



Corona del Mar Business Improvement District Board Meeting Minutes May 24, 2012 CdM Chamber of Commerce Offices

Board Members Present:

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

Board Members Absent:

Tom Nicholson, Ali Zadeh and Keith Dawson were excused

Guest(s):

Jim Mosher, Dan Purcell, Karen Tringali, Ed Selich, Nancy Gardener, Gart Sutton (Resident), Amy Senk, Linda Leonhart, Scott Palmer

1. Call to Order at 7:34 a.m.
A quorum was in place.
2. Minutes
Scott Laidlaw called for approval of April's minutes, Jim Walker seconded, unanimously approved
3. Councilpersons' Report
 - Nancy announced that the bike safety committee will be asking for sharrows on Coast Highway.
 - There will be waterline replacement along MacArthur. She asked if the board would agree with signage asking for alternate routes. Linda suggested a shops open on the announcement signs. It will be during the summer. Linda asked for email outreach on the project.
 - The special events committee has been held. Nancy has called for a new special events process for next year. Linda brought forward the fact that the process was uneven.
4. Vision Plan
 - Bernie reported the City did not approve funds in the CIP. The City is looking forward to receiving 25k from the BID for a delineator study. Ed explained that there are a number of larger projects going on in the City. Nancy called for patience.

-Scott Laidlaw reported on a two hour tree well walkthrough. Irrigation is an issue, but overall the tree wells look good. There are ten tree wells that do not have water. There is a 5k proposal on the table that was deferred for more research or more proposals.

-Dan Purcell brought up the state of the news racks. Scott Palmer recommended Dan contact code enforcement.

-Jim Walker reported on the lackluster response to the restaurant parking survey. Jim recommended the survey be sent out again. Jim recommended a one on one basis approach. Bernie suggested using the City Parking lot for parking at night. Ed mentioned there might be security issues after 10pm at the City lot. Karen mentioned restrictions about the upper level of the new lot. Nancy called for village specific parking regulations throughout the City. Ed called for looking at a specific plan design to consider on street parking in zoning regulations.

5. Financial / Administration

-Scott reported there is \$48,000 cash on hand.

-There were no changes to the annual report.

-Bernie brought up the nomination process. Bernie called for a noticed meeting to review and make the nomination recommendation. He called for a meeting June 6 10 am.

6. Marketing

-Linda reported on the status of the 20/20 Vision Plan, and efforts to create collateral for it.

-She also brought up the fact the BID cannot supply alcohol to meetings (such as Annual Meeting) in the future.

7. Chamber

-Linda announced the 5 k and informed the board that the expenses have gone up.

-She is also working on the Car Show

8. Adjournment

-The meeting adjourned at 9:06am.