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## Corona del Mar Business Improvement District

### Meeting Agenda

May 22, 2014 / 7:30 AM

2855 E. Coast Hwy, Suite 101, Corona del Mar  
Regular Board Meeting Agenda

### **BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS**

Bernie Svalstad, Chairman  
Tom Nicholson, Vice Chair  
Scott Palmer, Treasurer  
Keith Dawson, Secretary  
Jim Walker, Director  
Scott Laidlaw, Director  
Jessica Prause, Director

#### **I. CALL MEETING TO ORDER**

#### **II. ROLL CALL**

#### **III. PUBLIC COMMENTS ON AGENDA ITEMS**

*Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar BID. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Corona del Mar 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.*

#### **IV. APPROVAL OF MINUTES**

##### [Approval of the Minutes](#)

##### **SUMMARY:**

Review and approval of the draft minutes from the April 16 annual meeting and the April 24 regular meeting.

##### **RECOMMENDED ACTION:**

Recommended Action: Board to approve the draft minutes from the April 16 and April 24 board meetings.

#### **V. CURRENT BUSINESS**

##### **A. BID Chairman Report**

##### **SUMMARY:**

Oral report by Bernie Svalstad

*RECOMMENDED ACTION:*

None

**B. City Council Report***SUMMARY:*

Oral report by Council Members Nancy Gardner/Ed Selich

*RECOMMENDED ACTION:*

None

**C. BID Financial Reports for April 2014 (Bob Quaid)***SUMMARY:*

Discussion of fiscal year to date operating results through April 30, 2014

*RECOMMENDED ACTION:*

Board to approve and accept the April 2014 financials

**D. Marguerite & PCH Landscaping (Oral report by Bernie Svalstad)***SUMMARY:*

Landscaping improvements proposed to approximately 230 square feet of former concrete drive approach.

*RECOMMENDED ACTION:*

Board to approve budget for landscaping 230 square feet on Northeast corner of Pacific Coast Highway and Marguerite

**E. BID FY 2014-15 Board Nominations (Oral report by Bob Quaid)***SUMMARY:*

- Review of applicants for FY 2015 Board nominations (Handout)

*RECOMMENDED ACTION:*

Board to recommend for City Council appointment up to seven nominees to serve on the BID Board for Fiscal Year 2014-2015.

**F. Crown Ace Hardware Landscape Maintenance (Oral report by Scott Laidlaw)***SUMMARY:*

- Crown Ace Hardware (Crown) has requested BID approval for Crown to maintain the three tree wells in front of its building on PCH.

*RECOMMENDED ACTION:*

Board to approve Crown Ace Hardware assuming maintenance in accordance to the City's Landscape Guidelines of the three tree wells in front of its building on East Coast Highway.

**G. CdM Chamber Marketing Contract for FY 2014-15 (Oral report by Linda Leonhard)***SUMMARY:*

- Review of CdM Chamber BID marketing proposal for FY 2014-15. (Handout)

*RECOMMENDED ACTION:*

Board to approve CdM Chamber BID marketing proposal for FY 2014-15 for contract issuance by City

**H. Revitalization Improvement Projects & Maintenance Items***SUMMARY:*

- Street Furniture Maintenance, Bob Quaid
  - a. Re-powder coating trash receptacles

*RECOMMENDED ACTION:*

None

**I. CdM BID Website Re-design Update (Oral report by subcommittee members)***SUMMARY:*

Report by CdM BID website subcommittee determinations of BID website goals

*RECOMMENDED ACTION:*

Board to decide what further action to take on new website development

**J. Marketing Report (Oral report by Linda Leonhard)***SUMMARY:*

- Beautification Award – Nomination of Crown Ace Hardware as recipient for the bi-monthly award
- Discussion of topics for inclusion in the FY 2014-15 BID Brochure

*RECOMMENDED ACTION:*

- Board to approve Crown Ace Hardware as recipient of BID beautification award
- Board to approve design and printing of FY 2014-15 BID brochure

**K. CdM Chamber of Commerce Report (Oral report by Linda Leonhard)***SUMMARY:*

Oral report by Linda Leonhard

*RECOMMENDED ACTION:*

Recommended Action:

**VI. CORONA DEL MAR BID ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)****VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

*Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the CDM BID. Speakers must limit comments to 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.*

**VIII. ADJOURNMENT**

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

It is the intention of the City of Newport Beach 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 City of Newport Beach 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 BID Administrator at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at 800-755-6864 and ask for Rebekah Smith or email [rsmith@willdan.com](mailto:rsmith@willdan.com).