



**Minutes of the  
Newport Beach Restaurant Association  
Business Improvement District**

**Board Meeting July 23, 2014**

**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 9:05 a.m.

**II. ROLL CALL**

Directors Present:

Jim Walker

Thomas Giulioni

John Robinson

Ronald Schwartz

Sheri Drewry

Dan Miller

Alexandra Robinson

Cindy O'Shea

The Bungalow Restaurant

Newport Dunes, Back Bay Bistro

Amelia's

Muldoon's Irish Pub

Wilma's Patio

Village Inn

Park Avenue Café

Whole Foods

**Quorum Achieved**

Directors Absent: Joe Campbell; Stephen Joyce

City Representatives:

Mayor Rush Hill; Whit Paterson; Mary Locey

BID Administrator/Marketing Consultant:

Bob Quaid, BID Administrator

Polly Peak, BID Marketing Consultant

Willdan Financial Services

Newport Beach & Company

Public:

Jim Mosher

Chris Trela

Resident

Newport Beach Independent

**III. PUBLIC COMMENTS ON AGENDA ITEMS**

None

**IV. APPROVAL OF MINUTES**

President Walker requested a motion to approve the April 23, 2014 Board meeting minutes.

**MOTION:**

Director Giulioni moved to approve the minutes of the April 23, 2014 Board meeting. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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**V. CURRENT BUSINESS**

**A. Election of BID Officers for FY 2014-15**

- The Board accepted nominations for BID president, vice-president, secretary and treasurer.

**MOTION:** Director Giulioni moved to nominate Jim Walker as BID President. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz  
Abstained: Walker

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**MOTION:** Director Drewry moved to nominate Sheri Drewry as BID Vice President. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, O'Shea, J. Robinson, Schwartz  
Abstained: Drewry

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**MOTION:** Director Giulioni moved to nominate Thomas Giulioni as BID Treasurer. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Drewry, O'Shea, J. Robinson, Schwartz  
Abstained: Giulioni

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**MOTION:** Director Giulioni moved to nominate Alexandra Robinson as BID Secretary. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz  
Abstained: A. Robinson

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**B. BID Administration Update and Board Training**

Potential dates for BID Board training on September 10, 11, 26 or 30 beginning at 8:30 a.m. and lasting for approximately 2 hours. September 30<sup>th</sup> was the preferred date to communicate to the City.

**C. Membership Update**

- President Walker gave an update on the FY 2014-15 assessment Billing.
- The Board to approve the formation of an advisory group to review the BID membership qualifications and level of assessment. The advisory group will report back to the full Board, as needed, with recommendations.

**MOTION:** Director Drewry moved to appoint Thomas Giulioni, Cindy O’Shea, Dan Miller and John Robinson as members of the Membership Advisory Group and to return before the end of the calendar year with recommendations for membership qualifications and BID fees. President Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**D. BID Financial Reports for June 2014**

Bob Quaid reviewed the BID financials for the period ending June 30, 2014.

**MOTION:** Director Giulioni moved to accept and file the June financials. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**E. Annual Marketing Agreement**

President Walker reviewed the marketing services proposal from Newport Beach & Company (NB & Co.) for FY 2014-15. Director Giulioni will speak with Polly Peak from NB & Co. about better communication with the BID Board.

**MOTION:** Director Schwartz moved to recommend the City enter into an agreement with NB & Co. for the FY 2014-15 NBRA BID Marketing Services. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**F. Newport Beach Wine and Food Festival Community Partnership**

The Board discussed a cross-promotional partnership/sponsorship for the Newport Beach Wine and Food Festival event.

**MOTION:** Director O’Shea moved to approve a partnership agreement with NewBe Productions LLC. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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**G. BID Marketing Report**

Polly Peak from Newport Beach & Company discussed the following items:

- Reviewed Dine Newport Beach brand and NBRA logo.
- Update on DineNB.com website - Should be up and running by 8/15/14.
- Dine Newport Beach launch event. There will be a launch event on 9/10/14 from 5:30 pm - 8:30 pm at Balboa Bay Resort.
- NB & Co. annual marketing outlook - meeting will be held at the Radisson Hotel on 9/17/14 from 11:30 a.m. - 6:30 p.m.

**H. Dine Newport Beach Restaurant Week**

**MOTION:** Director Drewry moved to terminate the NBRA BID Board's relationship with McFarlane Promotions. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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Ms. Peak recommended Restaurant Week last a full two weeks. Board discussed dates, duration and pricing. Marketing materials need to go out in September, so details need to be determined by mid August.

Ms. Peak will send her recommendations to the Advisory Board.

**MOTION:** Director Giulioni moved to appoint Director Miller, Director O'Shea, Director Drewry, and Director A. Robinson as the members of an Advisory Group to work with NB & Co. on event planning and report back to the Board with recommendations at the September 24 meeting. Director Giulioni will be an alternate for this Advisory Board. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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

None

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

Mayor Hill commented:

- Membership should be narrowed to those that see the benefit of belonging to NBRA.
- NB & Co. will help with cross-branding.

Jim Mosher commented:

- Restrict BID membership to those that see value in it.
- Who is going to pay for Launch Event at Balboa Bay Resort? The Resort is hosting it, paying for it.
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Open Board Seat - NBRA BID can have up to 11 Board members, but there are currently only 10. Discussion regarding this item will be added to the next agenda.

#### **VIII. Adjournment**

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

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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The meeting adjourned at 10:47 a.m.

The next regular board meeting will be September 24, 2014.