

## Corona del Mar Business Improvement District

### Board Meeting Minutes - April 23, 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

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#### I. Call to Order

Chairman Svalstad called the meeting to order at 7:34 a.m.

#### II. Roll Call

Chairman Svalstad called the roll, and everyone in the room did self introductions.

##### Board Members Present:

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

##### Board Members Absent:

Director Nicholson

##### City Representatives:

Mayor Edward Selich, Council Member Scott Peotter

##### BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (CdM Chamber of Commerce)

##### Guests:

Mary Locey (City of Newport Beach Public Information Specialist), Scott LeFleur (CdM BID Applicant, Director of Sherman Gardens), Amy Senk (Corona del Mar Today), Amy Ritas, Michelle Peschel (CdM BID Applicant, Villa Real Estate) and Jim Mosher

#### III. Public Comments on Agenda Items

None

#### IV. Approval of Minutes

MOTION: Director Walker made a motion to approve the March 26, 2015 Board Minutes. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

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

#### V. Current Business

**a. City Council Report:** Mayor Selich and Council Member Peotter both reported that the MacArthur entryway project was added to the 2015-2016 CIP budget checklist.

**b. Financial Report:** It was discussed that \$25,000 was moved from the Marguerite project to the MacArthur Gateway project which needs to be reflected in next month's financials.

MOTION: Treasurer Palmer 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: Palmer, Dawson, Walker, Kianipur, Laidlaw, Svalstad, Lim, Prause

**c. Annual Report and FY 2015-16 Budget**

Ms. Leonhard gave the report for the upcoming fiscal year followed by the fiscal year budget. Both are also included as handouts in the materials provided. As it relates to the funds allocated to marketing in the budget, Chairman Svalstad added that he would like someone to investigate leadership in a “Summer Extravaganza” that can be done in conjunction with the Chamber of Commerce. Past years, these funds have gone to the VIP program and seasonal newspaper holiday advertisements. Only half the funds were used this past fiscal year. Director Lim volunteered to assist with this project.

Mr. Mosher commented that the BID has not made progress on several items on the annual report and he feels that the same items were goals in the prior year’s report including the website. Mr. Mosher also commented that there was a line item paying the Chamber of Commerce for use of their office space while meetings were no longer conducted there.

Ms. Leonhard reported that the Chamber of Commerce office serves as the physical address for the BID members, where all BID program materials are stored and handed out, as well as phone and office services are conducted. Ms. Leonhard made additional comment that the website developer she had moved forward with was not amenable with the City of Newport Beach contract requirements. As such, she will now enter discussions with additional web developers.

MOTION: Treasurer Palmer made a motion to approve the budget and move \$3,100 in funds from the contingency category to consulting under marketing and administrative services. Director Walker seconded the motion.

The motion carried by the following roll call vote:

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

**d. BID FY 2015-2016 Board Nominations**

Nominees Mr. Scott LeFleur and Ms. Michelle Peschel spoke briefly about why they wanted to serve on the CdM BID Board.

MOTION: Treasurer Palmer made a motion to nominate Mr. Bernie Svalstad, Mr. Scott Laidlaw, Ms. Jessica Prause, Mr. Jim Walker, Mr. Keith Dawson, Mr. Shawn Lim, Mr. Hamid Kianipur, Mr. Scott LeFleur, and Ms. Michelle Peshel for City Council appointment to the 2015-2016 Board.

The motion carried by the following roll call vote:

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

Treasurer Palmer departed at 8:17 a.m.

**e. Administrative and Marketing Report (Leonhard)**

Ms. Leonhard reported that the directory is completed and 12,000 directories have been printed and direct mailed. Ms. Leonhard said she will be updating the BID brochures to get ready for the new fiscal year billing. The brochures are also distributed throughout the year at various community events and workshops, included in the Chamber of Commerce packets, and to strategic community organizations.

Mayor Selich recommended that the Board do some research to further update the money the BID has put back into the district over the years on various projects. Ms. Leonhard stated she will next be working on the website project.

For upcoming events, Villa Real Estate will be receiving the next Business Beautification Award at 5:30 p.m. on May 28 at the Villa office during a community grand opening and Chamber organized event.

**f. Gateway Project (Svalstad)**

Chairman Svalstad reported that the City has agreed to place this item as an additional budget item to be voted on by the City Council on May 26, 2015, and it has received some good press. The plans are about 60% finished. The timeline is to complete the plans in the next few months and break ground in January 2016. The project is expected to take several months to complete.

MOTION: Director Walker made a motion to approve the City of Newport Beach invoice MP 25000102 in the amount of \$50,000 as the BID's portion of the project's design services. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

Mr. Jim Mosher commented that the BID had previously contributed toward the project, and this was now an additional contribution. He wanted to clarify if more contributions still were contemplated.

**g. BID Project Updates  
SUMMARY**

1. Tree Well Maintenance (Laidlaw): Vice Chairman Laidlaw reported that Pinnacle Landscape is moving forward with the last round of approved restoration work. The Board reviewed and discussed the \$3,385 bid for back flow inspection services.

MOTION: Director Walker made a motion to approve a transfer of \$3,385 from the Marguerite project budget to the landscaping budget for back flow inspection services. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

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

2. Parking Management Plan (Walker/Laidlaw): The Board further discussed a parking plan for the business district. It was discussed that the Board needs to identify specific plans for how to handle parking in the village "hotspots". Another point, in addition to those discussed at the town meeting, is that many residents in CdM village (unlike other strip centers such as the one at MacArthur / Bison) walk to the businesses in the Village. It was brought up that Director Lim had done a study of his customers and determined that more than 50% of his patrons do not use vehicles to travel to his restaurant. A comment was made that on the agenda for the upcoming Newport Beach Planning Commission was a private company asking to deploy a small fleet of six person electric golf carts that can be called by cell phone to drive persons around from businesses and residents on the Peninsula.

3. Revitalization and Maintenance Items (Laidlaw/Kianipur). The Board discussed maintenance of existing street furniture and proposed new items. Mr. Kianipur recommended a stainless steel plaque for the memorial bench at Sherman Gardens because it would hold up to the elements better. The cost of a 3"x6" plaque would be about \$65-\$75, including hardware, and the cost of a 5"x7" plaque would be about \$75-\$85, including hardware.

Mr. Laidlaw stated that Hanley Investment Group would like a bench in front of the new building that they are erecting at 3500 E. Coast Highway and asked it to be placed on the agenda for the next meeting.

**h. Corona del Mar Chamber Report (Leonhard)**

Ms. Leonhard reported that the Chamber had a very successful Networking Speaker Lunch at Fig and Olive with 85 people and a wait list. Mr. Gregg Schwenk from the Newport Beach Film Festival was the speaker. Cirque de Soliel is doing a private event at Fashion Island for the Film Festival opening night. The Chamber's concentration is on the Scenic 5K set for June 6, 2015. The upcoming GAC meeting speaker is Mr. Murdoch speaking on behalf of the City's water division. There is a pop up mixer at Port Restaurant April 28, 2015 from 5:30 p.m. – 7:30 p.m.

**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 May 28, 2015.

**IX. Adjournment**

MOTION: Director Walker made a motion to adjourn the meeting. Vice Chairman Laidlaw seconded the Motion.

The motion carried by the following roll call vote:

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

The meeting adjourned at 9:03 a.m.