



**Newport Beach Restaurant Association  
Business Improvement District**

**Board Meeting Minutes – January 21, 2015**

**Newport Beach & Company  
1600 Newport Center Drive, Suite 120  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

President Walker called the meeting to order at 9:35 a.m.

**II. ROLL CALL**

Directors Present:

Jim Walker	The Bungalow Restaurant
Thomas Giulioni	Back Bay Bistro
John Robinson	Amelia's
Ronald Schwartz	Muldoon's Irish Pub
Alexandra Robinson	Park Avenue Café
Joe Campbell	Ruby's Diner
Cathy Pavlos	Provenance

**Quorum Achieved**

Directors Absent:

Sheri Drewry	Wilma's Patio
Dan Miller	Village Inn
Cindy O'Shea	Whole Foods Market & Back Bay Tavern
Stephen Joyce	Newport Beach Tennis Club

BID Administrator Present:

Polly Peak, Marketing Consultant	Newport Beach & Company
----------------------------------	-------------------------

City Representative(s) Present:

Diane Dixon	Newport Beach City Council
-------------	----------------------------

Guest(s) Present:

Steve Bender	Newport "Beach" Party Organizer
Doug McClain	Newport Beach & Company
Jim Mosher	Newport Beach Resident
Chris Trela	Newport Beach Independent

**III. PUBLIC COMMENTS ON AGENDA ITEMS**

None.

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

President Walker requested a motion to approve the minutes from the September 24, 2014 meeting and the minutes from November 19, 2014 meeting.

**MOTION:** Director Schwartz moved to approve the minutes from the September 24, 2014 Board meeting. Director Giulioni seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, A. Robinson, Campbell, Pavlos

**MOTION:** Director Schwartz moved to approve the minutes from the November 19, 2014 Board meeting. Director Campbell seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, A. Robinson, Campbell, Pavlos

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

##### **A. BID Financial Reports for November/December 2014**

- Director Giulioni reviewed the BID financials for the period ending December 2014.

**MOTION:** Director Campbell moved to accept and file the November/December financials. Director J. Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, A. Robinson, Campbell, Pavlos

---

##### **B. President's Report**

- President Walker introduced Councilwoman Diane Dixon.
- President Walker reported on a current restaurant scam involving claims from fraudulent representatives of Southern California Edison trying to extort money out of business owners by claiming they would shut the restaurant power off.
- President Walker provided an update on where the NBRA is tracking with regards the NBRA Strategic Plan.
- President Walker and Director Giulioni reported on the Membership Advisory Committee progress.
  - The committee decided that there is not enough data on the member restaurants to determine the different levels of membership.
  - The City recommends sending out a form to all members requesting more information about the business such as category, number of employees, occupancy, etc.
  - The committee will meet again with the City to discuss next steps in developing the form and getting it out to the membership.
- President Walker requested to have the NBRA sponsor a table at the Mayor's Dinner on February 5, 2015 for \$1,100.

**MOTION:** Director Schwartz moved have NBRA purchase a table for the Mayor's Dinner on February 5th. Director Giulioni seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, A. Robinson, Campbell, Pavlos

- The board discussed the NBRA Annual Meeting and agreed it would be a regular working business meeting.
    - All members will be notified about the meeting with a postcard mailing and the meeting will be announced in the NBRA e-newsletter in February.
    - The meeting will take place at the Back Bay Bistro on Wednesday, March 25, 2015 at 9:30am
- 

**C. Dine Newport Beach Restaurant Week**

- Ms. Peak reported the following:
    - 64 restaurants are participating and reviewed the advertising currently running for the event.
    - OpenTable is actively promoting the event throughout LA and Orange County.
    - Social Media and Share the Dish promotions.
    - Some of the PR coverage of the event in print and online media, on TV and radio.
    - The hosted media dinners to garner coverage from key food writers and bloggers have been successful.
- 

**D. Marketing & Industry Update**

- Ms. Peak reported updates on PR metrics and reported that the NBRA is on track to meet goals.
  - Ms. Peak provided the current website and social media channel metrics.
  - Industry updates:
    - CRA Lobby Day on Tuesday, April 7, 2015
    - NRA Show May 16-19, 2015
  - Ms. Peak provided updates on the NBRA restaurant quarterly and monthly consumer newsletters.
  - Save the Date for the next NBRA BID Meeting – Wednesday, March 25, 2015 at 9:30am.
- 

**E. Guest Presentation**

- Steve Bender presented information on the Newport Beach International Wine Competition and Kansas City BBQ Competition at the Newport Beach Party event June 26-28, 2015.
  - Director Giulioni recommended having a subcommittee meet to define how NBRA can benefit from participating or partnering with these events.
-

**VI. NBRA BID announcements or matters, which members would like placed on a future agenda for discussion, action or report (non-discussion items)**

- Director Giulioni will report back recommendations on how NBRA can work with Steve Bender on the Newport Beach International Wine Competition and the Kansas City BBQ competition.

**VII. Public comments on non-agenda items**

None

**VIII. Adjournment**

**MOTION:** President Walker moved to adjourn the meeting.  
Director Campbell seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, A. Robinson, Campbell

**The meeting adjourned at 10:37 a.m.**

---

The next regular board meeting will be March 25, 2015.