



**Minutes of the
Corona del Mar Business Improvement District
Board Meeting**

October 23, 2014

**City of Newport Beach City Hall
Corona del Mar Conference Room, 1st Floor, Bay E
100 Civic Center Drive, Newport Beach, CA**

I. Call to Order

Chairman Svalstad called the meeting to order at 7:32 a.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Vice Chair Laidlaw; Director Walker; Director Dawson; Director Nicholson; Director Prause; Director Palmer

Board Members Absent:

Director Lim

Quorum Achieved

City Representative(s):

Council Member Edward Selich, Council Member Nancy Gardner, Mark Vukojevic, Mike Sinacori

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guest(s)

Patti Gorezyck and Hamid Kianipur

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

Chairman Svalstad requested a motion to approve the September 25, 2014 Board meeting minutes.

MOTION:

Director Dawson moved to approve the September 25, 2014 Board meeting minutes. Director Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Parker, Nicholson, Prause, Walker

V. Current Business

A. BID Financial Reports for September 2014

Director Palmer reported on the September 2014 financials. The financial statements were received and filed.

B. Reports and Updates

- **City Council Report.** Council Member Gardner reported that the City is moving forward with the A-Frame signs amendment to allow A-Frame signs in the Corona del Mar Business District and also with news racks.
- **Marguerite & PCH Project.** Chairman Svalstad reported on the September 29, 2014 meeting on this project. He reported that there was interest in having the flower signs discussed that would depict the namesake flower for each Corona del Mar flower street, and more design work was needed on these signs. The idea of also incorporating sculpture was discussed. The next step will be another meeting to get more input from the public and maybe attend the next Residents' Association meeting to discuss the project as well.
- **Proposed Underground Utilities.** Resident Patti Gorezyck and Mark Vukojevic and Mike Sinacori, from Newport Beach Public Works, reported on the proposal to place utilities underground in the areas between Avocado Avenue to Carnation Street and East Coast Highway to Bayside Drive. A petition was being circulated to give to the City. Once the requisite number of property owners have signed onto the petition, the City will incur design costs in conjunction with Southern California Edison for the project. If it proceeds, an assessment will be levied on residents (approx.. \$20,000 per resident) and also commercial property owners in this area in addition to an additional cost to property

owners to plug-in to the underground utilities. All utility wires will be relocated underground.

- **Gateway Project.** Proposed intersection improvement project at MacArthur and PCH. Chairman Svalstad and Mike Sinacori reported that the project was moving forward, and they had received drawings. They were pushing to have it fully designed and figure out pricing by the end of 2014. Street gutter renovations may be needed as part of the project.
- **Tree Well Maintenance.** Director Laidlaw reported that the tree well transformers have been fixed, and they are almost finished with irrigation fixes to the tree wells. The five (5) test tree wells in front of the 76 station, the liquor store, and the candy store have been completed.
- **Revitalization/Maintenance Items.**
 - Mark Vukojevic, from Newport Beach City Works, reported that concrete replacement and water line work through Corona del Mar will be happening next year, beginning on Goldenrod. In addition, at Begonia Park, an underground trash receptor is being installed. All that will be visible to the public is a driveway and manhole in this area.
 - Linda Leonhard reported on having memorial benches. Director Palmer to check if the City bench manufacturer can bolt on a plaque and what will be acceptable to the City. On Balboa Island, the cost for a memorial bench is \$1,500, which then goes into a maintenance fund for the bench.
 - Director Nicholson reported that he was working with the City engineering department to determine why uplighting is not working on various trees in the Village. They are in the exploratory phase of determining what needs to be executed to provide Christmas Lights to trees in the East Coast Highway median.
- **Marketing and Administration Report.** Linda Leonhard reported that information regarding the holiday lighting contest and Daily Pilot advertisement campaign was sent out to businesses. The 2015 Corona del Mar business directory is in production and advertising spots are still available. 12,000 copies are printed and direct mailed and distributed. It was recommended to nominate Villa Realty for the next Beautification award.
- **Corona del Mar Chamber Report.** Linda Leonhard reported on upcoming Chamber of Commerce mixer events at 55 Tavern, Avila's and The Bungalow, and an upcoming Gov. Affairs meeting to discuss election results. Also reported on was a recent presentation was made by the Director of the Newport Beach Library.

VI. Adjournment.

Chairman Svalstad requested a motion to adjourn.

MOTION: Director Palmer moved to adjourn the meeting. Director Palmer seconded the motion.

The motion carried the following roll call vote:

Ayes: Svalstad, Prause, Dawson, Walker

Absent: Nicholson
