



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes – July 22, 2015

**Newport Beach & Company
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

The meeting was called to order at 9:32 a.m.

II. ROLL CALL

Directors Present:

Antonio Bevaqua

Sheri Drewry

Stephen Joyce

Dan Miller

Alexandra Robinson

John Robinson

Ronald Schwartz

Jim Walker

Canelletto Ristorante Veneto

Wilma's Patio

Newport Beach Tennis Club

Village Inn

Park Avenue Café

Amelia's Restaurant

Muldoon's Irish Pub

The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Joe Campbell

Mario Marovic

Cindy O'Shea

Ruby's Diner

Dory Deli & Malarky's Irish Pub

Whole Foods Market & Back Bay Tavern

BID Administrator Present:

Polly Peak, Marketing Consultant

Newport Beach & Company

Guests Present:

Ed Lee

Judith Marquez

Doug McClain

Jim Mosher

Chris Trela

Wahoo's

Surfrider Foundation

Newport Beach & Company

Newport Beach Resident

Newport Beach Independent

III. PUBLIC COMMENTS ON AGENDA ITEMS

Jim Mosher requested online links to items handed out at meetings.

IV. APPROVAL OF MINUTES

- Director Walker requested a motion to approve the minutes from the May 27, 2015 meeting.

MOTION: Director Schwartz moved to approve the May 27, 2015 meeting minutes.
Director J. Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Miller, A. Robinson, J. Robinson, Schwartz,
Walker

V. CURRENT BUSINESS

A. BID Administration

Ms. Peak reviewed the following administrative items:

- Distributed NBRA BID Handbooks to the board members.
- Reviewed the purpose of the BID and its authorized activities as detailed in the bylaws.
- Confirmed the BID certification is current, but the bylaws should be updated in the coming months to reflect how the BID is currently administered.

B. Election of BID Officers for FY2015-2016

- Director Walker reviewed the roles of the BID Officers and recommended that the officers follow a succession plan for BID leadership moving forward.
- The Directors selected the following as nominees for NBRA BID officers:

President:	Jim Walker
Vice-President:	Ronald Schwartz
Secretary:	Alexandra Robinson
Treasurer:	Dan Miller

MOTION: Director Joyce moved to elect the nominees as NBRA BID officers.
Director Drewry seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Miller, A. Robinson, J. Robinson, Schwartz,
Walker

C. BID Financial Reports

- President Walker reviewed the BID financials for May & June 2015.
- NBRA BID assessment invoices will be sent out by the City of Newport Beach by the end of July.
- The City of Newport Beach will be updating the format of the financial reports in the coming months.

MOTION: Director Schwartz moved to accept and file the financial reports.
Director Miller seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Miller, A. Robinson, J. Robinson, Schwartz,
Walker

C. NBRA BID Report

President Walker reported on the following items:

- Reviewed the Mission and long term vision of the BID.

- Reviewed the Strategic Plan 2015-2016 Goals and Key Initiatives and determined that the BID is right on track with its goals.
- Suggested that the board review the remaining goals and determine how those goals will be achieved during the fiscal year.
- Reported that the Member Survey was sent out by the City, and results will be available by the next meeting.
- Restaurants affected by West Coast Highway construction that have suffered a loss can submit a claim to the sanitation department.
- The Newport Beach Chamber of Commerce has offered to host a Minimum Wage Forum as part of Wake-Up Newport. NBRA members will be invited to attend the forum.

D. Marketing Report

- Ms. Peak provided an update on the following items:
 - Summer marketing campaign
 - Website promotions & newsletter
 - New website features, guides and digital and video content will help to generate new sponsorship and advertising revenue
 - Fall marketing campaign
 - Distributed the Fall campaign media plan.
 - Clarified that there are separate NBRA and Dine NB budgets that both allocate funds to market and promote Newport Beach Restaurants. NBRA and Dine NB work together in tandem to decide how funds are allocated over the course of the fiscal year.
 - Campaign metrics are being developed to measure how well each seasonal campaign performs.
 - It was suggested that restaurants be asked to provide cover counts on a regular basis in order to measure overall restaurant traffic throughout the year.
 - Industry Update
 - Reminder that there are statewide mandatory water regulations for restaurants, and the City of Newport Beach has table tent resources and tips for operators available online.
 - Western Foodservice & Hospitality Expo August 23-25 in LA.

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

Judith Marquez presented information on The Surfrider Foundation’s Ocean Friendly Restaurant program that offers education on FOG (fats, oils and grease) issues.

Jim Mosher commented on the purpose of the NBRA BID and its authorized activities should benefit all members of the BID.

VIII. ADJOURNMENT

The meeting adjourned at 11:25 a.m.