



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

April 16, 2014

Sherman Library & Gardens - 2647 E. Coast Highway, Corona del Mar, CA 92625

I. Call to Order

Chairman Svalstad introduced various representatives from the Corona del Mar (CdM) community organizations and the City of Newport Beach and thanked the City staff for their help throughout the year.

The meeting was called to order at 6:05 p.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson, Director Walker, Director Laidlaw, Director Prause

Quorum Achieved

City of Newport Beach Representatives Present:

Mayor Rush Hill, Council Member Nancy Gardner, Council Member Keith Curry, Council Member Mike Henn, City Manager Dave Kiff

BID Consultants Present:

Bob Quaid, BID Administrator (Willdan Financial Services)
Linda Leonhard, BID Marketing Consultant (Corona del Mar Chamber of Commerce)
Dan Herman, Rabben/Herman Design Offices

III. Public Comments on Agenda Items

Chairman Svalstad requested that public comments be held until the end of the meeting during the question and answer session.

IV. Current Business

A. BID Financial Report

Mr. Quaid reviewed the summary of the BID financial highlights for FY 2013-14.

B. State of CdM Business District

Chairman Svalstad presented the State of CdM Business Improvement District (BID) beginning with past BID accomplishments. The CdM BID Vision 2020 focuses on beautification enhancements and safety projects benefiting overall CdM Village. Some accomplishments in the past years have included:

- Relinquishment of Coast Highway from Caltrans;
- Construction of landscape medians;
- Installation of pedestrian crosswalks at Iris and Orchid;
- Construction of town square with clock tower;
- Installation of street furniture including sidewalk benches and trash receptacles;
- Landscape and maintenance of 180 sidewalk tree wells;
- Installation of decorative heritage streetlight fixtures;
- Holiday and special décor and seasonal light pole banners; and
- VIP media and merchant campaign.

The FY 2013-14 Vision 2020 plan actions focused on several main areas:

- Current year projects:
 - Installation of 50 bike racks with the CdM Village logo;
 - Re-powder coating of thirty trash receptacles; and
 - Power washing of sidewalks for the first time in 10 years.
- Marketing and communications:
 - Distribution of approximately 12,000 business directories;
 - Promotion of CdM businesses in full-page ads and newspapers; and
 - Continuation of the annual Christmas decorations.
- Gateway Project:
 - Continued outreach to the community. The BID's goal is to have this project approved and completed in the next fiscal year.
- Parking Management Plan:
 - Chairman Svalstad stated that the City hired a parking management consultant to assist in helping resolve certain problem areas for the businesses and residents adjacent to these businesses. He then introduced Fern Nueno, Associate Planner (City of Newport Beach Community Development Department) and Director Walker to present the parking management plan update.

C. Parking Study Update

Ms. Nueno discussed the City's efforts to review the current CdM parking situation. A parking management consultant was hired by the City in July 2013. The City has also solicited feedback from the CdM community through two public workshops. The initial workshop was held in October 2013 and the other workshop was held in February 2014 following the release of the Draft Parking Management Plan (Plan).

The study evaluated existing conditions and how to make the available parking in Corona del Mar more efficient and convenient for residents, businesses and visitors. The findings in the draft Plan show there is not a parking shortage in CdM, but a need to better manage the

available parking. The final Plan is almost complete and will reflect the input received from City staff, residents, businesses in CdM and the BID.

The BID reviewed and prioritized the eight short term and four long term strategies identified in the Draft Plan. The BID made its recommendations and forwarded to the City for further consideration by the City Council.

Director Walker discussed the following BID supported parking strategies:

- Short Term
 - Revise zoning code to create appropriate development standards (i.e. reducing the parking requirements by type of business) that will allow an influx of commercial variety.
 - Establish designated non-residential areas to allow for employee parking.
 - Shared parking arrangements by utilizing parking areas that are currently closed during evening hours (private businesses that close their lots after hours due to insurance issues, etc.).
 - Pool valet services to maximize efficiency. Instead of having three valets in three locations, have one service using all three lots.
- Long Term
 - Establish a parking shuttle that would offer free shuttle service to and from strategic locations.

D. Marguerite Beautification Project

Dan Herman from Rabben/Herman Design discussed the mosaic design features of East Coast Highway and Marguerite Avenue. When developing the conceptual design, two concepts were explored - the ocean and flowers. Many cities already use the sea motif, but flowers are unique to Corona del Mar. Mr. Herman discussed the variety of components that could be used, including flower medallions at each intersection, flowers on the sidewalks, pots of flowers and street signs displaying the image of the flowers. The overall design would be unique to the CdM community.

Chairman Svalstad stated that the funding for the project would come from the BID's FY 2014-15 budget.

Questions from residents were entertained and responded to by Chairman Svalstad and City staff. Council member Gardner assured that additional public outreach to assess design alternatives on the Marguerite Project would be conducted. Chairman Svalstad invited anybody interested in sitting on a committee to discuss the Marguerite flower project to contact him. The public was also invited to attend future BID meetings to express further opinions on BID projects.

V. Adjournment

The meeting was adjourned at 6:37 p.m.