



**Corona del Mar Business Improvement District  
Board Meeting Minutes  
August 2, 2012  
(rescheduled from July 26, 2012)  
CdM Chamber of Commerce Offices**

**Board Members Present:**

Bernie Svalstad, Jim Walker, Ali Zadeh and Keith Dawson

**Board Members Absent:**

Tom Nicholson, Tina Hoover and Scott Laidlaw

**Ex Officio:**

Scott Palmer

**Guest(s):**

Linda Leonhard / Amy Senk / Nancy Gardner / Ron Yeo / Jim Mosher / Dan Purcell /Mike Erickson (RBF Consulting)

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

-A quorum was in place.

**2. Approval of Minutes**

**MOTION:**

Jim Walker moved to approve the Minutes of the June 28, 2012. Keith Dawson seconded and the Motion was approved by unanimous vote.

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**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.

Guest Dan Purcell stated that the newspaper enclosures around CDM have a poor appearance. He also inquired regarding the servicing schedules for the benches and trash can enclosures.

#### 4. **City Council Report**

Nancy Gardner reported that she and two other council members have met with the chairpersons for the four BIDs to discuss issues relating to the BID Administrator position and that a follow-up meeting is scheduled in September. In the meantime, the City Council would be taking no action concerning the approval of the BID Administrator contract.

#### 5. **BID Advisory Board Elections**

After a brief discussion, Jim Walker suggested that all of the officers who had served for the previous term be re-elected for the upcoming term.

MOTION:

Jim Walker moved that the officers presently serving whose terms have expired be re-elected for the upcoming term. The officers include Bernie Svalstad as Chairman, Tom Nicholson as Vice-Chairman, Jim Walker as Treasurer and Keith Dawson as Secretary. Keith Dawson seconded and the Motion was approved by unanimous vote.

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#### 6. **Vision Plan Update**

##### **Village Maintenance Items**

Bernie indicated the need for a chairperson to head the maintenance committee which oversees the maintenance the benches, trash can enclosures and bike racks when installed. Dan Purcell offered to volunteer his services to work with the chairperson. No action was taken regarding the nomination of a chairperson for the maintenance committee and the matter was tabled until the next meeting.

##### **Tree Wells**

Bernie noted that tree well maintenance personnel were reportedly disposing of tree well debris in CDM garbage cans, but that the practice was isolated and would cease. Bernie reported that plant material had been ordered and would be installed by the next BID meeting whereupon the tree well landscaping project would be complete and a final walk-thru would be conducted.

##### **Establish Parking Sub-Committee**

Nominations for the parking sub-committee were discussed. Jim Walker volunteered to serve on the sub-committee as did guest Ron Yeo. Nancy Gardner expressed her willingness to serve and indicated that a member of the residents association (yet to be named) should serve on the sub-committee to assure that the residents' concerns are considered.

Scott Palmer asked if all of the board members had received the power point presentation addressing Pasadena’s parking study. Scott offered to resend the power point presentation to those board members who did not receive it or could not open the presentation. There was discussion of interviewing the author of the parking study that was conducted for Balboa. Bernie suggested that the Board should consider budgeting for the services of a parking consultant

### **Dekralite Proposal**

No one from Dekralite was present. The Dekralite proposal is tabled until the next meeting.

## **7. Revitalization/CAP Committee Report**

### **Merge Lane Study Update**

Nancy Gardner reported that she had received very few complaints regarding the merge lane test cones and that positive and negative comments were approximately equal in number. It was the general consensus that many of the negative comments pertain to lost parking and that residents of Acacia Avenue have been the most vocal regarding the proposed changes. Jim Walker questioned the traffic light timing and indicated that the radius of the right turn onto Carnation from PCH is too extreme and needs to be re-configured. Ali Zadeh expressed concern that overflow from PCH resulting from slowed traffic will end up on the flower streets. Ali also commented that the right turn onto Heliotrope off southbound PCH is dangerous because of the extreme right turn. Nancy commented that the concept of selected 1-way streets might need to be revisited. Nancy added that bike-sharing lanes (“sharrows”) had been approved by the City Council but that sharrows markings would not be installed until after the summer season. She suggested the use of “Share the Road” banners to alerts residents to the installation of sharrows lanes. Ali suggested the need for directional parking signs for the benefit of out-of-town visitors.

## **8. Administrative & Financial Report**

### **Bid Renewal & Board**

Bernie reported that although the BID’s Bylaws provide for 2-year terms for BID board members to allow for staggered terms, the City Attorney indicated that the BID board member terms could be not longer than one year because the City Council approves the BID board members on an annual basis. Bernie indicated that the City Attorney will need to address the discrepancy between the BID’s Bylaws the one-year term recommended by the City Attorney.

### **BID Administrator Update**

Bernie reported that the chairpersons of the four BIDs had met with four of the seven members of the City Council regarding the proposed BID administrator position. Nancy indicated that she and 2 other council members are aware of the four BIDs’ concerns and will interface with the other council members.

### **Financial Report**

Scott Palmer presented the BID's year-to-date Profit & Loss and Balance Sheet and indicated that the BID presently has \$50,925 cash on hand after payment of \$20,000 for the Orchid lighted cross-walk . Scott indicated that he is expecting an invoice from the City for work associated with the merge lane. He added that the BID had received income of \$7,600 in just four days since annual billings were received by CDM businesses.

**MOTION:**

Jim Walker moved to approve the financials; Keith Dawson seconded and the Motion was unanimously approved.

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**9. Marketing**

Linda reported that the beautification award would be awarded to Avila's Mexican Restaurant at the upcoming mixer. After a brief discussion, it was the consensus of the board members that the next beautification award would be awarded to the New Port Theater.

Linda reported that pending a decision regarding a BID Administrator, marketing was on hold. She reported that \$1,000 was available in the marketing budget for promotional ads for the 4<sup>th</sup> quarter, including the holiday season. Jim Walker suggested buying media space targeting areas outside CDM to bring customers/clientele into CDM. Linda reported that \$2,000 is allocated in the marketing budget for August, October and November 2012. The marketing committee consisting of Jim, Ali, Bernie and Linda to consider how to best spend \$4,000 for marketing purposes.

**10. CDM Chamber Report**

Linda reported that the Coastline Car Classis is scheduled for September 9<sup>th</sup> and that the kick-off event at Maestro's on July 25<sup>th</sup> was a success . Linda circulated full page ads in the Daily Pilot and the Newport Independent advertising the car show.

**11. Adjournment**

The meeting adjourned at 8:52 a.m.

Next meeting: August 23, 2012