



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

**Board Members Present:**

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

**Ex Officio:**

Scott Palmer

**Guest(s):**

Linda Leonhard / Mayor Nancy Gardner/ Jim Mosher/ Karen Tringali/ Ron Yeo / Ed Selich

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

-A quorum was in place.

**2. Approval of the Minutes**

Bernie pointed out that “in Section 5, the word represented should be replaced with presented”. With that correction duly noted,

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**MOTION:**

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Jim Walker moved to approve the Minutes of the January 26, 2012 meeting. Ali Zadeh seconded and the Motion was unanimously approved.

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**3. Public Comments**

-The CERT classes start next week. Karen called for business involvement; Linda will post an announcement on the chamber website.

**4. Council Report**

-Nancy reported on the fact that the BV parking and economic development plans had been presented, and that parking plans may influence how CdM’s parking issues may be resolved.  
-Linda announced that Virgin Atlantic may be taking over Explorocean.

**5. Vision Update**

-Bernie stated the new entry plan had been presented to the homeowner’s association.  
-Linda reported back that the response from the restaurants for the parking issues had only three responses.

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ACTION Jim Walker will call the major restaurants to try and get more feedback on the mailer..

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ACTION Linda will get Jim copies of the filled out restaurant questionnaires.

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ACTION Linda will put the parking survey on the website

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- Bernie asked about materials to be presented at the annual meeting. It was suggested to put posters together showing before and after photos. The matter was referred back to the marketing committee. Karen suggested stating the amount of financial support the BID contributes.

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ACTION Scott Palmer will get Linda the amount of spending by the BID over the years to benefit the district.

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-The dolphin ladies want to decorate the dolphins for the 100th anniversary of the Girl Scouts.

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**MOTION**

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Scott Laidlaw moved that the Board make no change to the dolphin policy. Jim Walker seconded. Nancy recommended talking to the City Attorney. Scott Palmer reiterated the policy of decorating for Valentine's Day, Spring, Fourth of July, Halloween, and the Winter Holiday.. Board voted to retain the current policy. 4 to 2 Jim, Bernie, Keith and Scott voting yes, Ali and Tom voting no.

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**6. Revitalization**

-The CAP meeting moved the entry design to the council for approval. Staff will then prepare the procedural steps in getting the project started. Discussion was held about the striping test and parking impacts therein. Scott Laidlaw asked for additional discussion about how costs would be allocated for future plan.

-Karen asked if there was going to be an effort to promote outdoor dining, and what the City would do to regulate it. She also asked about the seating wall and if that would encourage additional dining. Nancy also reported there was concern about benefit to certain businesses at the expense of others.

-Bernie reported on the meeting of the BID presidents about the RFP for the BID Administrator. The City is looking for a master contract for all the BIDs and the RFP guidelines. Jim stated the City is looking for Visit NB to do initial marketing. Bernie mentioned that there seemed to be a back room effort to make Visit NB the lead agency. The timing will be a month for response before it goes to City Council for a start at the new fiscal year. Scott Laidlaw asked about why it is being done: Nancy replied easier contracting, better support for marketing coordination, and synergy of marketing. Jim Walker mentioned the desirability of using and outside independent contractor.

**7. Financial**

-Scott reported there is 129,279 cash on hand.

-Scott presented a newly revised budget.

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**MOTION**

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The board voted unanimously to approve the budget as amended. The board also unanimously voted to approve the financial reports as presented.

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-Scott asked the case of Joseph Nezda and his request to be relieved of BID payments be slated to the next agenda.

#### **8. Marketing**

- Linda reported on the Annual Meeting: Karen asked for a table count from Linda for vendors.
- The VIP program has been removed from the website, and demand has increased.
- The directory is the current project.

#### **9. Chamber**

- The chamber has decided on the 5k artwork and Hoag Hospital will be the presenting sponsor.
- Amy Senk recommended a flash mob promotion at the 5k to drive spending within the village.

#### **10 Adjournment**

- The meeting adjourned at 9:10am.