



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

**April 24, 2014
CdM Chamber of Commerce Offices
2855 E. Coast Hwy, Suite 101, Corona del Mar**

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 Dawson; Director Walker;
Director Laidlaw

Absent – Director Prause

Quorum Achieved

City Representatives

Council Member Nancy Gardner; Mayor pro Tem Ed Selich; Mary Locey (City of Newport Beach); Tara Finnigan (City of Newport Beach)

BID Consultants:

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

Guest(s):

Scott LaFleur (Sherman Library and Gardens); Mark Rudyk (Newport Beach & Company); Vicki Higgins (Newport Beach & Company); Sarah Wilkinson (Sustainable Artworks); BJ Johnson (Resident); Joy Brenner (Resident); Karen Tringali (Corona del Mar Residents Association); Ron Yeo (Architect); Amy Senk (CdM Today); Michael Toerge (City Council Candidate)

III. Public Comments on Agenda Items

Ron Yeo stated that the Board should be aware of the progress with the newspaper racks and should give monthly updates.

Sarah Wilkinson commented that she would like to talk about the Marguerite design concepts but will wait until that part of the presentation.

BJ Johnson requested information regarding the public outreach for the Marguerite Avenue project. Chairman Svalstad replied that after the City Council agrees to the project, follow up public outreach meetings would be scheduled.

IV. Approval of Minutes

Chairman Svalstad requested a motion to approve the March 25, 2014 minutes.

MOTION:

Director Walker moved to approve the minutes of the March 25, 2014 meeting. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Dawson; Director Walker; Director Laidlaw

Director Palmer abstained, as he did not attend the March 25 meeting.

Chairman Svalstad requested a motion to approve the March 27, 2014 minutes.

MOTION:

Director Walker moved to approve the minutes of the March 27, 2014 meeting. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Dawson; Director Walker; Director Laidlaw

Director Palmer abstained, as he did not attend the March 27 meeting.

V. Current Business

A. BID Chairman Report

Chairman Svalstad stated that the City Council unanimously approved the installation of fifty bike racks on the consent calendar. Bob Quaid stated that the bike racks have been ordered and with an expected delivery and installation in 6-8 weeks.

At the City Council Study Session, the Council agreed to include \$350,000 in FY 2014-15 CIP budget towards the East Coast Highway/McArthur Gateway project subject to approval by City Council during upcoming budget sessions.

B. City Council Report

Council Member Gardner attended the opening of Orange Coast Winery. The Winery has coordinated with Five Crowns Restaurant to waive corkage fees on all bottles purchased and brought into the restaurant. She suggested that BID member restaurants might be interested in similar cooperative efforts to promote local dining.

Mayor pro Tem Selich stated that the Local Coastal Plan Committee is considering adjusting the coastal zone boundary that goes down the middle of Coast Highway. However, the Coastal staff is not enthusiastic about any of the proposed changes. With so many of the other issues currently before the LCPC, this particular zoning issue is not a high priority.

C. Parking Plan Update

Mr. Quaid discussed the letter that was sent to the City on April 2 stating the BID's support of the eight short term parking management strategies included in the Draft Parking Management Plan Study with strategy no. 1 to "revise the zoning code to create appropriate development standards" as the BID's highest priority. This letter will be included in a staff report and presented to the City Council.

Discussion ensued including exploring additional parking alternatives such as "Go Spot Parking".

D. Marguerite Design Concept

Dan Herman from Rabben/Herman Design presented an update on the revised design concepts and cost projections for the Marguerite Avenue intersection including flower medallions, enhanced street signs and flower pots that can be applied across the business district.

Council Member Gardner mentioned receiving public comments after the Annual Town Meeting in support of the flower imaged street sign concept, but that some of the flowers are not practical for potting as they are allergenic or are bulbs with a short-bloom life. Director Svalstad stated that several people contacted him regarding becoming part of a committee to evaluate the project concepts.

Director Svalstad stated he spoke with Dave Webb, Public Works Director for the City of Newport Beach, who reported that the City's asphaltting project on Coast Highway should not commence for 2-3 years. Therefore, until the street asphaltting project is complete, only the sidewalk work of the beautification plan will be completed, which includes the street signs, medallions on the street corners and flower pots. This incremental approach allows more time for public input on future design concepts and allows time to see how potted plants perform. The BID's FY 2014-15 budget will be modified to reflect this incremental approach.

Residents in attendance requested more input on the design from the CdM community. Director Svalstad stated that there would be many meetings before the final design is complete. The BID will establish a sub-committee and provide opportunities for community involvement including workshops and outreach meetings.

E. BID Assessment Collections Update

Mr. Quaid reported that in March \$17,000 was collected in assessments and late fees.

Discussion ensued regarding the ongoing efforts to collect past due assessments. Direct outreach by the Board to delinquent members was considered marginally effective. Prior enforcement mechanisms available to the BID through the City business licensing are no longer available. Director Palmer requested that research be conducted to determine how other BID's are enforcing the collection of assessments in order to improve collections.

MOTION:

Director Walker moved to investigate different ways of improving the BID collection methods. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

F. Landscape Maintenance Proposal Selection

Chairman Svalstad provided a brief review of the contracts submitted by the Park West Landscaping and Pinnacle Landscaping. Several provisions in the Pinnacle proposal were modified or eliminated. Chairman Svalstad stated that since Pinnacle is currently doing a significant amount of work for the City, they may bring a fresh new look to the maintenance and are slightly less expensive than Park West. Additional discussion ensued regarding the pros and cons of each vendor and proposal.

Chairman Svalstad requested a motion to approve one of the proposals. Director Laidlaw gave further support to the Pinnacle proposal.

MOTION:

Director Palmer moved to recommend the Pinnacle proposal as amended to the City for issuance of contract as the BID's new landscape contractor. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

Ms. Leonhard stated that Crown Ace Hardware (Crown) would like to take over the maintenance of three tree wells that are in front of their building. A straw vote was taken with no Board members opposed to the idea. Director Laidlaw will provide Crown with Landscape Guidelines and a formal Board action will be added to the agenda for May 22, 2014.

G. Revitalization Improvement Projects & Maintenance Items

Re-powder coating trash receptacles: Newport Mesa Power Coating (NMPC) submitted the signed agreement to the City. The agreement will go to the City Manager for review and approval. Mary Locey stated that NMPC would meet with the City's Municipal Operations Superintendent to go over the project and discuss the removal/installation process. Ron Yeo offered to identify the 30 receptacles most in need of re-coating.

H. BID Financial Reports for March 2014

Mr. Quaid reviewed the March 2014 financial reports.

Chairman Svalstad entertained a motion to approve the March 2014 financial reports.

MOTION:

Director Nicholson moved to approve the March 2014 financial reports. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

I. Newport Beach & Co. (NB&Co.) Website Presentation

Mark Rudyk and Vicki Higgins of NB&Co. distributed a project proposal handout and gave a detailed report on the proposed new BID website design. NB&Co. will work with its website developer on the project with an estimated cost of \$40,000. The estimated to cost the BID would be \$20,000 with NB&Co contributing an additional \$20,000 toward the development costs. Discussion ensued regarding how the BID website would function, how it would equitably promote all of the BID businesses and justification for the cost.

Director Palmer moved to table any decision regarding the new website until a subcommittee consisting of Chairman Svalstad, Director Palmer, and Director Dawson can bring a recommendation to the Board regarding the goals for the new BID website. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

J. BID FY 2013-14 Annual Report and FY 2014-15 Budget

Chairman Svalstad reviewed the significant costs budgeted for FY 2014-15 included in the BID FY 2013-14 Annual Report. Linda Leonhard reported that the FY 2014-15 budget includes the

CdM Chamber proposed costs for continuation of marketing services. Director Palmer requested that the CdM Chamber proposal be distributed to the Board for review and discussion at the next Board meeting.

Director Palmer moved to approve the FY 2013-14 Annual Report and FY 2014-15 budget . Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

K. BID FY 2014-15 Board Nominations

Mr. Quaid presented the timeline for the FY 2014-15 Board nominations. The City will mail a notice to all BID members informing them of the openings for all seven Board seats for FY 2014-15 and provide information regarding the application process. Qualified applicants will be nominated by the Board at the May 22, 2014 BID Board meeting and approved by City Council at the May 27, 2014 Council Meeting.

L. Marketing Report

Ms. Leonhard's reported the following:

- The FY 2014 CdM Business Directories were mailed to the CdM community.
- The BID brochure is the next collateral piece to be prepared and will be mailed with the FY 2014-15 assessment billings in July. Work will begin on this piece once the BID is renewed by the City Council in May. The brochure will include BID accomplishments, a financial report and a focus plan. Discussion of the focus plan should be included on the agenda for the next Board meeting.
- Crown Ace Hardware is her nominee for the next BID beautification award. The nomination will be included on the agenda for the next Board meeting.
- The BID will have a booth at the CdM 5K run in June 2014. Any Board members interested in working the booth should contact Ms. Leonhard.

M. CdM Chamber of Commerce Report

Ms. Leonhard handed out a calendar of events and encouraged the Board members to attend the various governmental affairs and networking events.

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).

None presented.

VII. Public comments on non-agenda items

None presented.

VIII. Adjournment

Chairman Svalstad requested a motion to adjourn.

MOTION:

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

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Walker; Director Laidlaw

The meeting adjourned at 9:38 a.m.

VIII. Next Scheduled Meeting:

The next scheduled Board Meeting will be on May 22, 2014.