



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

**Board Members Present:**

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

**Board Members Absent:**

Tom Nicholson and Ali Zadeh

**Ex Officio:**

None

**Guest(s):**

Nancy Gardner / Ed Selich / Jim Mosher / Jessica Prause / Scott Palmer/ Amy Senk / Tara Finnigan (BID Manager, City of Newport Beach) , Linda Leonhard, Karen Tringali and Matt Lenton (Whittaker & Co.)

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**1. Call to Order at 7:32 AM**

**2. Roll Call**

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

**3. Public Comments**

None.

**4. Approval of Minutes**

Jim Mosher pointed out that Dekralite was spelled both with a “k” and a “c” and that Dekralite with a “k” is the proper spelling. Mr. Mosher also reported that his comments concerning the Brown Act were mischaracterized in the Minutes regarding the Parking Sub-Committee Report.

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MOTION:

Scott Laidlaw moved to approve the Minutes of the February 28, 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.** Ed Selich reported that he had been in contact with the owners of the property where the proposed pocket park will be located and that the property owners were willing to donate the property to the City for the development of the Pocket Park. Although the estimated budget for the project was estimated to be \$50,000, Ed indicated that the cost would likely be closer to \$100,000 because of the need for a survey and a lot split. Ed reported that he received positive feedback from the CDM Residents Association and that he was seeking the support of the BID Board. Scott Palmer commented that the plan should include access to the wall to allow artists to change the artwork periodically without damaging the landscaping. Scott Laidlaw asked if the BID was being asked to contribute to the cost of the project. The consensus was that the BID is not being asked to contribute.

MOTION:

Jim Walker moved to declare the BID Board's support for the Pocket Park project. Keith Dawson seconded and the Motion was approved by unanimous vote.

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Nancy Gardner reported that the City had approved the proposed changes to the BID (see BID Administration below). Nancy announced that the City had approved the memorandum of understanding concerning the future operation of John Wayne Airport , including the extension of the flight curfew to 2030 as well as a moderate increase in the number of passengers. She noted that the approvals from the County, AWG and SPON are required.

Nancy reported that the AQMD is meeting to consider a coast-wide ban on fire rings. She added that the CDM main beach may be treated differently because of the close proximity of its fire rings to residences. The Coastal Commission will consider the issue at its May meeting and may override what the AQMD decides to do.

**B. Administration & Financial Report**

**BID Accounting Report.** Matt Lenton circulated a copy of the Financial Report dated as of February 28, 2013 and reported that the BID has \$118,000 cash on hand with \$109,000 in accounts receivable. There was a discussion concerning cash versus accrual accounting methods and the need to determine the viability of collecting older accounts receivables. Jim Walker inquired about the options available to the BID for collecting accounts receivables and indicated that the Restaurant BID is dealing with the same problem.

Inquiry was made whether the issuance of a business license could be linked to payment of BID assessments.

**ACTION ITEM:**

Tara Finnigan will request that a representative from the City Attorney's office attend the April BID meeting to discuss collection options.

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Several comments were made concerning the pros and cons of more aggressive collection efforts. Jim Mosher commented that a \$60 service charge for processing three checks as indicated in the financial report seemed excessive.

**MOTION:**

Scott Laidlaw moved to approve the financial report. Jim Walker seconded and the Motion was approved by unanimous vote.

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**BID Structure.** Bernie reported that the "BID Administration Suggestions for FY 14" had been considered at the last City Council study session. He then reviewed the 9 items and requested the BID's support. Jim Walker commented that Item 1: "\$40,000 each year for up to five years" appeared to be a sunset clause. Bernie responded that Item 1 is not a sunset clause but that it allows flexibility and can be re-negotiated after five years.

**MOTION:**

Jim Walker moved to declare the BID Board's support for the "BID Administration Suggestions for FY 14". Tina Hoover seconded and the Motion was approved by unanimous vote.

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**C. Village Maintenance Items.**

**Power Washing/Steam Cleaning.** Scott Laidlaw reported that he had obtained a steam cleaning price quotation from Bonanza Steam Cleaning that worked out to be approximately \$.03 per square foot. Scott noted that Bonanza's quote represented a substantial savings over power washing quotes previously obtained. Scott thanked Jim Mosher for providing information concerning the steam cleaning vendor who is already providing steam cleaning services to the City. The price quote from Bonanza is \$4,300 for all of the sidewalks from Avocado to Poppy and that a price break was available for quarterly cleanings. Scott indicated that he would secure a third quotation and present it at the April meeting. He also indicated that he would obtain clarification regarding the difference between steam cleaning and power washing and that he would inquire about the quarterly cleaning price break. Linda Leonard suggested including the steam cleaning vendor contact information in the BID mailer so that businesses could arrange further steam cleaning on their own.

**New Port Theater Replacement Tree.** Scott Laidlaw reported that the replacement tree that was planned to replace the Hong Kong Orchid tree that had been removed from in front of the New Port Theater has been planted in front of SofaULove to replace a damaged

tree. A discussion followed concerning whether the tree purchased by The New Port Theater should be used to replace a damaged tree or added as a new tree at another location. Jim Mosher commented that the BID's recommendation of replacing the Hong Kong Orchid tree with a mature palm tree that would not block the theater's marquis was not followed. He noted that the tree was removed but not replaced and the tree well has been permanently filled in. Nancy Gardner and El Selich indicated that they would look into why the tree was relocated and why the BID's recommendation was not followed.

Scott Laidlaw reported that the bench and trash can enclosure requested by The New Port Theater had finally been ordered. He then questioned whether the installation of the bench and trash can enclosure is aesthetically appropriate for placement in front of the theater because of the open feel that it now has. Jessica Prause (The New Port Theater) indicated that she would be open to other options. Karen Tringali suggested the option of displaying public art in the open area in front of the theater.

Linda Leonhard commented on the unsightly gas line signs that have been posted by the Gas Company in several tree wells. A discussion followed regarding the need to check with the Gas Company to see what alternatives may be available for locating the signs.

#### **D. Revitalization /Vision Report**

**PCH/Entry Project Discussion.** Bernie Svalstad reported that he and Jim Walker met with City staff regarding what is now referred to as the "Entry Enhancement Project". Two drawings prepared by Walden & Associates were circulated for review. The drawings will be enlarged for presentation at the Annual Town Meeting in April. Bernie expressed concern that the \$500,000 estimated initial cost is not included in the City's budget. Ed Selich responded that the cost of the project should not be included in the City's budget until the cost is ready to be incurred which will not be in FY 2014. Jim Walker suggested that if Carnation is to be made one-way as part of the Entry Enhancement Project, that work should coincide with the water main replacement at PCH and Carnation.

#### **E. Parking Sub-Committee Report.**

**Parking Study Discussion.** Jim Walker reported that the Parking Subcommittee met at The Bungalow Restaurant March 26, 2013 and reviewed the Nelson/Nygaard Parking Management Plan Proposal item-by-item. Several items such as presentation costs of \$13,000 were deemed to be unnecessary as were "Coastal Commission conference calls". A discussion followed regarding how the BID could take responsibility for some of the items in the proposal to minimize the cost. The question of how to pay for the Nelson/Nygaard Plan was discussed and what the cost split as between the City and the BID would be. An 80/20 split was suggested. A discussion followed concerning opportunities to buy vacant land and/or long- term leasing of private parking lots for public parking use. The Sherman Gardens parking lot and the former CoCo's parking lot were discussed as was the concept of offering property owners financial incentives.

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**F. Marketing / Administration Report .** Linda Leonhard reported that the Annual Town Meeting is scheduled for April 17, 2013 at Sherman Gardens and that the focus of the meeting would be parking. Linda circulated a copy of the business owners' invitation to meeting and requested suggestions/revisions. Linda reported that the banner announcing the April 17<sup>th</sup> meeting would be going up on April 1<sup>st</sup> and that menu changes for the event were being considered. Bernie asked for volunteers to man the BID table at the Town Meeting. Tina Hoover, Scott Laidlaw and Keith Dawson volunteered. Linda reported that Vision 2020 brochures would go out with the invitations to the Town Meeting, which she noted would be the last use of the brochures.

**Beautification Award.** Linda Leonhard suggested that Starbucks be considered for the Beautification Award following the completion of its remodel. A straw vote for the Beautification Award was conducted with a unanimous vote in favor of Starbucks. The Beautification award will be placed on the agenda for the April meeting.

Amy Senk reported that a 1964 master plan for Corona Del Mar has been located and that it included parking structure at PCH and Marguerite which is consistent with Vision 2020.

**G. CDM Chamber of Commerce Report.** Linda displayed the artwork for the Scenic 5K which features the new City Hall. Linda reported that this will be the last year that the City participates in the 5K. Linda reported that the mixer at Bristol Farms was well attended and that Dana Rohrabacher and Allan Mansoor were in attendance. Linda announced that the government affairs meeting will be held at the Bahia Corinthian Yacht Club.

## **6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS**

None. Bernie urged all BID board members to advise him if they are unable to attend meetings so that he can anticipate potential quorum problems

## **7. ADJOURNMENT**

The meeting was adjourned at 9:12 a.m.                      Next meeting: April 25, 2013