



**Corona del Mar Business Improvement District
Board Meeting Minutes
January 24, 2013
CdM Chamber of Commerce Offices**

Board Members Present:

Bernie Svalstad, Jim Walker, Scott Laidlaw, Tom Nicholson, Tina Hoover and Keith Dawson

Board Members Absent:

Ali Zadeh

Ex Officio:

None

Guest(s):

Nancy Gardner / Jim Mosher / Jessica Prause / Karen Tringali / Ron Yeo/ Scott Palmer/ Amy Senk / Tara Finnigan (BID Manager, City of Newport Beach) , Dan Matusiewicz (Finance Director, City of Newport Beach) and Matt Linton (Whittaker & Co, CPAs)

1. **Call to Order at 7:36 AM**

2. **Roll Call**

The Chairman called the roll and determined that a quorum was in place. Those present then introduced themselves.

3. **Public Comments**

Bernie presented Scott Palmer with a plaque recognizing his 19 years of service to the CDM BID. Scott received a round of applause for his loyal service. Karen Tringali expressed concern over the number of banks opening in CDM and inquired if there is a master plan defining the mix of business types in the community. Bernie commented that one of the goals of the BID is to improve the mix of businesses in CDM. Nancy Gardner commented that the Coco's restaurant closing presented an opportunity for yet another bank tenant and there is concern that the Coco's parking lot would be converted to a different use, perhaps residential. There was a general discussion of the parking requirements for various business types and the impact that walk-in patrons versus patrons that drive to businesses have on parking requirements. Karen Tringali indicated that the Residents' Association spring newsletter will be coming out and an article on the influx of banks into CDM might be appropriate.

4. Approval of Minutes

Guest Jim Mosher pointed out several misspellings and typographical errors in the minutes including "Dan", not "Dave" Linton, "Matt Linton and Tracy Savage", not "Matt and Tracy Savage", "uncertainty" not "uncertainly" in Section 5B, missing word ("how") in Action Item, "guest" not "quest" referring to Dan Purcell, merge "lane", not "land" project in Section 5C and "Marguerite" not "Margarite" in Section 5D.

MOTION:

Tom Nicholson then moved to approve the Minutes of the November 29, 2012 meeting as corrected. Jim Walker seconded and the Motion was approved by unanimous vote.

5. Current Business

A. City Council Report

Nancy Gardner reported that a 6 month project to replace water mains in specified areas of CDM will begin in the Spring. She noted that traffic disruptions are expected. Jim Walker expressed concern that Carnation will be closed during the project. Nancy indicated that any road closures will be kept to a minimum and will be timed to minimize the impact on businesses in the vicinity. Nancy indicated that the City Council had approved funds for a parking project in Balboa. She noted that although "pedestrian-friendly" bike racks are favored, bike racks normally require the loss of a parking space to install. Bernie added that he attended a goals meeting and the City Council had moved two CDM projects from "yellow" status to "green" status. The first is the CDM entry project. The second is the ways and means that the City can best assist and support the BID.

B. Village Maintenance Items.

Tree Wells: Scott Laidlaw reported that with a few exceptions, the tree wells are in good condition. Those few tree wells that are in need of work will be brought up to speed by this Spring.

Sidewalks: Scott and Bernie walked the sidewalks and identified several problem areas that are in need of power washing. Scott reported that he spoke with Allied Power Washing to get an idea of the cost of power washing. He reported that an area of approximately 1000 square feet would cost approximately \$.50 per square foot. Nancy suggested that a phased plan whereby different areas could be power washed over several years.

MOTION:

Scott Laidlaw moved to get pricing for the cost to power wash 5,000 square feet of sidewalks for selected areas. Tina Hoover seconded. No vote taken.

Discussion. Jim Walker commented that businesses should share in the community responsibility of keeping the sidewalks in front of their businesses clean. A general discussion followed that power washing the sidewalks in front of some businesses and not others could result in business owners expecting the City or the BID to take care of what should be the business owners' responsibility. Bernie suggested sending a letter to the business owners with sidewalks identified as problem areas and request that they have their sidewalks power washed. Tom Nicholson suggested that the BID should consider power washing the problem area sidewalks once and then provide the business owners with vendor information encouraging them to schedule subsequent power washing on a set cycle. Tara Finnigan commented that the City pays for power washing of the sidewalks on Marine Avenue.

AMENDED MOTION:

Tom Nicholson moved that letters be sent to landlords or tenants of problem areas expressing the need for additional power washing on a regular schedule and providing vendor information. Jim Walker seconded and the amendment to the motion and the motion was approved by unanimous vote. The amended motion was then approved by unanimous vote.

Bike Racks: Scott Laidlaw indicated that bike racks could be incorporated into existing sign posts. Scott Palmer added that OCTA incorporates bike racks into OCTA bus stops. Ron Yeo suggested revisiting the concept of curb "bump-outs" to accommodate bike racks.

New Port Theater: Scott Laidlaw raised the question of the purchase order procedure for the bench and trash can enclosure previously approved by the BID for The New Port Theater. Matt Linton of Whittaker & Co indicated that a purchase order would be generated and forwarded to the BID. Ron Yeo questioned the status of the palm tree that was to replace the orchid tree in front of the New Port Theater. Keith Dawson noted that the orchid tree had been cut off at the base rather than removed and transplanted.

C. Parking Sub-Committee.

Bernie reported that a meeting is scheduled for January 25, 2013 with a parking consultant and that Jim Walker and Ron Yeo would be attending. Jim Walker stressed the need for a study of what percentage of restaurant patrons walk versus drive to CDM restaurants. Jim expressed concern that the loss of street parking on PCH is not a good trade-off for the benefits of the merge lane project. Nancy Gardner commented that one parking standard for the entire community is not appropriate and that a "district" parking plan rather than a "city" parking plan is appropriate. Bernie suggested that businesses with adjacent street parking should receive credits against their on-site parking requirements.

D. Revitalization/CAP Committee Report

Merge Lane Update Bernie Svalstad reported that the City Council did not approve the merge lane project at the meeting on January 8, 2013 but agreed to work with the BID to come up with an alternative plan for a CDM Entry Project. Bernie indicated that the City's Dave Webb is working on a revised plan with a revised plan with wider sidewalk, no street parking and no merge lane. Nancy commented that replacing the 9 street parking places is

not enough and that a broader parking plan in the area should be the goal. She indicated that the BID should provide input to the City staff regarding the revised plan.

MOTION:

Jim Walker moved to form a sub-committee to work with Dave Webb and City staff to develop an alternative Entry Project. Tina Hoover seconded the motion. No vote taken.

Discussion: Scott Laidlaw commented that he could not support an alternative plan in that the merge lane project as proposed is a lost opportunity and that the BID should support it on an all-or-nothing basis. Bernie indicated that the project is worth one more look and that any final decision should not be made until an alternative plan is proposed. Scott Laidlaw agreed and withdrew his opposition to the motion.

A vote was taken on the motion and was approved by unanimous vote.

Pocket Park . Because of the absence of Ed Selich, the Pocket Park topic was continued to the next meeting.

E. Administration & Financial Report

BID Accounting Report. City Finance Director Dave Matusiewicz noted the aged receivables on the BIDs financial statement for unpaid BID dues and requested a discussion on the policy for handling past due receivables. There was a brief discussion regarding the number of businesses that have closed and that the list of receivables needs to be updated to remove any uncollectible receivables pertaining to closed businesses. The question was raised of what the BID can do within legal limits to collect receivables.

Financial Report. Matt Linton reported that the BID has \$141,000 cash on hand with \$17,000 in payables as of December 31, 2012. He reported that the BID shows income of \$168,000, including member assessments of \$116,000 plus late fees of \$13,000. There was a brief discussion regarding the financials and how new businesses are tracked when they come into CDM. Scott Palmer offered his expertise in tracking new businesses.

MOTION:

Tom Nicholson moved to approve the Financial Report. Jim Walker seconded and the Motion was approved by unanimous vote.

Jim Walker expressed his desire to resign as Treasurer and suggested Scott Laidlaw as his replacement, citing uncertainty in the bill approval process. Bernie asked Jim to remain as Treasurer and indicated that the bill approval process would include approval by the BID Chairman as it has in the past. Dave Matusiewicz indicated that the bill approval process can include either the Treasurer or the Chairman or both.

MOTION:

Tom Nicholson moved to have all bills directed to Bernie as BID chairman for approval. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

BID Management. Bernie presented a letter to City Manager Dave Kiff requesting that the CDM BID continue to function under the 1989 BID structure. Bernie presented a Proposal for Corona Del Mar BID Management for fiscal year 2013/2014 and requested the Advisory Board's approval of the proposal, a copy of which is attached a Exhibit "A". A review of the contents of the proposal followed.

MOTION:

Tom Nicholson moved to submit the Proposal for Corona Del Mar BID Management for fiscal year 2013/2014 to the Newport Beach City Manager. Jim Walker seconded and the Motion was approved by unanimous vote.

F. Marketing / Outreach Report . In her absence, Linda Leonhard prepared summary entitled "CDM Marketing / Administrative Update", copies of which were circulated to the Advisory Board and a copy of which is attached hereto as Exhibit "B".

G. CDM Chamber Report. See CDM Marketing /Administrative Update.

6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS

Beautification Award

7. ADJOURNMENT

The meeting was adjourned at 9:18 a.m.

Next meeting: February 28, 2013



Corona del Mar
Business Improvement District (BID)
Sustaining a Beautiful & Thriving Business Environment

Proposal For:
CORONA DEL MAR BID MANAGEMENT
Fiscal Year 2013/2014

Provided to:
CITY OF NEWPORT BEACH

Corona del Mar Business Improvement District / 2855 E. Coast Hwy, Suite 101 / Corona del Mar, CA 92625
(949) 673-4050 / Info@CdmVillage.com



EXHIBIT A

**CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT
PROPOSAL FOR CDM BID MANAGEMENT
Fiscal Year 2013/2014**

BACKGROUND

Prior to the start of the City's 2013/2014 fiscal year, The Corona del Mar Business Improvement District will have its annual review for renewal by the City to enter its 17th year serving the community of Corona del Mar. Creating a beautiful, safe, and thriving business environment through a variety of revitalization and marketing projects, has been a successful endeavor for the CDM business community, and these accomplishments result from a strong board of dedicated volunteers, business owners and residents working together with the City.

ACCOMPLISHMENTS TO DATE

- Relinquishment of Coast Hwy from Caltrans to allow for project enhancements and scenic improvements of the CDM business district.
- Removal of cement medians and installation of King Palms and lush landscaped medians, thus creating a dramatic impact of the district's aesthetics.
- Installation of pedestrian crosswalks at Orchid and Iris, creating a safer pedestrian environment.
- Installation of decorative street furniture to include bus stop shelters, sidewalk benches, and trash receptacles.
- Construction of the "Town Square" with Clock Tower programmed to play music on the hour and allow for holiday chimes during the season.
- Landscaping of the sidewalk tree well planters that were otherwise dirt.
- Installation of decorative Heritage Style street lighting fixtures.
- Installation of Streetlight Banners for Corona del Mar annual events and programs, creating a friendly community spirit atmosphere.
- Annual Community Holiday Decorations in the center median at Coast Hwy and Marguerite.
- Management of Dolphin Topiaries and holiday theme program.
- Implementation of consultant parking study and ongoing review & development.
- Development Marketing Programs and Communications with business owners to sustain a healthy economic business environment. I.E., Ad Campaigns, Business Directory, VIP programs and special events.
- Merge Lane studies and concepts for possible Gateway Enhancement Projects.

METHODOLOGY OF PROPOSAL

In recent years, the City underwent considerable downsizing in staff and in turn was forced to eliminate the Economic Development Department, which at the time, provided a city point person for the CDM BID to turn for questions on city procedures or projects. This change catapulted a variety of concepts on what would allow the BID's to continue to run efficiently and save time and frustration on the part of city staff. As a result, the two Balboa area BID's have decided to convert to Merchant Associations, giving them better city funding and autonomy than what had existed in their current BID structure.

The CDM BID, having a more organized structure and an annual budget of approximately \$144,000, would not benefit from dissolving the BID Structure. In recent constructive discussions with City Staff and the City Attorney, we were able to resolve two key issues regarding city procedures that hindered efficiency and captured the time of both the BID and the City (See Cover Letter). We believe that it is in the best interest of the CDM Community to move forward under the current 1989 BID structure in order to continue to deliver and maintain the long-standing established programs, and to work with our members on developing more innovative future projects. We believe that with the following modifications to the current CDM BID structure, we can achieve these goals with more efficiency and less city liability and time.

CDM BID MANAGEMENT PROPOSAL

1) CONTRACTING AUTHORITY:

- A. Allow the BID contracting authority for contracts up to \$50K annually.
- B. Allow the BID to contract for services for 5 years with annual renewals and options to terminate within that 5 year period. This will eliminate time and efforts spent on contracting throughout the year and allow options for change if necessary.

2) BID & CITY LIASON

- A. The BID shall provide a qualified direct liaison to serve as point person to the city, and the city shall provide a qualified point person as liaison for the BID.

3) FINANCIAL SERVICES

- A. The BID Shall contract with a qualified Accounting Firm or Consultant to serve the following accounting functions:
 - 1) Member Assessments - Manage Billing & Collection.
 - 2) Financial Reporting - Prepare Financial Reports for monthly meetings & work with Board to prepare Annual Budget.
- B. The Contract Accounting Firm shall report directly to the BID Board, eliminating city staff time. This contract may be awarded to the current city appointed Accounting Firm (Whittaker & Co.), or other qualified accounting professional chosen by the BID Board.

4) MARKETING & ADMINISTRATION

- A. The BID shall contract for Marketing & Administrative Services by a qualified Firm or Consultant who shall report directly to the BID Board. Consultant shall provide various services and functions to run existing BID programs, as well as propose new innovation programs. Existing programs include:
 - 1) Office Facilities. – Meeting space, storage facilities, telephone answering services, copy & equipment.
 - 2) Administrative & Services - Coordination & distribution of monthly Advisory Board and sub-committee meeting Agendas, and to serve as liaison to the City on BID projects & programs.
 - 3) Member Communication Services - Serve as point of contact for BID member inquiries, produce periodic member mailings, emails, social media communications, and surveys. Services to include BID Member Database maintenance.
 - 4) Website – Hosting / Maintenance - Maintain the BID's website, whether directly or through a qualified third party contractor, which shall include, without limitation, the payment of all monthly hosting and maintenance fees, monthly updates and agenda posts to insure that all website data and information is kept current and accurate. Manage and maintain the BID's Social Media. **Complete website redevelop is subject to budget approvals under separate agreement.

- 5) Business Beautification Award Program. - Administer & bear all monthly costs associated with the BID's Business Beautification Award Program
- 6) Corona del Mar Business District Membership Directory. Publish the BID's annual membership promotional publication called the "Directory". The Directory shall list and market the Corona del Mar BID Members in a colorful print publication campaign for shopping local and mailed to 12,000 households in Corona del Mar and surrounding areas.
- 7) Special Event Promotion & Outreach. Provide marketing and public relations services & display material at community events.
- 8) Annual Town Meeting – Market & Coordinate the BID's Annual Town Meeting.
- 9) Median Dolphin Topiary Décor Program - Manage
- 10) PCH Light Pole Banner Program - Manage
- 11) Corona del Mar Christmas Walk Merchant Promotion - Manage Sponsorship Benefits
- 12) Reporting
Attend the BID's monthly Advisory Board Meetings and report on services performed.

5) BUDGET PROPOSAL

- A. In the current fiscal year (2012/2013), the BID is operating a \$144,000 budget. In Addition to this, The City has been incurring the cost & oversight of the BID Financial Administrator. (See below)

**Corona del Mar Business Improvement District Approved Priorities & Budget
July 1, 2012 – June 30, 2013**

Funds Available FY End 2011-2012	\$15,000
Funds to be Collected FY 2012-2013	\$91,000
Anticipated Matching Funds from City	\$38,000
Total Available Funds	\$144,000

Priority Expenditures	
Lane Reduction	\$15,000.00
Marguerite Project	\$15,000.00
Parking Project	\$ 8,200.00
Landscaping	\$19,200.00
Clock Tower & Town Square Upkeep	\$ 500.00
Outreach	\$3,500.00
Holiday Decor	\$24,000.00
Banner Program	\$ 8,400.00
Christmas Walk Merchant Promotion	\$ 3,000.00
Marketing (Contract)	\$39,516.00
Promotional – Ad Campaigns & reimbursements	\$6,582.00
Administrative Costs	\$ 600.00
Dolphins	\$ 500.00

TOTAL EXPENDITURES ****\$143,998.00**

** Total Expenditure does not include funds for Financial Administrator and oversight Liaison provided by the City

2013/2014 ANNUAL BUDGET REQUEST:

By eliminating city staff oversight and liability of financial and administrative contractors, the BID is requesting the City budget considerations as follows:

2013/2014 ANNUAL BUDGET REQUEST:

Continued City Anticipated Matching Funds:	\$38,000
Financial Services	\$25,000
Administrative Liaison	\$ 5,000
Website development	<u>\$15,000</u>

CDM BID MARKETING / ADMINISTRATIVE UPDATES

Annual Town Meeting 4/17/2013 - Advance issues to think about

Banner Permit

Permit Filed with the City on 1/17/2013

*The new Banner produced last year accommodates for date changes and date is currently being changed.

Invitation

I have attached a copy of last year's invitation to the CDM Businesses. Please review with the Board if they would like any format changes or additions, etc. This is printed on high-gloss paper. The BID's database is currently being updated for the Directory so it will be fairly accurate for the mailing. Is there anything else the BID would like to include in the invite mailing? Might as well think of it now for time to process.

Marketing Collateral

The BID presented the new Vision 20/20 brochures last year and it was a big hit. Are these sufficient for this year as well so we save costs on new collateral. Remember these were also developed to go with all BID invoicing which also was received well by the business members. My only concern is the merge lane project but could be ok for this meeting timeframe. If not, I will need time to redevelop other collateral or make changes and that is why I bring this up now. Do we also want any posters or other medium? Perhaps a sub-committee marketing meeting will be best soon.

Food/Bev logistics - Also attached is the logistics sheet from last year on Food/Beverage that is coordinated with the Residents Association.

Agenda

The Agenda for the BID Section should begin to layout soon so you can book peoples calendars if you have city speakers. The residents association usually books this in their portion but Scott Palmer will not be speaking on the BID financials so we will need to work this out.

Costs

The Annual Town Meeting cost should already be in the annual BID Budget. Last year the total cost was= \$1,592.76 which was split with the CDMRA. So, total cost to BID was \$796.38. My time costs are included in my contract so this is just reimbursements. We also need to make sure the alcohol does not go onto the accounting to the city because it is against guidelines for alcohol reimbursements. It is an accounting thing. The BID should probably allocate \$1,000 for any cost increases.

Current Project Updates:

2013 Business Directory

Directory is currently under production and will be direct mailed to 12,000 households. The BID's Database is being updated for this purpose. Any known business changes, please see Linda. Otherwise it will come from her database and city database. Advertisers welcome!

** I suggest using same ad developed last year for the BID (See inside right read position).

Beautification Award - Need Proper Vote for election of B Candy to win award. Last month you did not have a quorum.

Dekralite / City

- 1) Annual Flag Pole Banner Schedule and Permits – currently being coordinated
- 2) Holiday Décor lighting issues – This was a mess this year due to the rain. Dekralite and City are working on ways to remedy this and will get back to us.
- 3) City Traffic Signal Upgrades – Read Letter from Public Works
- 4) Tree Well Irrigation for Wells Fargo – Read letter from Steven Fischer

EXHIBIT B

Project through Fiscal Year-End

Marketing Sub-committee to meet regarding Ad Campaigns, collateral, events, projects through fiscal year-end.