



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

**March 27, 2014  
CdM Chamber of Commerce Offices  
2855 E. Coast Hwy, Suite 101, Corona del Mar**

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:33 AM.

**II. Roll Call**

Chairman Svalstad called the roll and determined that a quorum was present.

Board Members Present:

Chairman Svalstad; Director Nicholson; Director Dawson; Director Jim Walker, Director Scott Laidlaw

Absent – Director Palmer; Director Prause

**Quorum Achieved**

City Representatives

None

BID Consultants:

Bob Quaid, BID Administrator (Willdan Financial Services)

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

Guest(s):

Amy Senk (CdM Today); Richard Magdaleno (Magdaleno Financial Services); Michael Toerge (Strata Land Company); Karen Tringali (Corona del Mar Residents Association); Jim Mosher (Resident); Ron Yeo (Resident), Herb Karg (Resident); Linda Rasner (Corona del Mar Residents Association).

**III. Public Comments on Agenda Items**

Jim Mosher commented that the CdM BID fixed fee structure for banks and insurance companies have not been increased since the BID formation in 1997. The CdM BID may want to consider changing its fee structure on these institutions to keep up with inflation.

Herb Karg inquired about the new trash service. Ms. Tringali noted that the Corona del Mar Resident Association has this information posted on their website.

#### **IV. Approval of Minutes**

Chairman Svalstad requested a motion to approve the February 27, 2014 minutes.

#### **MOTION:**

Vice Chairman Nicholson moved to approve the minutes of the February 27, 2014 meeting. Director Laidlaw seconded the motion. No discussion followed.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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#### **V. Current Business**

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

Chairman Svalstad attended the March 11 City Council meeting and informed the Board that the Council approved the initiation of a proposed zone code amendment to modify the A-Frame sign regulation.

##### **B. City Council Report**

There were no City Council members present.

##### **C. Parking Project Priorities**

Director Walker provided a recap of the March 25 sSpecial Board meeting to determine the Board's priorities with regard to the short and long term parking management plan strategies presented in the draft CdM Parking Management Plan as summarized in the two-page strategies matrix prepared by the City. The BID voted to support the eight short-term parking strategies with the short-term strategy to "revise the zoning code to create appropriate development standards" being the BID's highest priority. The BID will prepare a letter with its approved recommendations for Fern Nueno, City of Newport Beach Community Development Department, to include in a City Council staff report.

Director Walker further stated that the second priority is an outreach to property owners with available parking lots to work with the City for uses of these spaces by other local businesses during off hours. The third priority is to find an alternative to on-street parking for employees of businesses with evening hours, particularly restaurants.

Director Svalstad clarified that the Board voted to send a letter to the City supporting the eight short-term strategies, with strategy 1 "revise the zoning code to create appropriate development

standards” as the first priority , and that the other short-term strategies would be prioritized more definitively as the plan progressed through the City’s Community Development Department.

Discussion continued on the issues relating to the various parking strategies. Director Laidlaw stated that further public outreach, meetings and eventual hearings would be required, as all of the strategies will require some change to the City’s municipal code, evaluation by the Community Development Department and approval by the City Council.

**D. Marguerite Design Concept**

Dan Hermann from Rabben/Herman Design was unable to attend the meeting. He is in the process of creating a display board outlining the Marguerite design concepts that will be exhibited at the Annual Meeting on April 16, 2014.

Chairman Svalstad provided a brief summary of the proposed design and cost.

**E. BID Amnesty Program Results**

Mr. Quaid reported on the BID Amnesty Program results. Amnesty bills totaling \$50,000 were distributed to fifty active BID members. Currently, \$6,300 has been collected from eight delinquent members. Chairman Svalstad suggested that the BID Board spend the next month calling the members who received amnesty notices, especially the banks that owe significant amounts. The Board discussed options including using an outside agency to handle collections.

**MOTION:**

Director Walker motioned to have Bob Quaid put together a recommendation to the Board outlining what the procedures might be and what cost might be incurred to hire an outside agency. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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**F. Landscape Maintenance Proposal Selection**

Chairman Svalstad and Director Laidlaw reviewed the contracts submitted by the two landscape maintenance companies. Chairman Svalstad would like to renegotiate certain aspects of the proposals dealing with minimum wage escalation.

**MOTION:**

Chairman Laidlaw motioned to postpone the discussion and approval of the landscape proposal until next month pending further review of the proposals. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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**G. Revitalization Improvement Projects & Maintenance Items**

- Gateway Improvements – There was no update on this project. Mr. Quaid was directed to talk with City staff to determine what the next step is on this project and present at the next Board meeting.
- Street Furniture Maintenance -
  - Re-powder coating trash receptacles: Mr. Quaid received a quote in October from Newport Mesa Power Coating. The company needs to provide a letter regarding the officers of the company so that the City can prepare the contract for signature.
  - Bike racks: Locations have been identified. On April 8 City staff will present the bike rack program to the City Council for approval. Total cost quote is \$14,558, which is within the approved budget.
  - Newspaper racks: The City is currently working on a change to the municipal code.
  - Plaza Upkeep: Chairman Svalstad stated that there is an MOU between the City and the BID that places responsibility for the Plaza hard surfaces with the City.
  - Landscaping / Tree Wells: Chairman Svalstad walked through the area by Rite Aid and noted several tree wells did not appear to be well maintained. Choosing a landscape company will be on next month's agenda.
  - Pocket Park: Ron Yeo stated that the construction documents are finished, there are still some legalities involved in transferring the land but things are on schedule to go out to bid for June or July.

**H. BID Financial Reports for February 2014**

Bob Quaid reviewed the February 2014 financial reports.

Chairman Svalstad brought up an expense item under maintenance. In addition to standard maintenance, three backflow devices had to be rebuilt bringing the total bill to \$2,045, which was \$45 over the backflow budget. Chairman Svalstad entertained a motion to approve the bill and transfer \$50 from the Centennial Plaza budget to Backflow budget.

**MOTION:**

Director Nicholson moved to approve the bill for \$2,045, to take \$50 out of the Centennial Plaza Budget and move it to maintenance. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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Chairman Svalstad entertained a motion to approve the financials for February 2014 financials.

**MOTION:**

Director Laidlaw moved to approve the February 2014 financial reports. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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**I. BID Annual Meeting Scheduled for April 16, 2014**

The Board discussed the agenda, planning, scheduling and staffing for the upcoming Annual Town Meeting. The main topics of discussion will be the Gateway project, the Parking Plan study and the Marguerite project. Dan Herman will speak on and provide posters for the Marguerite project. Any other posters or handouts will be provided by the BID. Chairman Svalstad emphasized the importance of Board member attendance in order to obtain an quorum.

**J. Website Upgrade**

Linda Leonhard met with Newport Beach and Company (NB&Co.) in an attempt to move forward and get clarity on the website design. NB&Co. is trying to design a website that will sell businesses, shopping, etc. while the BID is looking for a website that will incorporate projects, timelines, etc. Ms. Leonhard requested that they prepare a technical proposal that breaks down specifically what they will provide. NB&Co. would like to present their ideas at the next Board meeting.

**K. Marketing Report**

Linda Leonhard presented marketing updates:

- The directory is currently at the mail house. It will be direct mailed to 12,000 locations and will be available at the annual meeting.
- The brochure gets updated every year with annual projects, goals and priorities. After the annual report is complete, the brochure will be updated. This topic will be discussed at the next meeting.

**MOTION:**

Vice Chairman Nicholson moved to award Rite Aid the Beautification Award. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicolson, Director Dawson, Director Laidlaw, Director Walker.

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**L. CdM Chamber of Commerce Report**

Numbers are above what they have been in the past for the 5K registration.

Linda Leonhard encouraged the Board members to attend the Government Affairs Committee meetings which take place on the 2<sup>nd</sup> Thursday of each month at 7:30 AM.

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

No items were discussed at this time.

**VII. Adjournment**

Vice Chairman Nicholson requested a motion to adjourn.

**MOTION:**

Vice Chairman Nicholson moved to adjourn the meeting. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Chairman Svalstad, Vice Chairman Nicholson, Director Dawson, Director Laidlaw, Director Prause.

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The meeting was adjourned at 9:45 a.m.

**VIII. Next Scheduled Meeting:**

The annual meeting will be on April 16, 2014 and the next regular board meeting will be on April 24, 2014.