



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

**Regular Board Meeting March 26, 2014**

**Hyatt Newport Hotel, Garden Room II  
1107 Jamboree Road, Newport Beach**

**I. CALL MEETING TO ORDER**

President Jim Walker called the meeting to order at 3:13 PM.

**II. ROLL CALL**

Directors Present:

Jim Walker	The Bungalow Restaurant
Thomas Giulioni	Newport Dunes, Back Bay Bistro
Cindy O'Shea	Back Bay Tavern / Whole Foods Market
John Robinson	Amelia's
Joe Campbell	Ruby's Diner
Ronald Schwartz (arrived at 3:49 PM)	Muldoon's Irish Pub

**Quorum Achieved** following arrival of Director Schwartz.

Directors Absent: Sheri Drewry, Nichole Hay, Eldy Galietta, Sam Tila, Ali Zadeh

City Representatives:

None

BID Administrator/Marketing Consultant:

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

Public:

Gary Sherwin	Newport Beach & Company
Jim Mosher	Newport Beach Resident

### **III. PUBLIC COMMENTS ON AGENDA ITEMS**

None

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

Director Schwartz arrived at 3:49 PM at which point the Board stopped their current business discussion to review the minutes.

President Walker requested a motion to approve the minutes from the February 19, 2014 meeting.

#### **MOTION:**

Director Giulioni moved to approve the minutes of the February 19, 2014 meeting. Director Schwartz seconded the motion.

There was no further discussion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Giulioni, Director O'Shea, Director Robinson, Director Schwartz, Director Campbell

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### **V. CURRENT BUSINESS**

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

President Walker led a discussion regarding the future of the Newport Beach Restaurant Association. Issues included:

- BID fee collections - The Association continues with struggle with collections as many restaurants are not paying their assessments. For FY 2014, the amount uncollected is around \$34,000.
- Restaurant Week (RW) - Due to the low sponsorships and low participation, the revenue collected did not offset the costs. The Board will need to consider whether RW is an event that the BID should pursue next fiscal year or whether another restaurant event should be planned.
- Fiscal Year 2015 (FY 2015) goals – The BID will seek to maximize revenues and minimize costs in FY 2015. Under the marketing direction of Newport Beach & Company (NB&Co.), the goal is to improve member outreach and utilize more efficient marketing strategies.
- The BID will now take on the full cost of both administration and accounting, estimated to be \$40,000-\$45,000 for FY 2015. The cost of accounting was paid by the City in prior years. Director Walker is talking to the City about increasing its financial support to the BID to help offset the additional costs.
- Website upgrade - The BID is working with NB&Co. to upgrade the BID's website that is scheduled for roll out in July 2014. NB&Co. is providing a grant of \$20,000 toward the new website design.

Discussion continued by the Board on these issues with no Board actions taken.

**B. BID Financial Reports - Bob Quaid, BID Administrator**

Bob Quaid reviewed the financial reports for February 2014 and responded to Board member questions.

President Walker requested a motion to approve the financial statements for the month of February.

**MOTION:**

Director Campbell moved to approve the financial statements for February 2014. Director Schwartz seconded the motion.

No was no further discussion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Giulioni, Director O'Shea, Director Robinson, Director Schwartz, Director Campbell

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**C. BID Budget Review for Fiscal Year 2014-15 - Jim Walker, President**

President Walker presented a detailed review of the proposed budget for FY 2014-2015 including BID revenues, marketing and administrative expenses. The budget once approved by the Board will be included as part of the Annual Report presented to the City Council in May.

President Walker requested a motion to approve the proposed budget so that it could be submitted to City Council for approval.

**MOTION:**

Director Giulioni motioned to approve the 2014-2015 budget as presented. Director Campbell seconded the motion.

There was no further discussion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Giulioni, Director O'Shea, Director Robinson, Director Schwartz, Director Campbell

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**D. BID Marketing Report - Polly Peak of Newport Beach & Company**

Due to time constraints Polly Peak was unable to provide a detailed marketing report. Ms. Peak and Mr. Sherwin touched briefly on re-branding the BID to give it more momentum.

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

The Board reviewed the applications for the Fiscal Year 2014-2015 Board seats. There were nine applications including Directors Walker, Giulioni, Campbell, O'Shea, Schwartz and Drewry

and three new BID members including Alexandra Robinson with Park Avenue Cafe, Daniel Miller with Village Inn, and Stephen Joyce with the Newport Beach Tennis Club. .

President Walker moved to approve the nine nominations for the BID Board.

Director Campbell motioned to approve the nine nominations for the BID Board for the Fiscal Year 2014/2015 as presented. Director Robinson seconded the motion.

Further discussion ensued regarding the BID bylaws that allow up to eleven Board members. Director Giulioni stated he would like to see a member from another chain restaurant and big box restaurant recruited to the board.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Giulioni, Director O'Shea, Director Robinson, Director Schwartz, Director Campbell

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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)**

Jim Mosher made comments regarding the BID fees, downsizing of the BID membership and Restaurant Week results.

President Walker made final comments about speaking with the City about the BID accounting contract for FY 2014-15.

**VIII. ADJOURNMENT**

The meeting was adjourned at 4:20 PM.

**MOTION:**

Director Campbell motioned to adjourn the meeting. Director O'Shea seconded the motion.

The motion carried by the following roll call vote:

Ayes: President Walker, Director Giulioni, Director O'Shea, Director Robinson, Director Schwartz, Director Campbell

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