



**City of Newport Beach Restaurant
Business Improvement District**

Board Meeting Minutes – November 18, 2015

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

I. CALL MEETING TO ORDER

The meeting was called to order at 9:37 a.m.

II. ROLL CALL

Directors Present:

Antonio Bevaqua
Sheri Drewry
Stephen Joyce
Mario Marovic
Dan Miller
John Robinson
Ronald Schwartz
Jim Walker

Canaletto Ristorante Veneto
Wilma’s Patio
Newport Beach Tennis Club
Dory Deli & Malarky’s Irish Pub
The Village Inn
Amelia’s Restaurant
Muldoon’s Irish Pub
The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Joe Campbell

Ruby’s Diner

BID Administrator Present:

Polly Peak, Marketing Consultant

Newport Beach & Company

City Of Newport Beach Officials Present:

Keith Curry
Mary Locey

City Council Member
Management Analyst

Guests Present:

Doug McClain
Gary Sherwin
Christopher Roman
Alexandra Robinson
Alex Fanaian
Anthony Karambellas
Jim Mosher

Newport Beach & Company
Newport Beach & Company
CUCINA enoteca
Back Bay Bistro
Dispatch Delivery
Dispatch Delivery
Newport Beach Resident

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

None

IV. CURRENT BUSINESS

1. Approval of Minutes

President Walker requested a motion to approve the minutes from the September 16, 2015 meeting.

Motion: Director Miller moved to approve the September 2015 meeting minutes.
Director Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Marovic, Miller, Robinson, Walker

2. Nomination of Board members to Fill Unscheduled Vacancies

President Walker reviewed application from the following people:

- Alexandra Robinson, Back Bay Bistro
- Christopher Roman, CUCINA enoteca

Motion: Director Joyce moved to nominate Alexandra Robinson and Christopher Roman for City Council appointment to the NBRA BID board of directors through June 2016.

Director Drewry seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Marovic, Miller, Robinson, Walker

3. BID Financial Reports

President Walker reviewed the BID financials for September & October 2015.

- The city is working on accepting credit card payments for BID assessments
- Collections on assessments are going well

Motion: Director Schwartz moved to accept and file the financial reports
Director Joyce seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Marovic, Miller, Robinson, Schwartz, Walker

4. President's Report

President Walker reported on the following items:

- Strategic Plan 2015-2016 Goals and Key Initiatives and noted that the board will need to develop a strategic plan moving forward in the next fiscal year.
- Reviewed the information presented during the NB Chamber Minimum Wage Forum, and upcoming minimum wage hike.
- Reviewed NB restaurant sales and the financial impact on the city.
- NBRA needs to continue to expand its marketing efforts in order stay competitive with neighboring cities.

- Newport Beach should position itself as a community offering elevated hospitality and dining experiences.
- Reviewed updates from Membership Advisory Sub-Committee
- Reviewed membership broken down by categories, and proposed new membership fee structure
- Proposed adding a category of Private Clubs | Special Event Facilities
- Reviewed Partner Program, and suggested that the program be changed to Affiliate Program

Motion: Director Schwartz moved to approve the implementation of the Affiliate Program
 Director Marovic seconded the motion.

The motion carried by the following vote:

Ayes: Bevaqua, Drewry, Joyce, Marovic, Miller, Robinson, Schwartz, Walker

5. Marketing Report

Ms. Peak provided updates on the following items:

- Fall Marketing Campaign
- Promotions, Newsletters and Advertising
- Newport Beach Restaurant Week

V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

None

VIII. ADJOURNMENT

The meeting adjourned at 10.56 a.m.

The next board meeting will be Wednesday, January 27, 2016 at 9:30 a.m. at Newport Beach and Company.