



Corona del Mar Business Improvement District Board Meeting Minutes August 23, 2012 CdM Chamber of Commerce Offices

Board Members Present:

Bernie Svalstad, Jim Walker, Ali Zadeh, Scott Laidlaw and Keith Dawson

Board Members Absent:

Tom Nicholson and Tina Hoover

Ex Officio:

Scott Palmer

Guest(s):

Linda Leonhard / Amy Senk / Nancy Gardner / Ron Yeo / Dan Purcell / Karen Tringali , Stacey Jordan (Dekralite) and Doug Urbanski/Lis Hanscom (The New Port Theater)

1. **Call to Order at 7:35 AM**

2. **Roll Call**

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

3. **Public Comments**

Bernie stated that in the interest of time and in an effort to adhere to the schedule identified in the Agenda, public comments would be limited to 3 minutes per guest.

Doug Urbanski representing The New Port Theater requested a public bench and a trash can enclosure in front of the theater. He discussed the theater's pricing and programming and offer to conduct a tour following the meeting. Ron Yeo suggested establishing a link to the theater from the BID/Chamber's website. Linda suggesting using social media to promote the theater. Bernie asked about parking plans for the theater.

4. **Approval of Minutes**

MOTION:

Scott Laidlaw moved to approve the Minutes of the August 2, 2012 meeting. Jim Walker seconded and the Motion was approved by unanimous vote.

5. Current Business

A. City Council Report

Nancy Gardner reported that a sharrows out reach program is planned before the end of the year which will include the use of street banners from Hazel to Avocado. Nancy indicated that she and two other council members would be meeting during the week of August 27th to discuss the BID administrator position and that she expected to finalize the proposal at that point.

B. Vision Plan Update.

No report.

C. Village Maintenance Items

Scott Laidlaw indicated that he would work with guest Dan Purcell to identify/inventory which benches and trash can enclosures are in need of maintenance. Bernie suggested that Scott speak with Brad Summers at the City to determine maintenance costs for powder coating, etc. Ron Yeo expressed a need for a bike rack at the New Port Theater. Bernie expressed the need for bike racks at the Golden Spoon and Starbucks. Nancy suggested that the concept of a “bike corral” might be appropriate. She indicated that a bike corral is where a vehicle parking space is converted to a “corral” for parking bikes. .

D. Tree Well Update

Bernie reported that he had spoken with Ralph of Park West who indicated that the tree well landscaping project is complete. Scott Laidlaw questioned whether the irrigation problems to some of the tree wells had been remedied. Scott noted that that the overly pruned tree in front of Zinc Café had not been replaced and that other dead trees had not been removed/ replaced. Ali commented that the landscaping on side streets should considered. Bernie comment that the BID can only be concerned with landscaping on PCH which is within the BID’s jurisdiction. Nancy suggested that Ali contact Mark Harman at the City regarding side street landscaping issues.

E. Parking Sub-Committee

Jim Walker reported that he met with Bernie and Ron Yeo on August 21st and that an action plan had been developed to address the parking issue. Jim suggested establishing north, central and south parking “pods” to address the differing needs of different areas of CDM. Ron reported that he had spoken with a representative of the City of Laguna Beach and learned that the parking structure on Glenneyre Avenue was built in the early 80s using in-lieu developer fees. Jim noted the need for a parking consultant and the need to re-examine the parking requirements for different types of businesses. Bernie commented that traffic signal synchronization needs to be adjusted as a result of the test merge lane project. Jim commented that CDM is not maximizing the use of existing parking facilities such as Bandaras and Sherman Gardens and that parking agreements with landowners needs to be investigated. A discussion

ensued regarding one way streets in CDM. It was the general consensus that the topic needs to be revisited. Karen Tringali reported that Dennis Baker was willing to serve on the Parking Committee on behalf of the Residents Association.

F. Dekralite Proposal

Stacey Jordan presented color print-outs of several options for decorating the Christmas tree and the palm trees in the median at Marguerite and PCH. Ms. Jordan presented the proposal for the existing decorations in the amount of \$25,168.67 plus several proposals for various additional decorations. After discussion, it was the consensus of the Board to approve an additional decorations consisting of a star for the top of the Christmas tree plus double shooting stars for every other palm tree in the Marguerite median. Ms. Jordan agreed to present a revised proposal to include snow flakes on the Christmas tree for a not-to-exceed figure of \$30,000 for the entire Christmas decoration package.

MOTION:

Scott Laidlaw moved to approve the proposal for the existing decoration package plus additional decorations including the star for the top of the Christmas tree and dual shooting stars for every other palm tree for a not-to-exceed price of \$30,000. Jim Walker seconded and the Motion was approved by unanimous vote.

G. Revitalization/CAP Committee Report

Merge Lane Study Update

Nancy Gardner reported that she had received approximately 20 comments regarding the merge lane test cones and approximately 16 of the comments were negative, or about 80%. Whether positive or negative, Nancy stressed that most of the comments were constructive. Bernie suggested the need for a poster describing the plan for the merge lane to increase public awareness. Karen Tringali reported that the Residents Association newsletter would be going out to 6,300 residents in September and she offered to set aside some space to describe the merge lane project. Ron Yeo suggested having a booth at the Saturday farmers market with information regarding the project.

H. Administrative & Financial Report

Scott Palmer presented the BID's year-to-date Profit & Loss and Balance Sheet and indicated that the BID presently has \$89,942 cash on hand and that \$48,000 in income had been received within three weeks of invoicing for BID dues. Scott noted that the balance sheet reflects a bad debt write-down amount of \$57,000 but that approximately one-half of the amount indicated is penalties and bad debt has been accumulating over the 13 years that the BID has been in existence. Linda questioned an entry regarding Chamber consulting and website charges, neither of which had been billed. Scott will review those entries.

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MOTION:

Ali Zadeh moved to approve to approve the financials; Keith Dawson seconded and the Motion was unanimously approved.

I. Marketing / Outreach Report

Linda Leonhard reported that by vote of the BID Board, the New Port Theater had won the beautification award and that the award would be presented at an upcoming Chamber lunch to be held at Five Crowns Restaurant. Linda announced that the marketing committees would be meeting to consider possible media options in addition to the Daily Pilot and the Newport Independent to target areas outside CDM to bring customers/clientele into CDM.

J. CDM Chamber Report

Linda reported that the Coastline Car Classic is scheduled for September 9th and that there was good auto dealership participation in this year's event . She indicated that William Lyon's foundation would be participating , that Newport Beat would be providing live entertainment and that Roosters Café would be providing food. Scott Palmer asked about the BID participation decal/window stickers would be available again this year. Linda indicated that she would get a supply of the stickers to Scott so that they could be enclosed with mailings back to BID members in appreciation of their membership.

6. CORONA DEL MAR BID ANNOUNCEMENTS- FUTURE AGENDA ITEMS

None.

7. ADJOURNMENT

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

Next meeting: September 27, 2012