



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

August 28, 2014

**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 7:34 a.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Vice Chair Laidlaw; Director Lim; Director Dawson; Director Nicholson;
Director Prause; Director Palmer arrived after agenda item V.B.

Board Members Absent:

Director Walker

Quorum Achieved

City Representative(s):

None present

BID Consultants:

Bob Quaid, BID Administrator (Willdan Financial Services)

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

Guest(s)

Amy Senk (CdM Today); Stacey Jordan (Dekra-Lite); Ron Yeo (Architect)

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

Chairman Svalstad requested a motion to approve the July 24, 2014 Board meeting minutes.

MOTION:

Director Dawson moved to approve the July 24th Board meeting minutes. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

V. Current Business

A. Election of New BID Treasurer for FY 2014-2015

The Board accepted the resignation of Director Shawn Lim as treasurer and accepted nominations for a new BID Treasurer.

MOTION:

Director Laidlaw moved to nominate Director Palmer as BID Treasurer. Director Lim seconded the motion.

The motion carried by the following roll call vote:

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

B. City Council Report

No City Council Members present.

C. Open Board Seat

BID Board discussed possible nominees for the open Board seat. No recommended action or motion.

D. 2014 Holiday Decoration – Stacy Jordan (Dekra-Lite)

Stacy Jordan from Dekra-Lite discussed proposed additions to the 2014 holiday decorations.

- CdM BID window emblems could be made available to businesses for purchase.
- Additional holiday presents (both 4 feet and 3 feet tall) under the Christmas tree and/or at the Marguerite and Pacific Coast Highway intersection
 - Cost of four (4) holiday boxes is \$5,000.00.
 - Cost of two (2) large holiday boxes and one (1) small present box is \$3,500.00, including storage
 - Up-lighting on the boxes to be added by Dekra-Lite at no charge

Ms. Jordan stated she would provide Director Nicholson with power consumption necessary for lighting palm trees on E. Coast Hwy for discussion with the City on the cost to provide power to locations near the trees so that the trees can be lit with lights.

Discussion ensued regarding the BID's sponsoring of a holiday decoration contest. Ms. Leonhard was requested to provide information on a prior BID lighting contest to discuss at the next meeting.

MOTION:

Director Laidlaw moved to purchase two (2) large 48" and one (1) small 36" holiday presents to be placed under the tree at Marguerite and Pacific Coast Highway at a cost of \$3,500.00. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Lim, Laidlaw, Palmer, Nicholson

Nays: Svalstad, Dawson, Prause

E. Gateway Project

Chairman Svalstad reported that Community Outreach meetings were held at the City offices and at The Bungalow. The large majority of the community was in favor of the project. The next step is to begin designing the project with the goal of getting City Council approval by the end of this fiscal year and finishing construction by the end of summer 2015.

F. Marguerite & PCH Project

A community outreach meeting is tentatively set for September 29th at 6 p.m. at the Civic Center Community Room to discuss the project and design. Notice to be sent out to community.

G. BID Financial Reports for August 2014

Bob Quaid discussed the fiscal year to date operating results through July 31, 2014.

MOTION:

Director Dawson moved to receive and file the July 2014 financial reports. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

H. Tree Well Maintenance Upgrade

Director Laidlaw reported that the tree wells have not been adequately watered and the plants are dying. Many of the irrigation batteries in the tree wells are also dead. The quote by Pinnacle, the BID's landscape contractor, to replace plants and batteries is \$1,755.00. Pinnacle also recommends changing the controllers on each of the 150 tree wells at a cost of \$40 per tree well. Director Laidlaw will solicit a formal quote for the Pinnacle for this replacement.

MOTION:

Director Palmer moved to approve \$1,755 quote from Pinnacle for supplemental tree well repairs and maintenance. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

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

MOTION:

Director Palmer moved to allocate \$5,000 from the Marguerite/PCH project to be used as needed for the tree well refurbishment. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

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

I. Marketing Report & Administrative Services by the Corona del Mar Chamber of Commerce

- Marketing Report
 - Linda Leonhard reported on the status of the beautification awards for Pirozzi's and the 76 Station.
 - Ms. Leonhard reported on the ad campaigns for the BID and will present frequency recommendations and a budget at the next meeting.
- Professional Administrative Services by the Corona del Mar Chamber of Commerce
 - Director Svalstad excused himself from the board discussion of this item due to his affiliation with the Corona del Mar Chamber of Commerce. Vice-chair Laidlaw took command of the Board discussion.
 - Linda Leonhard presented a proposal from the Chamber of Commerce for \$9,900 to provide the BID with professional administrative services from October 1, 2014 through June 30, 2015. Ms. Leonhard also presented an amended Marketing Proposal for FY 2014-15 increasing the CdM Chamber contract by an additional \$3,073.00.
 - The additional services will be funded in part by additional FY 2014 surplus carryover of approximately \$7,000.

MOTION: Director Dawson moved to approve the \$3,073.00 amendment to the Corona del Mar Chamber marketing services contract. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Lim, Prause, Dawson, Palmer, Laidlaw

Absent: Svalstad, Nicholson

MOTION: Director Palmer moved to approve the \$9,900 proposal for professional administrative services from the Corona del Mar Chamber of Commerce and to transfer \$5,872 from the PCH/Marguerite project budget to the Administration budget. Director Lim seconded the motion.

The motion carried by the following roll call vote:

Ayes: Lim, Prause, Dawson, Palmer, Laidlaw

Absent: Svalstad, Nicholson

Following the vote on the Chamber proposals, Chairman Svalstad resumed chairing the meeting.

J. Street Furniture Report

Ron Yeo reported that the recoating of the trash receptacles was about 50% completed.

VI. Corona del Mar BID Announcements or Matters which Members would like Placed on a Future Agenda for Discussion, Action or Report (Non-Discussion Items)

BID Board training is scheduled for September 30, 2014 8:30 a.m. – 10:00 a.m., and all BID Board Officers and Directors are strongly encouraged to attend.

VII. Adjournment.

Chairman Svalstad requested a motion to adjourn.

MOTION: Director Laidlaw moved to adjourn the meeting. Director Dawson seconded the motion.

The motion carried the following roll call vote:

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

Absent: Nicholson

The meeting adjourned at 9:20 a.m.