



**Corona del Mar Business Improvement District  
Board Meeting Minutes  
September 27, 2012  
CdM Chamber of Commerce Offices**

**Board Members Present:**

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

**Board Members Absent:**

None

**Ex Officio:**

Scott Palmer

**Guest(s):**

Linda Leonhard / Amy Senk / Nancy Gardner / Ed Selich / Dan Purcell / Jim Mosher, David Appell (business owner), Jessica Prouse (The New Port Theater)

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

**2. Roll Call**

The Chairman called the roll and determined that a quorum was in place.

**3. Public Comments**

Bernie reported that resident Karen Carlson sent an email dated 9/15/12 to Linda Leonard expressing her opposition to the merge lane project at MacArthur and PCH. A copy of Ms. Carlson's e-mail is appended to these Minutes.

Guest Jim Mosher reported that the names of the BID Board members are posted on City's website as are the BID bylaws. He added that the November ballot contains a local ballot measure regarding 38 proposed revisions to the City Charter, including one revision prohibiting class actions against the City in specified circumstances. He urged those present to review the ballot measure carefully before voting.

**4. Approval of Minutes**

Guest Jim Mosher reported that the names of two City employees and a restaurant name were misspelled in the Minutes: The correct spellings are Brad "Somers", Mark

“Harmon” and “Bandara” restaurant. Guest Dan Purcell objected to the fact that his comment about wanting to “do something special and unique” regarding the Christmas decorations was not included in the Minutes.

**MOTION:**

Tom Nicholson moved to approve the Minutes of the August 23, 2012 meeting as corrected. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

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**5. Current Business**

**A. City Council Report**

Nancy Gardner reported that the sharrows lane markings will be installed in October. Nancy recommended that the BID board members review the “Balboa Village Blueprint” for ideas/concepts that might be applicable to CDM. Dan Purcell questioned whether financial incentives were made available to Balboa businesses.

Ed Selich reported that the Irvine Terrace Homeowners Association had taken a formal position in opposition to the merge lane project. He added that the opposition to the project was based in part on difficulty encountered making a right turn off of Avocado onto PCH and then transitioning across to the left turn lanes onto MacArthur.

Bernie noted that the traffic since the end of summer is notably lighter, but that traffic light synchronization would further improve traffic flow.

**B. Village Maintenance Items.**

Scott Laidlaw reported that the proprietors of The New Port Theater had requested two benches and a trash can receptacle to be installed on the sidewalk in front of the business. He provided the board members with a copy of a quotation from Landscape Forms Sales/Service dated 9/25/12 indicating a total cost of \$6,693.43 for two benches and a trash can enclosure. Jessica Prouse of The New Port Theater indicated that the proprietors would be willing to participate in the cost of the benches and the trash can enclosure. A discussion ensued regarding whether benches purchased by businesses are owned by the businesses or are City property. Scott Palmer indicated that the benches are City property and that there are liability issues. Scott Laidlaw noted that the BID’s jurisdiction is from the curb to the property owner’s property line and that nothing could be installed within the City’s right-of-way without City approval. Ed Selich suggested that the encroachment permit process would be required if the business owners wish to have benches installed.

**MOTION:**

Tom Nicholson moved that the BID support The New Port Theater’s application for an encroachment permit to install two benches and a trash can enclosure to be located and installed in compliance with the BID’s specifications with the cost to be borne by The New Port Theater. Jim Walker seconded the motion. No vote taken.

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Discussion: Tina Hoover questioned the maintenance responsibility if the benches and trash can enclosure are installed. Linda Leonard indicated that through the efforts of proprietors of The New Port Theater a long-standing eyesore had been removed from the community and that the BID should participate in assisting with the acquisition of the benches and trash can enclosure. Guest Dan Purcell expressed his opposition to the need for an encroachment permit. He claimed that one bench is missing and that the benches are in need of maintenance. Scott Laidlaw suggested that one of the benches could be placed on Heliotrope which would require an encroachment permit and that maintenance of the bench could be a condition of the granting of the encroachment permit. There was further discussion whereby the BID would supply/install one bench and one trash can enclosure at the BID's expense and that the BID would support The New Port Theater's application for an encroachment permit for a second bench. Scott Palmer noted that the City would buy the bench and trash can enclosure and that the BID would reimburse the City.

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**AMENDED MOTION:**

Tom Nicholson then amended his motion and moved to authorize the BID to acquire and install one (1) bench and one (1) trash can enclosure to be located on the sidewalk in front of The New Port Theater in accordance with the BID's specifications at a specific location as authorized by the City's traffic engineer. Tom further moved that the BID support The New Port Theater's application for an encroachment permit to install a second bench at the proprietor's expense to be installed at a location on Heliotrope as determined by the City's traffic engineer. Jim Walker seconded and the Motion was approved by unanimous vote.

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**C. Parking Sub-Committee**

Jim Walker reported that of the previously identified north, central and south parking "pods", the Parking Sub-Committee had narrowed its focus to the north pod located between Acacia and Carnation. Jim discussed concepts of partnering with Ardell and Sherman Gardens to better utilize the existing parking, including the construction of 2-level parking structures on the Sherman Gardens and Ardell properties with a shared-revenue arrangement. Scott Laidlaw questioned the viability of a for-profit parking structure. Ed Selich noted that that parking structures cost approximately \$25,000 per space, not including the cost of the land.

Jim Walker added that existing parking restrictions need to address specific business usages and not just the square footage of the business premises to determine required parking. Bernie suggested that all of the BID board members should review the Walker Parking Study. Ali Zadeh commented that although the Walker Parking Study contains valuable data, its conclusions are questionable.

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**ACTION ITEM:**

Scott Laidlaw to provide Linda Leonhard with a copy of the Walker Parking Study.  
Linda to circulate to all BID board members

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Guest Dan Purcell expressed his opinion that it is unrealistic to expect Sherman Gardens to give up its property for free, that gas station properties should be considered for future parking lots as fossil fuel is phased out in the future. He indicated that he is in favor of bike sharing for employees and that he is opposed to eliminating parking requirements.

**D. Revitalization/CAP Committee Report**

**Merge Lane Study Update**

Nancy Gardner reported that a study session is scheduled for October. Bernie indicated the need for volunteers at the booth at the farmer's market on Saturday morning to provide information regarding the merge lane project. There was general discussion about how to get more information out to the residents regarding the merge lane project. Bernie renewed his comment that the radius of the turn from PCH onto Carnation is too extreme. Ed Selich indicated that he would ask Public Works to look at the radius of the turn. Jim Walker suggested that an "escape lane" is necessary to allow a transition from higher speeds on PCH to lower speeds on residential side streets.

**E. Administrative & Financial Report**

Scott Palmer presented the BID's year-to-date Profit & Loss and Balance Sheet and indicated that the BID presently has \$162,286 cash on hand and that \$38,000 in matching funds from the City had been received. Scott noted that of the \$91,000 anticipated receipts from BID dues, \$88,000 had been received which he noted is approximately 85% of the anticipated receipts. Scott indicated that "Thank You" notes would be going out the BID members next week. There was discussion of including a brief questionnaire regarding the merge lane with the Thank You notes.

**MOTION:**

Tom Nicholson moved to approve the financials; Scott Laidlaw seconded and the Motion was unanimously approved.

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**BID Administrator Update**

No report.

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## **Bylaws Update**

Bernie reported that he had not heard back from the City Attorney regarding updating the BID bylaws to conform with current practices such as the 2-year term cited in the bylaws versus the 1-year term required by the City.

## **F. Marketing / Outreach Report**

### **Fall Marketing Campaign**

Linda Leonhard reported that the fall marketing campaign is scheduled and that advertisements in the Newport Independent, Laguna Journal and the Daily Pilot were planned. She added that an opportunity drawing was planned for the Christmas Walk. Tom Nicholson suggested instituting a summer event similar to the Christmas Walk. Linda suggested linking a summer event to the 5K. Bernie questioned the availability of resources and concerns over spreading the existing sponsors too thin. Amy Senk commented that the Bridal Walk was well attended. Linda suggested that the marketing sub-committee should consider a summer event. Tom indicated that he would attend the next marketing sub-committee meeting. Linda reported that she is working on presenting the beautification award and that The Port Restaurant would be hosting a mixer. Linda reported that the new Directory would be out in 1 to 2 months

### **Website Update**

Linda indicated that because of uncertainty concerning the BID administrator, the updating of the website is still on hold. She indicated that she would obtain an estimate of the cost to remove old/outdated material from the website.

## **G. CDM Chamber Report**

Linda reported that the Coastline Car Classic was a success and raised approximately \$8,000 for pediatric cancer research. She added that the 5K committee was already planning next year's 5K and that a "Triple Crown" is planned with two other 5Ks to boost attendance. Scott Laidlaw suggested involving the schools in the 5K suggesting a joint venture relationship with businesses, the school district and the City. Guest Dan Purcell commented that he preferred the green carpeting at the car show over the sand-colored carpeting.

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

None.

## **7. ADJOURNMENT**

The meeting was adjourned at 9:11 a.m.

Next meeting: October 25, 2012



bernie svalstad &lt;bsvalstad@gmail.com&gt;

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**RE: PCH/MacArthur realignment**

1 message

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**Linda at Corona del Mar Chamber** <leonhard@cdmchamber.com>

Mon, Sep 17, 2012 at 11:55 AM

To: Karen Carlson &lt;kkc2616@aol.com&gt;

Cc: Bernie Svalstad &lt;bsvalstad@gmail.com&gt;, "Gardner, Nancy" &lt;ngardner@newportbeachca.gov&gt;

Hi Karen, Thank you for your email regarding the merge lane project test. I will share your comments at the next CDMBID meeting. If there are any further steps with the project, we will keep you in the loop. As of now it was an approved test and the results will be reviewed. Many thanks for caring.

Linda Leonhard  
President  
CORONA DEL MAR CHAMBER OF COMMERCE  
A Strategic Business & Community Resource  
PH (949) 673-4050 FX (949) 673-3940  
Linda@CdmChamber.com

-----Original Message-----

From: Karen Carlson [mailto:kkc2616@aol.com]

Sent: Saturday, September 15, 2012 6:43 PM

To: marketing@cdmvillage.com

Subject: PCH/MacArthur realignment

As a 40 year resident of Corona del Mar I am supportive of projects that improve our village. I personally underwrote the cost of sprinklers for the Dolphin topiaries/landscaping at Margurite and PCH.

I oppose the removal of the 3rd lane on South PCH at Mac Arthur. We NEED that access to Carnation. It lessens the back-up on Mac Arthur at the L turn lane and allows "locals" to avoid the beach traffic. And when they open up City Hall that third lane on south bound Mac Arthur is going to be adding lots more cars.

We have a lot to offer, but this is not the way to do it.

Sincerely,  
Karen Carlson  
2616 Cove St  
CDM