



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

**Board Meeting Minutes – March 23, 2016**

**Newport Beach Tennis Club  
2601 Eastbluff Drive  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

The meeting was called to order at 9:35 a.m.

**II. ROLL CALL**

Directors Present:

Joe Campbell	Ruby’s Diner
Stephen Joyce	Newport Beach Tennis Club
Mario Marovic	Dory Deli & Malarky’s Irish Pub
Dan Miller	The Village Inn
John Robinson	Amelia’s Restaurant
Christopher Roman	CUCINA enoteca
Ronald Schwartz	Muldoon’s Irish Pub
Jim Walker	The Bungalow Restaurant

**Quorum Achieved**

Directors Absent:

Sheri Drewry	Wilma’s Patio
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BID Administrator Present:

Polly Peak	Newport Beach & Company
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City Of Newport Beach Officials Present:

Keith Curry	City Council Member
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Guests Present:

Gary Sherwin	Newport Beach & Co.
Doug McClain	Newport Beach & Co.
Katy Dennis	Newport Beach & Co.
Michelle St. Amour	Newport Beach & Co.
Kim Thompson	Newport Beach & Co.
Jordan Otterbein	A Restaurant
Nicole Hay	21 Oceanfront
Sahara Orosco	Fairmont Newport Beach
Samantha Michaels	The Winery
Alexandra Robinson	Sapori Ristorante
Justin Brown	American Junkie
Colin	Orange Coast Winery
Judith Marquez	Innovare Environmental
Marcus Seiden	Jardesca
Jason Brady	Jardesca

### 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 January 27, 2016 meeting.

Motion: Director Campbell moved to approve the January 27 meeting minutes.  
Director Schwartz seconded the motion.

The motion carried by the following vote:

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

#### 2. BID Financial Reports

President Walker reviewed the BID financials ending February 2016.

- Tracking ahead YTD on Income and expenses.
- Received restaurant week grant from the City.

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

The motion carried by the following vote:

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

#### 3. President's Report

President Walker reported on the following items:

- Reviewed the Mission Statement and provided an overview of NBRA.
- The NBRA is on track with the 2015-2016 Strategic Plan goals.
- Suggested that NBRA allocate funds to develop a new strategic plan for the coming 3-5 years.
- Reviewed the recommendations from the Membership Advisory Committee for the new NBRA BID structure and fee schedule for FY 2016-2017 as follows:
  - Stakeholders defined as businesses selling prepared food and beverage to the public within Newport Beach city limits.
  - BID stakeholders assigned categories with a set annual fee.
  - Waive all past due assessments and fees (up to \$5,000 per stakeholder) prior to June 2016.
  - Assessment fee billed annually for existing businesses in July.
  - Assessment fee billed and pro-rated when a new business opens.
  - Late fees accrued at 25% per additional billings.
- The City will be accepting applications for the FY 2016-2017 NBRA BID Board of Directors. Applications are due to the city by Friday, April 8th, and the board will vote to recommend board members to the City at the next meeting.
- NBRA needs to schedule a special meeting of the board on April 13th to vote on recommended board members for the coming year, review the annual contract for Newport Beach & Co. and review the proposed budget for FY 2016-2017.

Motion: Director Miller moved to have the board approve the Membership Advisory Committee recommendations for changes in the NBRA BID stakeholder & fee structure to present to City Council for approval.  
Director Joyce seconded the motion.

The motion carried by the following vote:

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

Motion: Director Marovic moved to approve a special meeting of the NBRA on April 13, 2016.  
Director Walker seconded the motion.

The motion carried by the following vote:

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

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

- Ms. Peak provided and overview on Newport Beach Restaurant Week:
  - Reviewed event highlights
  - Provided an overview of the event advertising, outlets, media spend and results
  - Reviewed the PR campaign highlights and results
  - Reviewed website stats year over year
  - Provided overview of the results from the market research conducted for the event
  - Reviewed the event metrics from the past three events and reported a 19% overall growth in the event since last year.
- Ms. Peak reported an overview of what the NBRA and Dine Newport Beach has done throughout the past year.

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

President Walker asked to have funding allocated for a new strategic plan placed on the next agenda for discussion.

#### **VIII. ADJOURNMENT**

The meeting adjourned at 10.40 a.m.

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The next board meeting will be Wednesday, April 13, 2016 at 9:30 a.m. at Newport Beach & Co.