



# **Corona del Mar Business Improvement District**

## **Board Meeting Agenda**

**January 23, 2014 / 7:30 a.m.**

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

***Business Improvement District Board Members:***

**Bernie Svalstad, Chairman**

**Tom Nicholson, Vice Chair**

**Scott Palmer, Treasurer**

**Keith Dawson, Secretary**

**Jim Walker, Director**

**Scott Laidlaw, Director**

**Jessica Prause**

**1. CALL MEETING TO ORDER**

**2. ROLL CALL**

**3. PUBLIC COMMENTS ON AGENDA ITEMS**

Public Comments are invited on agenda & non-agenda items generally considered to be within the subject matter jurisdiction of the CdM BID. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

**4. APPROVAL OF MINUTES**

Recommended Action: Board approves the December 5, 2013 draft meeting minutes.

**5. CURRENT BUSINESS**

**A. BID Chairman Report** - Oral report by Bernie Svalstad, Chairman

**B. City Council Report** - Oral report by Bob Quaid, BID Administrator

- Status of Jessica Prause approval to the BID Board.
- Status of revisions to A-Frame Sign ordinance.

Recommended Action: None

**C. BID Financial Reports for November 2013 & December 2013** – Oral report by Bob Quaid

- Discussion of fiscal year to date operating results through December 31, 2013

Recommended Action: Board approves and accepts November 2013 and December 2013 financials

**D. Status of City Ordinance to waive penalties & interest on collections - Billing of delinquent assessments/collections – Oral report by Bob Quaid**

Recommended Action: None

**E. City Requests for Proposals for BID Support and Services Update – Oral report by Bob Quaid**

- BID Landscape Maintenance Status Update

Recommended Action: None

**F. New Street Bench in front of Sherman Gardens – Oral Report by Bernie Svalstad**

- Discussion on request by BID Chairman for new street bench to be located in front of Sherman Gardens
- Cost quoted at \$2,874.10. 5-7 weeks for delivery. Unloading and installation by the City.

Recommended Action: Board approves expenditure of up to \$2,900 from the Street Furniture budget to purchase a new street bench to be located in front of Sherman Gardens.

**G. Revitalization Improvement Projects & Maintenance Items - Oral Reports**

**Task / Action Review**

- |  |                 |
|--|-----------------|
| • Gateway Improvements                         | Bernie Svalstad |
| • Parking Project                              | Bernie Svalstad |
| • Marguerite Project                           | Ron Yeo         |
| • Street Furniture Maintenance                 | Bob Quaid       |
| ○ Re-powder coating trash receptacles          |                 |
| ○ Bike Racks                                   |                 |
| ○ Newspaper Racks                              |                 |
| • Signal Arm Modifications                     | Bob Quaid       |
| • Sidewalk Steam Cleaning - Enforcement Letter | Scott Laidlaw   |
| • Plaza Upkeep                                 | No Report       |
| • Landscaping / Tree Wells                     | Bernie Svalstad |
| • Pocket Park                                  | Bob Quaid       |
| • Other– Discussion                            | Advisory Board  |

Recommended Action: None

**H. BID Project Goals and Priorities for FY 2014-15 – Oral Report by Bernie Svalstad**

- Discussion on Project (CIP) goals and priorities for upcoming fiscal year.
- Attendance at City goal setting meeting on Saturday, January 25<sup>th</sup>.

Recommended Action: Board prioritizes CIP goals and priorities for Fiscal Year 2014-15 and present to City of consideration on January 25, 2014.

- I. **Website Upgrade** – Oral Report by Linda Leonhard, BID Marketing
- Update on BID website upgrade meeting with Newport Beach & Co.
  - Potential development costs to the BID.

Recommended Action: Board approves appropriation of funds for development costs associated with BID website redesign.

- J. **Marketing Report** – Oral Report by Linda Leonhard
- Miscellaneous Marketing Updates
  - 2014 CdM Business Directory Update

Recommended Action: None

- K. **CdM Chamber of Commerce Report** -Oral Report by Linda Leonhard

6. **CdM BID ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)**

7. **ADJOURNMENT**

8. **Next Scheduled Board Meeting: February 27, 2014**

CdM BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the CdM BID agenda be posted at least seventy-two (72) hours in advance of each regular meeting & that the public be allowed to comment on agenda items before the CdM BID and items not on the agenda but are within the subject matter jurisdiction of the CdM BID. The CdM BID may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

It is the intention of the CdM BID to comply with the Americans with Disabilities Act (“ADA”) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the CdM BID will attempt to accommodate you in every reasonable manner. If requested, this agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Please contact the CdM BID administrator at 800-755-6864 and ask for Rebekah Smith or email [rsmith@willdan.com](mailto:rsmith@willdan.com) at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.