



**Corona del Mar Business Improvement District
Board Meeting Minutes
February 28, 2013
CdM Chamber of Commerce Offices**

Board Members Present:

Bernie Svalstad, Scott Laidlaw, Ali Zadeh and Keith Dawson

Board Members Absent:

Jim Walker, Tom Nicholson and Tina Hoover

Ex Officio:

None

Guest(s):

Nancy Gardner / Jim Mosher / Jessica Prause / Ron Yeo/ Scott Palmer/ Amy Senk / Mary Locey (BID Coordinator, City of Newport Beach), and Rossi Coyle (Irvine Company)

1. Call to Order at 7:34 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

Guest Jim Mosher pointed out that some of his corrections in the Minutes from the January 24, 2013 meeting were not properly recorded, to wit., the reference to “Dan”, not “Dave”, referred to Dave Matusiewicz, not Linton. The same “Dan”/”Dave” error was made in 5.E. under “BID Accounting Report”. Mr. Mosher also noted that “with a revised” should be deleted from the second sentence in 5.D. under “Merge Lane Update”.

4. Approval of Minutes

MOTION:

Scott Laidlaw moved to approve the Minutes of the January 24, 2013 meeting as corrected. Keith Dawson seconded and the Motion was approved by unanimous vote.

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5. Current Business

A. City Council Report

Pocket Park. In the absence of Ed Selich, Nancy Gardner reported that Ed had been in contact with the owner of the property where the proposed pocket park would be located and that the property owner was receptive to the concept . Ed will present his report at the March meeting.

Parking Program. Nancy Gardner reported that the “Beach Lot Modernization” presentation by Central Parking offered flexible metering which allowed for parking monitoring during the winter months with adjustable rates during high/low demand periods with less staffing requirements.

B. Village Maintenance Items.

Power Washing Budget. No report (see public comments from Jim Mosher below).

Median Banner Frame. There was a general discussion regarding the need to reposition the median banner frame at the PCH/Marguerite median because the traffic light improvements are blocking the banner. Guest Scott Palmer suggested angling the banner frame so that it is more visible from traffic traveling northbound into CDM. Mary Locey indicated that she would ask City staff about repositioning the banner frame.

Funding of Damaged Tree Wells. Scott Laidlaw reported that 22 tree wells have been identified as damaged and are in need of repair. Bernie reported that Parkwest had proposed a cost of \$1,023.50 to make the necessary repairs and that \$2,000 per year was budgeted to maintain and repair the tree wells. Nancy suggested that the repair/maintenance needs of the tree wells should be monitored so that problem locations can be identified. Bernie added that hardier, drought-resistant plant material will be used tree wells with inadequate irrigation.

MOTION:

Keith Dawson moved to approve the expenditure of \$1023.50 for Parkwest to repair the 22 damaged tree wells. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

Bike Racks (non-agenda item). Nancy Gardner reported that Tony Petros would be re-establishing the Bike Committee and would be chairing the committee. Nancy encouraged Scott Laidlaw to provide his input to Tony Petros regarding combining bike racks with existing sign posts. Ron Yeo suggesting locating Bike racks in locations with red curbs to limit car doors opening onto bike racks. Bernie suggested the need to identify possible locations for bike racks. Scott Palmer commented on the need to re-stripe street parking spaces so that car doors don't open onto tree wells. Scott Laidlaw commented that the installation of a 12” paver would provide an adequate stepping stone for persons exiting cars adjacent to tree wells.

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Public Comments on Village Maintenance Items.

Jessica Prause of The New Port Theater expressed frustration that over 6 months have passed and the previously approved bench and trash can enclosure are still not installed. Scott Laidlaw indicated that he will look into the status of the installation and will report.

Jim Mosher reported that Mark Harmon, General Services Director, made a presentation to the Balboa Village Advisory Committee regarding street maintenance and reported that the City pays for the sidewalks to be steam cleaned, not power washed, at a cost of \$.09 per square foot as compared to \$.50 per square foot for power washing quoted to the BID by a power washing company. Scott Laidlaw thanked Mr. Mosher for his input and will look into the cost of steam cleaning the sidewalks within the BID. Bonanza is the company that provides steam cleaning services to the City.

Linda Leonard reported that the holiday decorations in the PCH/Marguerite median were out more than they were on during the holiday season. A discussion ensued regarding the GFI receptacles and whether the City or Decralite is responsible for the outages. Mary Locey indicated that she would follow-up with the City regarding weatherproof GFI receptacles.

C. Parking Sub-Committee Report.

Parking Study Discussion. Bernie lead the discussion regarding the Nelson/Nygaard Parking Management Plan Proposal. Bernie inquired whether the City would participate in some or all of the cost of the proposal and commented to Mary Locey of the need for the City's input regarding the scope and focus of the proposal. Nancy Gardner commented that exclusive reliance on the Walker study was ill-advised because it focused on the commercial area and that residential parking concerns need to be addressed. Guest Jim Mosher added that the Nelson/Nygaard study for Balboa relied exclusively on available data from the Walker study and that no independent data was collected. Bernie commented that the Nelson/Nygaard proposal needs to address whether existing parking regulations need to be revised to reflect usage and the availability of on-street parking. Nancy commented that the proposal must address how any recommended changes will interface/impact the residents. A discussion followed regarding the specific "Tasks" in the Nelson/Nygaard proposal and how to better define what the future needs of the community will be. Scott Laidlaw commented that the scope of the proposal needs to have City input to have any chance of receiving City approval. Bernie suggested that the Parking Sub-Committee needs to closely analyze the Nelson/Nygaard proposal in conjunction with City input with the goal of improving the atmosphere of parking in the commercial and residential communities. Ron Yeo suggested that a City staff member attend the next Parking Sub-Committee meeting for the City's input. Guest Jim Mosher questioned whether the Brown Act is violated if non-sub-committee members attend sub-committee meetings without prior notice to the public.

D. Revitalization/CAP Committee Report

PCH/Entry Project Discussion. Bernie Svalstad reported that Mike Sinacori of the City's Public Works Department was working with City staff to devise a layout for a new entry

plan. Nancy Gardner commented that the Entry Plan needed to “do more than just find parking spaces.”

E. Administration & Financial Report

BID Accounting Report. Matt Lenton was not present at the meeting. As such, several questions from Linda Leonhard, Jim Mosher and Scott Palmer regarding the new format of the Financial Report could not be answered. As a result, no motion was made to approve the Financial Report.

BID Structure. Bernie reported that he has a meeting scheduled for next week with the City to discuss the BID structure and will report any developments at the March BID meeting .

F. Marketing / Outreach Report . Linda Leonhard reported that the Annual Town Meeting is scheduled for April 17, 2013 at Sherman Gardens. She indicated that a return form requesting e-mail information was included with the announcement of the meeting. A brief discussion followed regarding the contents of the agenda for the meeting. Bernie suggested that parking should be emphasized on the agenda. Linda indicated that she would e-mail a copy of the announcement to the BID board for their comments. Linda indicated that existing marketing collateral is available for use at the meeting and that the food and beverage budget was split equally with the Residents’ Association. Linda added that the BID’s portion of the costs is \$800 which is less than the \$1,000 that is budgeted. Ali Zadeh asked if additional funds could be allocated for posters announcing the Annual Town Meeting.

MOTION:

Ali Zadeh moved to allocate \$500 for additional collateral material to promote the Annual Town Meeting. Scott Laidlaw seconded the Motion. Vote: ayes = 2 - nays = 2 - Motion failed.

Linda Leonhard reported that the 2013 Directory is in the final stages of production and the database is being refined.

Beautification Award. Linda Leonhard announced that B Candy had been under consideration for the Beautification Award but no action has been taken.

MOTION:

Bernie moved that B Candy be awarded the Beautification Award and the motion passed by unanimous acclamation.

Linda Leonhard reported that she has been working with Stacy of Dekralite regarding the permits for the street light banners.

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G. CDM Chamber of Commerce Report.

Linda reported that the artwork for the Scenic 5K will feature the new City Hall.

6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS

None.

7. ADJOURNMENT

The meeting was adjourned at 9:16 a.m. Next meeting: March 28, 2013