



Corona del Mar Business Improvement District Board Meeting Agenda

December 5, 2013 / 7:30 a.m.

Corona del Mar Chamber of Commerce,
2855 E. Coast Hwy, Suite 101, Corona del Mar

Business Improvement District Board Members:

Bernie Svalstad, Chairman

Tom Nicholson, Vice Chair

Scott Palmer, Treasurer

Keith Dawson, Secretary

Jim Walker, Director

Scott Laidlaw, Director

1. CALL MEETING TO ORDER

2. ROLL CALL

3. PUBLIC COMMENTS ON AGENDA ITEMS

Public Comments are invited on agenda & non-agenda items generally considered to be within the subject matter jurisdiction of the CdM BID. Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

4. APPROVAL OF MINUTES

Recommended Action: Board approves the October 24, 2013 draft meeting minutes.

5. CURRENT BUSINESS

A. BID Chairman Report - Oral report by Bernie Svalstad, Chairman

B. City Council Report - Oral report by Nancy Gardner/Ed Selich, City of Newport Beach

- City Updates

C. Amendments to Bylaws - BID Administrator / City Staff

- Proposed amendments to the Corona del Mar BID bylaws.
See Exhibit A –Bylaws red-lined with proposed revisions

Recommended Action: Review and approve proposed Bylaws revisions.

D. New Corona Del Mar BID Board Member - BID Administrator / City Staff

- Recommendation for approval by the City Council of a new Corona del Mar BID Board Member.
See Exhibit B – Application for Appointive Position by Jessica Prause with letter of appointment by business owner.

Recommended Action: Board recommendation for City Council to appoint Jessica Prause to the fill empty Corona del Mar BID Board seat.

E. BID Financial Reports for October 2013 – Oral report by Scott Palmer

- Discussion of fiscal year to date operating results through October 31, 2013

Recommended Action: Board approves and accepts October 2013 financials

E. Council results for Ordinance to waive penalties & interest on collections delinquent assessment – Oral report by City

Recommended Action: None

F. City Requests for Proposals for BID Support and Services Update – Oral report by City Staff

- Marketing and Communication Services – Agreement with the Corona del Mar Chamber of Commerce.
See Exhibit C – Proposal for Marketing and Communication Services

Recommended Action: Board review and authorize the City to enter into a Marketing and Communication Services Agreement with the Corona del Mar Chamber of Commerce.

- BID Landscape Maintenance Status Update

Recommended Action: None

G. A-Frame Signs– Oral report by Bernie Svalstad

- Discussion of A-frame signs in front of businesses on private property

Recommended Action: Request for City action.

H. Revitalization Improvement Projects & Maintenance Items - Oral Reports

Task / Action Review

- | | |
|--------------------------------|------------------------------|
| • Gateway Improvements | Bernie Svalstad |
| • Parking Project | Jim Walker / Bernie Svalstad |
| • Marguerite Project | Ron Yeo |
| • Street Furniture Maintenance | Ron Yeo / Scott Laidlaw |
| • Signal Arm Modifications | No Report |

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- Sidewalk Steam Cleaning - Enforcement Letter Scott Laidlaw
- Plaza Upkeep No Report
- Landscaping / Tree Wells Scott Laidlaw / Bernie Svalstad
- Pocket Park Ed Selich / Other
- Other– Discussion Advisory Board

Recommended Action: None

I. Marketing Report – Oral Report by Linda Leonhard, CdM Chamber of Commerce

- Website Status Update
- Miscellaneous Marketing Updates
- 2014 CdM Business Directory Update

Recommended Action: None

J. CdM Chamber of Commerce Report -Oral Report by Linda Leonhard, CdM Chamber of Commerce

6. CdM BID ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

7. ADJOURNMENT

CdM BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the CdM BID agenda be posted at least seventy-two (72) hours in advance of each regular meeting & that the public be allowed to comment on agenda items before the CdM BID and items not on the agenda but are within the subject matter jurisdiction of the CdM BID. The CdM BID may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

It is the intention of the CdM BID to comply with the Americans with Disabilities Act (“ADA”) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the CdM BID will attempt to accommodate you in every reasonable manner. If requested, this agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Please contact the CdM BID administrator at 800-755-6864 and ask for Rebekah Smith or email rsmith@willdan.com at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.