



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

May 22, 2014

**CdM Chamber of Commerce Offices
2855 E. Coast Hwy, Suite 101, Corona del Mar, CA**

I. Call to Order

Chairman Svalstad called the meeting to order at 7:33 a.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Director Nicholson; Director Palmer; Director Walker; Director Prause

Absent – Director Dawson; Director Laidlaw

Quorum Achieved

City Representatives:

Council Member Nancy Gardner; Mayor pro Tem Ed Selich;

BID Consultants:

Bob Quaid, BID Administrator (Willdan Financial Services)

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

Guest(s):

Scott LaFleur (Sherman Library and Gardens); Amy Senk (CdM Today); Jim Mosher (Resident); Shawn Lim (Rose Bakery Café); Jayson Cronmiller (Rite Aid); Michael Toerge (Strata Land Co.)

III. Public Comments on Agenda Items

Parking Enforcement – Director Walker expressed concerns that the new Italian restaurant Pirozzi may be in violation of the City parking/fire codes based on the number of existing seats and whether these City codes are being enforced. Council Member Gardner stated she would look into this matter with staff and get a formal response.

Beautification Award - Chairman Svalstad presented the BID Beautification Award to Rite Aid of Corona del Mar in recognition for improvements to the business property, contributing to the overall business plan for Corona del Mar. Jayson Cronmiller accepted the award on behalf of Rite Aid and had his photograph taken by Ms. Senk of CdM Today.

IV. Approval of Minutes

Chairman Svalstad requested a motion to approve the April 16, 2014 annual meeting minutes.

MOTION:

Director Nicholson moved to approve the minutes. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

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

MOTION:

Director Palmer moved to approve the minutes. Director Prause seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

V. Current Business

A. BID Chairman Report

Chairman Svalstad announced that the BID meetings will be moved to the City Hall building effective with the next meeting scheduled for June 26, 2014. The Corona del Mar Conference Room, located in Bay E on the first floor, has been reserved.

B. City Council Report

Council Member Gardner noted the following:

- The City is requesting comments on the proposed Zoning Code amendment to include A-frame signs. Notice will be emailed to BID members and posted on the BID's website. Board members were encouraged to respond individually.
- The City Council will be discussing the BID's FY 2014-15 budget and encouraged Board members to attend. Chairman Svalstad has added that the BID's FY 2013-14 Annual Report was approved by Council, but not the FY 2014-15 budget. A revised budget will be presented for Council approval on May 27.
- BID communications should include a City contact number, if appropriate.

Mayor pro Tem Ed Selich announced that Eric Welton was seeking direction on his proposed residential/parking structure development, as presented to the BID Board on Feb. 27, 2014. Mr. Welton was directed to submit his proposal to the City for review.

C. BID Financial Reports for April 2014

Chairman Svalstad requested a motion to approve the April 2014 financial reports.

MOTION:

Director Walker moved to approve the financial reports. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

D. Marguerite & PCH Landscaping

The City has proposed removing a section of the drive approach on the northwest corner of Pacific Coast Highway and Marguerite near the Franklin Realty building. The BID could install landscaping improvements to this new area at a cost of approximately \$2,400. The property owner has been consulted and is agreeable to the improvement project. Funding needs to be allocated for the landscaping that will take place in the near future.

MOTION:

Director Nicholson moved to approve a maximum of \$2,400 in the BID FY 2013-14 budget for the landscape improvements. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

E. BID FY 2014-15 Board Nominations

The following nine individuals have submitted applications for FY 2014-15 Board nomination:

- Bernie Svalstad, BPS Newport Financial;
- Tom Nicholson, Gravitis Fitness;
- Scott Palmer, BID Systems, Inc.;
- Keith Dawson, Dawson & Dawson, APC;
- Jim Walker, The Bungalow Restaurant;
- Scott Laidlaw, Laidlaw Schultz Architects;
- Jessica Prause, Port Theatre;
- Shawn Lim, Rose Bakery Café; and
- Karen Yould, Corona del Mar Florist.

Shawn Lim introduced himself and explained that after doing business in Newport Beach for 17 years he would like to become more involved with the community through participation on the BID board. Karen Yould was not in attendance.

The current BID bylaws limit the number of board members to seven. The board agreed that seven should be nominated for Council appointment and a revision of the bylaws done at the

next meeting to increase the number to nine to increase participation and allow for new perspectives. Director Palmer and Director Nicholson agreed to temporarily withdraw their applications to allow Mr. Lim and Ms. Yould a seat on the board.

MOTION:

Director Palmer moved to 1) nominate to the FY 2014-15 board Bernie Svalstad, Keith Dawson, Jim Walker, Scott Laidlaw, Jessica Prause, Shawn Lim and Karen Yould with Scott Palmer and Tom Nicholson as alternates; and 2) amend the BID bylaws to increase the allowable number of board members to nine, subject to City Council approval if necessary. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

F. Crown Ace Hardware Landscape Maintenance

Crown Ace Hardware (Crown) requested approval to maintain the three tree wells in front of its building on PCH.

MOTION:

Director Palmer moved to approve having Crown Ace Hardware assume the maintenance of the three tree wells in front of its building on East Coast Highway in accordance to the City's Landscape Guidelines. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

G. CdM Chamber Marketing Contract for FY 2014-15

Chairman Svalstad recused himself due to his position on the Chamber Board. Director Nicholson took over as Chairman to lead the discussion.

Ms. Leonhard reviewed the marketing proposal in detail and stated that the proposed contract between the Chamber of Commerce and the BID for marketing services has not changed from the current fiscal year contract. Any additional services provided above and beyond those specified in the proposal would be pre-approved by the Board and billed at an hourly rate. Such additional services may include website development and any other consulting programs.

MOTION:

Director Nicholson moved to approve the CdM Chamber of Commerce BID marketing proposal. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Nicholson, Palmer, Walker, Prause

H. Revitalization Improvement Projects and Maintenance Items

The following updates were provided:

- Re-powder coating trash receptacles: A field meeting was conducted to review the project with the contractor. Due to some insurance issues, City crews will be used to remove, transport and reinstall the receptacles. Newport Mesa will reduce its proposal and the City will submit an invoice to the BID for reimbursement.
- Bike Racks: The anticipated ship date is May 23 and the project should get started later this month or in early June.
- Park West Landscaping: the contract is completed and the City will send a letter to Park West Landscaping terminating its contract effective May 31, 2014.

I. CdM BID Website Re-design Update

Director Palmer reported the following subcommittee activity:

- The subcommittee met to clarify the BID's website goals. In reviewing other BID websites, it was determined that the website should provide a forum of information and a method for passing information to 1) BID members, 2) residents interested in projects, and 3) the general public who want to know about the BID.
- The subcommittee determined that any marketing initiatives should be proposed by the BID's marketing consultant and/or Newport Beach and Company.
- The BID's website objective should be to provide information about projects, financial status, and the overall health of the BID, with the most significant objective to create a member e-mail database for timely communications.
- The next step is to construct a guideline and tasks to be sent to several website developers to get a general idea regarding project feasibility, recommendations and cost of development, which will be presented to the Board for consideration. If the estimated website project cost is below \$10,000, no formal Request for Proposal will be required by the City.

Director Palmer will send a letter to Newport Beach & Co. informing them of the BID's decision and asking for clarification on marketing services that are a part of the Newport Beach & Co agreement with the City and what services are an additional charge.

The website subcommittee will continue to meet and return to the Board with a detailed outline and cost analysis.

J. Marketing Report

- BID Beautification Award:

Ms. Leonhard recommended Crown Ace Hardware as the recipient of the bi-monthly Beautification Award.

MOTION:

Director Nicholson moved to present Crown Ace Hardware with the Beautification Award. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

- BID FY 2014-15 Brochure:

Ms. Leonhard requested feedback on the FY 2014-15 BID brochures. Board recommendations included:

- a. Including visuals - photos of tree wells, holiday decorations and banners;
- b. Reporting on BID accomplishments and goals.
- c. Including a statement about the importance of communications and registering email addresses.
- d. Providing contact information for Board of Directors, billing, marketing, financials, etc.

Ms. Leonhard will bring a draft to the next meeting for Board approval before printing. She will work with the City and the BID accountant on coordination with the BID assessment mailing.

- Member Decals:

Ms. Leonhard reported that the new FY 2014-15 decals should be ordered. The decals were not included in the FY 2014-15 budget, but there is marketing money available in the Marketing Campaigns budget.

MOTION:

Director Palmer moved to allocate \$1,500 for the FY 2014-15 member window decals to be paid out of the FY 2013-14 budget for Marketing Campaigns. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

- Scenic 5K:

The CdM Scenic 5K takes place June 7 from 8 -11 a.m. and a BID Board member should be available at the table. The BID will have a tent table, chairs and the promotional material from the Annual Meeting. Chairman Svalstad and Director Prause confirmed their attendance for part of the event. Chairman Svalstad will contact Director Laidlaw and Director Dawson to see if they will be available to cover for part of the time.

- A-Frames:

Information regarding the A-Frame signs were posted on the Chamber and BID website as well as on Facebook.

K. CdM Chamber of Commerce Report

Ms. Leonhard reported the following:

- The Chamber is focused on the upcoming Scenic 5K.
- The upcoming car show will have an Italian theme.

VI. Corona Del Mar BID announcements or matters which members would like to place on a future agenda for discussion, action or report (non-discussion items)

None presented.

VII. Public comments on non-agenda items

Mr. Mosher commented that Pirozzi replaced KFC. The diagram of the layout was approved by the City with a parking requirement of 13 spaces.

VIII. Adjournment

Chairman Svalstad requested a motion to adjourn.

MOTION:

Director Palmer moved to adjourn the meeting. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Walker, Prause

The meeting adjourned at 8:59 a.m.

Next Scheduled Meeting

The next BID Board meeting will be on June 26, 2014 at City Hall, Corona del Mar Conference Room located on 1st floor of Bay E.