



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

**Board Meeting Minutes – January 27, 2016**

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

**I. CALL MEETING TO ORDER**

The meeting was called to order at 9:34 a.m.

**II. ROLL CALL**

Directors Present:

Stephen Joyce  
Dan Miller  
John Robinson  
Christopher Roman  
Ronald Schwartz  
Jim Walker

Newport Beach Tennis Club  
The Village Inn  
Amelia’s Restaurant  
CUCINA enoteca  
Muldoon’s Irish Pub  
The Bungalow Restaurant

**Quorum Achieved**

Directors Absent:

Joe Campbell  
Sheri Drewry  
Mario Marovic

Ruby’s Diner  
Wilma’s Patio  
Dory Deli & Malarky’s Irish Pub

BID Administrator Present:

Polly Peak

Newport Beach & Company

City Of Newport Beach Officials Present:

Keith Curry

City Council Member

Guests Present:

Jenny Wedge  
Alexandra Robinson  
Sam Tila  
Judith Marquez

Newport Beach & Company  
Amelia’s Restaurant  
Royal Thai Cuisine  
Innovare Environmental

**III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS**

- Alexandra Robinson has officially resigned from the NBRA Board.
- Antonio Bevaqua is no longer with Canaletto, and is no longer on the NBRA Board.
- Judith Marquez presented information about Ocean Friendly Restaurant program through Surfrider Foundation and other restaurant environmental programs.
- Sam Tila commented that he didn’t see as much promotion for restaurant week.
- Keith Curry conveyed the importance of showing value in all the NBRA programs and events to its stakeholders.

## **IV. CURRENT BUSINESS**

### **1. Approval of Minutes**

President Walker requested a motion to approve the minutes from the November 18, 2015 meeting.

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

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman and Walker

### **2. BID Financial Reports**

President Walker reviewed the BID financials ending December 2015.

- Tracking ahead on collections.
- Waiting on event grant from the City for Newport Beach Restaurant Week

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

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman and Walker

### **3. President's Report**

President Walker reported on the following items:

- The NBRA is on track with the 2015-2016 Strategic Plan goals.
- Requested to have more involvement from board members at NBRA events and meetings in the future in order to exhibit better representation of the local restaurant community.
- Discussed possibly producing an awards dinner that recognizes exceptional Newport Beach restaurants, and asked the board for input and feedback.
  - Need to set NBRA event apart from The Golden Foodie Awards.
  - Board members expressed interest in having some sort of event that spotlights Newport Beach Restaurants to the public.
  - Ms. Peak and Newport Beach & Co to provide event ideas and examples for discussion at the next meeting.
- Reviewed additional information with regards to the possible new fee structure based on categories of Private Clubs | Special Event Facilities.
- Recommended that the Membership Advisory Committee to meet with the City to clarify the process in proposing a new stakeholder structure and fees
- Reviewed the status of the Affiliate Program, and Ms. Peak made the following recommendations for approval by the board:
  - Revert the program back to a Partner Program as originally proposed.
  - Run the Partner Program through Dine Newport Beach in order to expedite the approval of partner and sponsor contracts.
  - Allow Ms. Peak to approve all new partners.
- Ms. Peak will create criteria and guidelines for potential partners.
- Partners will need to provide references

Motion: Director Schwartz moved to have the Membership Advisory Committee meet with city officials to discuss next steps in changing the BID structure. Director Miller seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman, Schwartz and Walker

Motion: Director Joyce moved to approve the Partner Program as recommended. Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman, Schwartz and Walker

#### **4. Marketing Report**

Ms. Peak provided updates on Newport Beach Restaurant Week:

- Event is still ongoing but early results show that the event is driving diners to the participating restaurants.
- Creative campaign has been well received and has helped to increase the email subscriber list by 100%.
- Mid event metrics show significant increases over last year.
- Reviewed highlights from the Restaurant Week kick-off media reception.
- Participating restaurants and diners will be surveyed following the event to provide feedback.
- More detailed event results will be presented at the annual meeting.

Mayor's Dinner is next week and NBRA will be hosting a table.

Next meeting will be the Annual Meeting held at another location to be determined.

#### **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 10.52 a.m.

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The next board meeting will be Wednesday, March 23, 2016 at 9:30 a.m.