

**Minutes of the  
Corona del Mar Business Improvement District  
Board Meeting - January 22, 2015**

City of Newport Beach Civic Center, 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 7:32am.

II. **Roll Call** - Chairman Svalstad called the roll.

Board Members Present: Chairman Svalstad, Vice Chair Laidlaw; Treasurer Palmer, Director Dawson; Director Lim; Secretary Prause

Board Members Absent: Director Nicholson, Director Hamid

City Representatives: Council Member Ed Selich

BID Consultants: Linda Leonhard, BID Marketing Consultant & Administrative Services (CDdM Chamber)

Guests: Ron Yeo and Jim Mosher

III. **Public Comments on Agenda Items**

Mr. Mosher commented that there were three items in the minutes he thought were wrong: (1) In reference to Section V. Current Business, City Staff Report, and recommendations by the BID for changing restricted parking times on the flower streets and PCH during street cleaning, he believed that the BID Board did not mean to shut down each side of a street on the same day (just each side during the same times of day on still different days); (2) in reference to Section V. Current Business, Gateway Project, he believed that curb elevations discussed were not to ensure safe turns from Carnation to PCH as it read; and (3) he felt that it was not obvious that the persons who made and seconded a motion also agreed with that motion & wanted to clarify if they did indeed vote in its favor.

IV. **Approval of Minutes**

MOTION: Vice Chair Laidlaw made a motion to approve the December 4, 2014 Board Minutes with the following two changes: (1) Section V., Staff Report: change recommendations by the BID for restricted parking times during street sweeping on the flower streets and PCH to be to synchronize the times of day on each side of the street that parking is prohibited but leave the days different on different sides of the same streets; and (2) Section V., Gateway project: clarify that what was discussed was curb elevations to ensure safe turns from PCH to Carnation. Director Dawson seconded the motion.

Motion carried by the following roll call vote: Ayes: Laidlaw, Dawson, Svalstad, Parker, Lim, Walker, Prause

V. **Current Business**

a. **City Council Report (Ed Selich):** Council Member Selich reported that the deed for the Pocket Park was finally signed, and it will be going to bid in February with the contract awarded in March. It will be a ninety (90) day contract and is expected to be finished mid-July.

Council Member Selich also said the Corona del Mar bypass idea had been brought up at the recent City Council meeting, and there had additionally been conversations with the Toll Road committee to eliminate or reduce the toll on the 73 Toll Road at Newport Coast Drive. In this regard, Council Member Selich pointed out studies by urban planners show that when a highway like PCH gets overcrowded it actually hurts rather than helps businesses on that road. Thus, he does not believe this would negatively affect the CdM business district. He also does not think that a few more trips on Newport Coast Drive during peak hours would negatively affect that road either. Director Walker stated that it would be prudent to inform the business community of this initiative.

b. **Financial Report:** It was discussed that the goal was to get the second round of billing out by next month.

MOTION: Treasurer Palmer made a motion to receive & file the financials. Director Walker seconded the motion.

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

It was discussed that Treasurer Palmer would like to step down as Treasurer on a temporary basis until at least until May 2015. He will agree to attend meetings during this time but will need someone to take over some of his duties, including as signatory on the Bill.com module and reviewing the bills and making sure they are paid correctly.

MOTION: Director Laidlaw made a motion that Treasurer Palmer continue to be Treasurer in title but that the signing authority on the Bill.com module and duties to review the bills be transferred to Chairman Svalstad until May 2015. Treasurer Palmer seconded the motion.

The motion carried by the following roll call vote:

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

**c. Administration Report:**

- i. Board Seat Update: Hamid Kianipur with the 76 Station's Board seat on the BID was approved by City Council. He is looking forward to being part of the BID Board but unfortunately missed this meeting due to travel.
- ii. Annual Meeting:

MOTION: Director Walker made a Motion to hold the annual meeting April 22, 2015. Secretary Prause seconded the Motion.

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

It was discussed that the permit application for the banner advertising the meeting on Marguerite/PCH will need to be submitted, and the BID will need to consider what materials will be needed at the Annual Meeting so there is time in advance to procure/make them. Also, it was agreed to work with and try to accommodate the Residents' Association to adjust the timing of when the BID discusses its financials at the meeting.

- iii. City CIP Meeting: The City CIP Meeting regarding allocating City funding will be Jan. 31, 2015 at 9:00am. It is important to ensure funding is secured for the Gateway Project. Of note, the City has been spending a lot of money on the Peninsula and the west side of Newport Beach but still needs to balance the amount spent in these parts with what is spent in the Corona del Mar area. It was recommended that the BID come up with a dollar figure spent on City projects in other parts of town to make the case for the funding the BID would like for its projects in Corona del Mar.

**d. Project Updates:**

- i. Marguerite & PCH Project (Svalstad) – proposed intersection landscape and hardscape improvements. Chairman Svalstad updated the BID that there will be a community meeting either the first or third week of February. Director Lim and Director Laidlaw are to also working on this project with Chairman Svalstad.
- ii. Gateway Project (Walker) – proposed intersection improvement project at MacArthur & PCH. Director Walker updated the BID that he received a message from Mr. Mike Sinacori who stated that they are moving ahead with the design phase and hoped to finish design by January 30, 2015. It was also discussed to confirm that City funding was secured for this project.
- iii. Tree Well Maintenance (Laidlaw) – maintenance of existing street furniture and proposed new items (a bench requested by the new business owner of Sejuiced). Director Laidlaw stated that Pinnacle provided additional quotes for replacing six (6) battery-operated controllers at \$120 each, in addition to costs for miscellaneous parts. There is also one (1) backflow device out that will cost \$120 total to replace. Pinnacle also recommended that we augment landscaping with twenty (20) new plants. Director Laidlaw stated that the irrigation is mostly working again; however, this is not a telling time of year to judge any new growth. The total cost to take care of all the repairs needed to the landscaping at this time is \$1,340.00. It was also brought to the attention of the BID that an Orchid tree was down on PCH and Orchid.  
In regard to the new bench requested by the owner of Sejuiced, there are a disproportionately large number of benches already on that block. However, Summerhouse next door to Sejuiced has two benches directly outside, and one of those two is not bolted down. Thus, it was discussed to investigate whether the bench not bolted down in front of Summerhouse could be moved in front of Sejuiced.

**e. Marketing Report (Leonhard)** Ms. Linda Leonhard reported the winners of the holiday lighting contest:

Best Small Business Winner – Jan Turner Hering Interior Design, Inc.  
Most Festive – Avila's El Ranchito  
Most Creative – Bliss Home & Design  
Best Overall – Farmers and Merchants Bank

The beautification award will be accepted by Villa Real Estate at the next CdM Chamber of Commerce luncheon. Changes for the Directory for the BID were discussed. Ms. Leonhard also reported that she will be researching criteria for BID website. One area that is being further explored is the ability to allow businesses to pay their assessments online.

**f. CdM Chamber Report (Leonhard)** The Mayor spoke at the Tuesday Chamber of Commerce luncheon and gave a preview of what he will be speaking about at the Mayor's dinner on February 5, 2015. The Chamber is working on the 5k Race. Race registrations are online at [www.active.com](http://www.active.com), and fundraising is going well. There is a new Board of Directors at the Chamber, and the next mixer is January 27, 2015 at Pedego Electric Bikes from 5:30pm – 7:30pm.

Motion: Director Palmer made a motion to adjourn the meeting. Director Dawson seconded the Motion.

Motion carried by the following roll call vote: Ayes: Palmer, Dawson, Lim, Laidlaw, Walker, Svalstad, Prause

Meeting adjourned at 9:08am.