corrected by the City.

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

The motion carried by the following roll call vote:  
Ayes: Svalstad, Laidlaw, Walker, Lim, LeFleur, Prause

- e. **Administration and Marketing Report (Linda Leonhard)**

1. Website Status Update. Ms. Leonhard reported that three website developers were chosen to provide bids for the BID website. WordPress is the recommended platform. Cost analysis and legal issues are still being considered for the development of a joint website for Corona del Mar between the Corona del Mar Chamber and the BID. Additionally, Ms. Leonhard is clarifying additional details with the city in regards to contracting and usage of BID member information for marketing purposes.
2. Holiday Ad Campaign. The BID's Holiday Ad Campaigns is time to roll-out for the season to market the CdM Business District for shopping during the holidays. Last year the BID added the element of allowing businesses to place their individual business ads on the same page at a deep discount. It is now time to place ads again for the holiday season. Ms. Leonhard recommended that, while the BID may not wish to run as many ads, it was recommended to run partial ads as it is beneficial to the District and the press strategic partnerships all year round.
3. Membership Decals & Billing Thank You Letters. Ms. Leonhard reported she will be taking over the task of sending out the BID assessment thank you letters and Decals and should be receiving a list of paid members from City Staff on a monthly basis.
4. Dolphin Program Update. The new replacement dolphin topiaries have not reached maturity to transplant and are still requiring some growth. A time frame has not been established. The survey on the BID website whether or not to decorate the dolphins continuously receives positive accolades on the décor program. A new decorating committee is being formed.
5. Board FY Contact Rosters. The BID roster was passed out.

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

Ms. Leonhard reported that there is an upcoming Speaker/Networking Luncheon at Fig and Olive with Senator Moorlach on Tuesday September 15, 2015. The Chamber will be sending out nominations to serve on the Chamber Board. Tonight, August 27, 2015, there is a ribbon cutting at the Beverly Hills Rejuvenation Center. It will be catered, attended by several celebrities, and a good turnout is expected.

**g. Goals for FY 2015-2016 (Svalstad)**

The news rack cost is not in our budget once the ordinance is approved. If we want to have an Oktoberfest celebration or other event, it can be considered or discussed. Some other ideas were a music/art festival with live music and art at every corner, such as "Sounds of Corona del Mar." This item to be researched.

**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 September 24, 2015.

**IX. Adjournment**

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

The motion carried by the following roll call vote:

Ayes: Svalstad, Laidlaw, Walker, Lim, LeFleur, Prause

The meeting adjourned at 9:16am.