



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

**February 27, 2014
CdM Chamber of Commerce Offices
2855 E. Coast Hwy, Suite 101, Corona del Mar**

1. Call to Order

Chairman Svalstad called the meeting to order at 7:31 a.m.

2. Roll Call

Chairman Svalstad called the roll and determined there was a quorum.

Board Members Present:

Bernie Svalstad, Chairman; Keith Dawson, Secretary; Scott Laidlaw, Director; Jim Walker, Director; Jessica Prause, Director. Director Scott Palmer was absent

City Representatives

Nancy Gardner, City Council Member (City of Newport Beach); Ed Selich, City Council Member (City of Newport Beach); Fern Nueno, Associate Planner City of Newport Beach), Bob Quaid, BID Administrator (Willdan Financial Services); .

Guest(s):

Linda Leonhard, BID Marketing Consultant (Corona del Mar Chamber of Commerce); Brendan Escobar (Rabben/Herman Design Office); Dan Herman (Rabben/Herman Design Office); Ron Yeo (FAIA Architect); Jim Mosher (Resident); Jake Hirsch (GoSpot Parking); Dennis Baker (CdM Residents Association); Amy Senk (CdM Today); Mike Toerge (Strata Land Co. Inc); Eric Noesser (Welton & Co.); Eric Welton (Welton & Co).

3. Public Comments on Agenda Items

No public comments on agenda items.

4. Approval of Minutes

Mr. Quaid acknowledged the receipt of minor edits and grammatical corrections that were submitted by Mr. Mosher and will be made in the final January 23, 2014 minutes upon Board approval.

Chairman Svalstad requested a motion to approve January 23, 2014 minutes.

MOTION:

Director Walker moved to approve the minutes of the January 23, 2014 meeting subject to the proposed corrections. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

5. Current Business

A. BID Chairman Report

Chairman Svalstad met with City staff on February 26 regarding the dolphins in the median at Marguerite and PCH. The City has offered to replace the dolphins and make minor improvements to the median landscape at no cost to the CdM BID. A contractor will be hired to grow the new dolphins and will require between six and eight months to deliver. Roger's Gardens will submit a proposal for the cost to landscape the areas that are in need upgrading.

Discussion ensued regarding options for disposition of the old dolphins, such as auctioning them to the public. Ms. Leonhard requested making an announcement of the new dolphins on the BID agenda for the Annual Meeting in April.

B. City Council Report

Council Member Ed Selich reported that the Local Coastal Implementation Plan is moving slowly. The City is still pursuing moving the boundary line so that all, and not some as it is now, of the commercial district will be outside of the Coastal Zone. Mr. Selich also reported that during the February 4 Land Use Element Amendment committee meeting the CdM traffic study was discussed. The initial conclusion was that there would be no impact to the intersections in Corona del Mar. The full report will be available in April 2014 at which time the committee will need to make numerous land use decisions.

Mr. Quaid announced that the City is offering to provide training to Board Members on how to become a more effective Board. Training will be about four hours and include Brown Act requirements, Board Member requirements, etc. The City would like to schedule the training for late March or early April. Mr. Quaid will coordinate Board Member's schedules regarding their availability.

C. BID Project Goals and Priorities for FY 2014-15

Chairman Svalstad reported that he attended the City Council's January 25 goal setting meeting and presented the BID's project priority list. He also attended the February 26 CdM Parking Management Plan Workshop. Discussion ensued regarding the efforts required to keep the parking project moving forward. Council Member Gardner stated that the City would need to receive the final parking report and decide what the Council wants to do with parking in the area. In addition, City staff is compiling a list of City priorities pursuant to Council direction and this priority list will include the BID's priorities. The City's Capital Improvement Program (CIP) will show all projects and the level of priority. However, Council Member Gardner commented that the City's emphasis over the next several years would be on the West side of the City, which is not as developed as the CdM Village area.

D. Goldenrod Parking Lot

Eric Welton with Welton & Co. presented a plan to develop the four parking lot parcels he currently owns along Goldenrod Avenue into a two-story parking structure with five residential units on top. This

design would replace the existing 43 spaces of surface parking with 63 - 65 spaces of structure parking, 10 of which will be reserved for residential parking and 53-55 spaces for public parking for a net gain of 10-12 spaces to the Village. Mr. Weldon would like to present this plan to the Residents Association. If support can be garnered, Mr. Welton will take the plan to the City. Chairman Svalstad and Director Walker agreed that the plan appeared beneficial to help resolve the parking situation, but no motion of formal support by the Board was made.

E. Marguerite Design Concept

Dan Herman from Rabben/Herman Design presented to the Board several design concepts for the Marguerite project. The presentation included examples of materials, furniture, and several different designs. Mr. Herman discussed the use of concrete vs. asphalt and the pros and cons of each material. The concept shown in design Option D of using different flower designs to match the street names was discussed at length. The estimated cost for Option D was just over \$108,000. The Board requested a cost breakdown for both a major and minor intersection. Mr. Herman stated that there would be no additional cost to the BID for the additional pricing effort.

MOTION:

Director Prause moved to authorize Rabben/Herman Design to investigate further pricing of the corner flower decorations and refinement of Option D. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

F. CdM Parking Solution

Jake Hirsch of GoSpot Parking presented a possible option to the Corona del Mar parking situation. GoSpot Parking offers a mobile payment solution for public parking. Its focus is on helping private business owners rent out unused lots after hours. This increases the incremental revenue for business owners, increases the supply of parking in the area and provides more parking options for the public. The Board asked Mr. Hirsh questions regarding the metering of the units, possible locations in the CdM Village, signage identifying the participating lots and liability to the property owners.

G. City Requests for Proposals for BID Support and Services Update

Mr. Quaid reported that the City had solicited proposals from pre-authorized landscape vendors. Park West Landscaping, the current provider of the landscape maintenance for the CdM BID, submitted a proposal to continue the current level of service for calendar year 2014 for \$1,100 per month, which is unchanged from calendar 2013. .

Pinnacle Landscaping Company, which was recently awarded the citywide landscaping contract, also submitted a proposal for \$900 per month. A walk through of the landscape sites along Coast Highway to determine the adequacy of the scope will be made by the City and a determination is expected by the March 27, 2014 Board meeting.

H. Revitalization Improvement Projects and Maintenance Items

- Parking Project - Director Walker gave a recap of the Draft Parking Management Plan presented at the public workshop on February 26. Council Member Gardner emphasized some of the plan solutions that could be implemented rather quickly without large investments, such as lot sharing agreements. Discussion of various ideas ensued including consolidating valet parking between restaurants. Chairman Svalstad advised that a special meeting to include Council Member Gardner be scheduled to continue discussing the various parking solutions and to set priorities for the City's consideration. The draft parking study is available online at <http://newportbeachca.gov/index.aspx?page=695>. Mr. Quaid will make sure that everybody has access to review this study before the March 27, 2014 Board meeting.
- Gateway Improvements - Director Walker reported on the Gateway Improvements project and the issues relating to the changes in the traffic patterns and the potential loss of parking. He stated that most businesses he has spoken with are in favor of the modified plan. Director Walker recommended setting up a meeting with the merchants in the affected area to discuss the traffic and parking options. Council Member Gardner agreed that additional outreach is needed and that residents within three blocks of the project should be noticed regarding the affected traffic patterns. Director Laidlaw recommended that strategies of the Parking Plan be incorporated into the Gateway plan before presentation. Chairman Svalstad and Director Walker will discuss with the Gateway engineer.
- Street Furniture - Mr. Quaid reported on the following projects
 - Re-powder coating trash receptacles - Newport Mesa Power Coating quoted \$7,441 to recoat thirty (30) trash receptacles. Additionally, the BID recently purchased a new trash receptacle. The total of these two expenditures are just under the authorized amount of \$8,800 for the trash receptacles and the City is concerned that if there are any issues with removing the trashcans there may be an additional fee for labor. Mr. Quaid recommended the Board approve an additional \$800 for contingencies relating to the recoating of the 30 receptacles.

MOTION:

Director Laidlaw moved to increase the street furniture budget for power coating by \$800. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

- Bike Racks - The Board previously approved \$20,000 to purchase bike racks. The City is asking to identify the funding for the installation. Chairman Svalstad indicated that a report on the final number of racks to be purchased, final installation locations and the exact cost of the racks (including installation) is provided by the next Board meeting Mr. Quaid will work on obtaining the necessary information.
- Newspaper Racks - Tony Brine, the City traffic engineer, is moving forward with revisions to the municipal code which will include stronger language allowing the City to

remove the newspaper racks. Mr. Quaid will attempt to schedule a meeting with Mr. Brine to review the draft language to see if it conforms to the BID's goals.

- Signal Arm Modifications – Mr. Quaid reported that the decorative upgrades to the signal arms would cost approximately \$50,000 as determined by the City's Public Works Department. The City has requested the BID identify funding options for these costs. Chairman Svalstad requested Mr. Quaid to obtain pictures and actual cost of the decorative arms for the Board to make a decision at the March 27, 2014 Board Meeting.
- Plaza Upkeep - Chairman Svalstad reported that he contacted a company to get the cost to improve the tile, but has had no response at this time.
- Landscaping / Tree Wells - Chairman Svalstad reported that he has been working with Park West Landscaping. The improvements should be complete but a final walk around is still required by Chairman Svalstad and Director Laidlaw.
- Pocket Park – Mr. Yeo reported that construction documents are complete and ready for bid. Council Member Selich reported there is a bit of a delay due to issues with the estate.
- A-Frame Signs - Council Member Nancy Gardner asked for confirmation that the BID sent a letter to the City regarding changing the A-frame signs; the letter was forwarded to the Community Development Department for consideration and the matter is to be brought before the City Council in March.

I. BID Financial Reports for January 2014

Mr. Quaid reviewed the January 2014 financial reports.

MOTION:

Director Walker moved to approve the January 2014 financial reports. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

J. Status of Collection Efforts by BID Board Members

Board members discussed their individual efforts to collect delinquent assessments. Mr. Quaid was asked to contact Whittaker & Company for any payment updates. Chairman Svalstad suggested the Board call all members with delinquent assessments, not just those who were sent amnesty billings.

K. BID Annual Meeting April 16, 2014

Chairman Svalstad reported that the BID has only forty (40) minutes available to present at the Annual Meeting and suggested highlighting the Marguerite/PCH and Gateway projects for discussion. A financial report is also required. He suggested using pictures/diagrams displaying the two project areas and providing handouts available on the exhibit table along with the agenda. Council Member Gardner recommended discussing the various project meetings and how the BID has been working with the CdM Residents Association.

Mr. Quaid mentioned that the BID positions are up for re-appointment every year. The City will be sending out a postcard to all BID members asking for applications. Chairman Svalstad stated he would work with Mr. Quaid on the future timing of this action.

L. Website Upgrade

Linda Leonhard of the Corona del Mar Chamber of Commerce reported on her meetings with Newport Beach & Co. regarding the website upgrade and the details of a scope of work that was drafted and given to NB&Co to assist in the design and pricing of the new web site, including the development costs. Director Laidlaw requested a visual presentation on the website design once formulated.

M. Marketing Report

Ms. Leonhard reported on the Beautification Award recently awarded to the Farmers and Merchant Bank and suggested nominating Rite Aid for the next award. This topic needs to be added to the agenda for the March 27, 2014 Board meeting.

Ms. Leonhard discussed the directory which is in the final stages. Dialogue ensued regarding obtaining email addresses from the City when new businesses apply for a business license.

A new street banner was ordered for the Annual Meeting and needs formal Board approval for the expense.

MOTION:

Director Dawson moved to approve the purchase of a new street banner advertising the annual meeting for a total of \$168.48. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

N. CdM Chamber of Commerce Report

Ms. Leonhard provided a brief overview of the Scenic 5K as well as Chamber luncheons. Ms. Leonhard encouraged Board members to participate in the luncheons as well as the Chamber's patriotic program of putting flags on the highway.

6. CdM BID announcements or matters which members would like placed on a future agenda for discussion, action or report (non-discussion items)

There were no announcements or matters presented.

7. Adjournment

Director Dawson requested a motion to adjourn.

MOTION:

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

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Director Dawson, Director Laidlaw, Director Walker, Director Prause.

The meeting was adjourned at 9:56 a.m.

8. Next Scheduled Meeting:

The next scheduled meeting will be on March 27, 2014.