



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

**Board Meeting April 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 9:36 a.m.

**II. ROLL CALL**

Directors Present:

Jim Walker	The Bungalow Restaurant
Thomas Giulioni	Newport Dunes, Back Bay Bistro
John Robinson	Amelia's
Joe Campbell	Ruby's Diner
Ronald Schwartz	Muldoon's Irish Pub
Sheri Drewry	Wilma's Patio

**Quorum Achieved**

Directors Absent: Nichole Hay, Eldy Galietta, Sam Tila, Ali Zadeh, Cindy O'Shea

City Representatives:

Council Member Keith Curry

BID Administrator/Marketing Consultant:

Bob Quaid, BID Administrator	Willdan Financial Services
Polly Peak, BID Marketing Consultant	Newport Beach & Company

Public:

Leslie Dods	Newport Beach & Company
Gary Sherwin	Newport Beach & Company
Dan Miller	Village Inn
Jorn Kleinhans	Wine Elite
Stefanie Salem	Newport Beach Wine and Food Festival
Kelly Jawor	Newport Beach Wine and Food Festival
Lindsey Henn	Newport Beach Wine and Food Festival
Katy Higgins	Bespoke
Tom Johnson	Newport Beach TV
Alex Robinson	Park Avenue Café

**III. PUBLIC COMMENTS ON AGENDA ITEMS**

None

**IV. GUEST PRESENTATIONS**

**A. Newport Beach Wine and Food Festival**

Stephanie Salem and Kelly Jawor from Newport Beach Wine and Food Festival provided the Board with a detailed report on the upcoming event scheduled for September 19 – 21, 2014 at the Newport Beach Civic Center. Ms. Salem invited the NBRA to become the official community sponsor for this event. No financial support was requested, but the BID was asked to partner to provide mutual support for each other's events. As an event partner, the BID would receive extensive media exposure in exchange for the BID encouraging local restaurant participation and assisting with corporate sponsorships. The Board discussed the opportunity as individual restaurant owners. President Walker agreed to that the Board would further discuss the BID's involvement in the event.

**B. Newport Beach TV (NBTV)**

Thomas Johnson from Newport Beach & Company (NB&CO.) reported that they are now managing the daily programming of the City's government station. The program marketing objectives for NBTV were discussed including four new shows scheduled to launch after May 2 with one show titled "Dine Newport Beach". NBTV would like to work with the NBRA to highlight restaurants and members of the BID that are in good standing. The Board expressed its interest in supporting NBTV in the future.

**V. APPROVAL OF MINUTES**

President Walker requested a motion to approve the March 26, 2014 regular Board meeting minutes.

**MOTION:**

Director Schwartz moved to approve the minutes of the March 26, 2014 regular Board meeting. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

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President Walker requested a motion to approve the March 26, 2014 Annual Meeting Board meeting minutes.

**MOTION:**

Director Giulioni moved to approve the minutes of the March 26, 2014 Annual Meeting. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

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**VI. CURRENT BUSINESS**

**A. President's Report - Jim Walker, President**

President Walker reported on various meetings and discussions with City Council members and City staff regarding the BID's depleted marketing budget for FY 2014-15 resulting from additional administrative and accounting costs to be assumed by the BID next fiscal year. He was encouraged at the potential for addition funding from the City to help support the BID's budget. One topic of discussion with the City was whether to continue the BID or move to become a restaurant marketing association. The current decision was for the NBRA to continue as a City BID with possible additional funding support from the City and to work closely with NB&Co. to improve member outreach and to help resolve some of the BID marketing issues.

Gary Sherwin of NB&Co. stated that he recently spoke to Council Member Michael Henn about the future model for the NBRA and how to demonstrate a solid return on investment based on the current budget. Council Member Henn suggested that the BID develop a long-term strategy to help member restaurants understand the value of paying the BID assessments. If the NBRA determines that it would best serve the restaurant community as a marketing association, Council Member Henn would recommend providing bridge funding to carry the NBRA through a transition period until alternative funding could be established. NB&Co. is available to help with the long-term strategy for the NBRA.

The Board continued to discuss the option of transitioning to a marketing association. President Walker stated that his belief would be to continue the BID since there is a predictable income stream from the BID assessments and the BID could modify expenses accordingly as revenues fluctuate. The BID should develop a solid marketing strategy and execute that strategy effectively with the continued financial help from the City. He believes the City leadership understands the value of the restaurant community and the enhanced benefit of coop marketing provided by the BID over individual restaurants marketing solely on their own.

**B. BID Financial Reports for March 2014 - Bob Quaid, BID Administrator**

Bob Quaid reviewed the financial reports for March 2014 and responded to Board member questions. Mr. Quaid stated that following better than expected assessment collections in March 2014, a surplus of approximately \$9,000 is now projected at the end of FY 2013-14 compared to zero surplus that was projected at the end of February.

President Walker requested a motion to approve the BID financial statements for the month of March 2014.

**MOTION:**

Director Campbell moved to approve the BID financial statements for March 2014. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz

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**C. BID Marketing Report - Polly Peak, BID Marketing Consultant**

Polly Peak reported that the current BID website is outdated, costly to update and has a non-responsive design. NB&Co. has purchased the domain name "DineNB.com". This new domain name can be used with the visitnewportbeach.com existing wire frame for the BID's new website. NB&Co. will work with its vendor to develop a more user-friendly site with enhanced search and booking capabilities. The new website will utilize Rezbook.com for reservations, which is generally more effective and less expensive than Open Table that the BID is currently using. The website will include the ability to provide metrics for measuring success of BID goals, the ability to provide a virtual tour of the restaurants as well as the ability to sort by cuisine, price, etc. Beta testing of the website begins in August and is scheduled to launch in September. The estimated cost to the BID for this website upgrade is \$23,000 with NB&Co contributing an additional \$20,000 toward the development costs. Monthly maintenance will be approximately \$100.

The Board continued discussion regarding the benefits of the new website. The cost of the new website has been included in the BID's budget for FY 2014-15 and is included in the FY 2013-14 Annual Report.

**D. Fiscal Year 2013-14 Annual Report - Jim Walker, NBRA BID President**

President Walker presented the Annual Report for the Fiscal Year 2013-14. Ms. Peak provided a more detailed overview of the planned marketing strategies and priorities for FY 2014-15 presented in the Annual Report. President Walker expressed his appreciation to the Board for its accomplishments during FY 2013-14. Mr. Quaid stated that the Annual Report would be presented to the City Council on May 13, 2014 with final approval following a public hearing on May 27, 2014.

Mr. Quaid stated that following an analysis of the March 2014 BID financials, a surplus of \$9,000 is now projected at the end of FY 2013-14 that was not included in the FY 2014-15 budget shown in the Annual Report. It was recommended that the Fiscal Year 2014-15 budget be revised in the Annual Report to show this surplus and to increase the marketing budget by \$9,000 to meet the funding requirement for the new website design.

**MOTION:**

Director Campbell moved to approve amending the Fiscal Year 2014-15 budget in the Annual Report to reflect the additional \$9,000 and to increase the marketing budget by this amount to cover the website design. Director Robinson seconded the motion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

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President Walker requested a motion to approve the Annual Report for delivery to the City Council.

**MOTION:**

Director Giulioni moved to approve the Annual Report for delivery to the City Council. Director Robinson seconded the motion.

The motion carried by the following roll call vote:

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Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

**E. Board of Director Nominee - Bob Quaid, BID Administrator**

The Board reviewed John Robinson's Board application for the Fiscal Year 2014-15.

**MOTION:**

Director Drewry moved to recommend John Robinson for appointment by City Council for the Fiscal Year 2014-15 BID Board. Director Campbell seconded the motion.

The motion carried by the following roll call vote:

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Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

Mr. Quaid reported that there are now ten Board nominees that will be presented to the City Council. Director Giulioni asked for clarification from the City whether an eleventh and final board member may be added later.

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

Discussion continued regarding the extent of the BID's participation in and support for the upcoming Newport Beach Wine and Food Festival. Ms. Peak was directed to contact the event coordinators to further define benefits to the BID participating members. Director Schwartz recommended forming a sub-committee to meet with Ms. Peak to further research the BID's involvement for discussion by the Board at the next meeting.

**VIII. ADJOURNMENT**

President Walker requested a motion to adjourn.

**MOTION:**

Director Giulioni motioned to adjourn the meeting. Director Robinson seconded the motion.

The motion carried by the following roll call vote:

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Ayes: President Walker, Director Drewry, Director Robinson, Director Campbell, Director Giulioni, Director Schwartz.

The meeting was adjourned 11:35 a.m.

**Next Board meeting is scheduled for May 28, 2014.**