



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

Special Board Meeting Minutes – May 4, 2016

**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 9:33 a.m.

II. ROLL CALL

Directors Present:

Joe Campbell	Ruby's Diner
Mario Marovic	Dory Deli & Malarky's Irish Pub
Christopher Roman	CUCINA enoteca
Ronald Schwartz	Muldoon's Irish Pub
Jim Walker	The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Sheri Drewry	Wilma's Patio
Stephen Joyce	Newport Beach Tennis Club
Dan Miller	The Village Inn
John Robinson	Amelia's Restaurant

BID Administrator Present:

Polly Peak	Newport Beach & Company
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Guests Present:

Katy Dennis	Newport Beach & Company
John De Frenza	Crocker's The Well Dressed Frank
Matt Meddock	Sessions
Jordan Otterbein	A Restaurant

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 March 23, 2016 meeting.

Motion: Director Marovic moved to approve the March 23, 2016 meeting minutes.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, Roman, Schwartz and Walker

2. President's Report

President Walker reported on the following items:

- Reviewed proposed details and timing for a new three-year strategic plan for the NBRA from Destination Consultancy Group as follows.
 - Survey the NBRA Stakeholders in June.
 - Present survey results to the NBRA Board in July, and conduct a planning meeting to define NBRA priorities for the next 3 years.
 - Present new priority initiatives to the NBRA in September.
- The NBRA BID will be up for renewal at the City Council Meeting on Tuesday, May 24th at 7pm. All NBRA board members are encouraged to attend to show their support.
- The NBRA BID amendment process will be postponed a couple of months to ensure that all BID stakeholders are properly notified.
- BID assessment invoices will go out in September this year after the BID amendment process is completed.
- The City has assured the BID that they will deposit \$20,000 into the BID account at the beginning of the fiscal year to ensure that there are enough funds for operational purposes until assessments are sent out in September.

3. Board of Directors Nominees

- Ms. Peak Reviewed the list of applications received for the NBRA Board of Directors for fiscal year 2016-2017
- Matt Meddock provided an overview of his background to the board.
- Jordan Otterbein provided an overview of his background to the board.
- John De Frenza provided an overview of his background to the board.
- Board members voted for up to eleven nominees in a closed ballot.

President Walker requested a motion to recommend all applicants to City Council to serve on the BID Board of Directors for fiscal year 2016-2017.

Motion: Director Campbell moved to approve the recommendation to City Council.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, Roman, Schwartz and Walker

4. Annual Marketing & Administration Proposal

Ms. Peak reviewed the details, support and pricing from Newport Beach & Company for marketing, communication, public relations and BID administration services for fiscal year 2016-2017.

President Walker requested a motion to recommend that the City enter into an agreement with Newport Beach & Company for BID marketing, communications, public relations and administration services for fiscal year 2016-2017.

Motion: Director Schwartz moved to approve the recommendation to the City.
Director Marovic seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

5. Reduction in BID Penalty Fees

Ms. Peak reviewed the proposed BID assessment penalty fee structure that will max out late fees at 50% of the annual assessment and be in alignment with the City's revised Municipal Code.

President Walker requested a motion to align the BID assessment penalty fee structure with the City's revised Municipal Code Section 5.04.

Motion: Director Campbell moved to approve the recommendation to the City.
Director Schwartz seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

6. Annual Report & Budget

Ms. Peak reviewed the BID annual report and proposed budget for FY 2016-2017.

- Reviewed analysis of existing, projected, proposed and amended budgets.
- Proposed Budget income is based on current BID Fee structure.
- Page 6, section 6 of the annual report needs to be amended to show that the budget includes \$20,000 in funds from the City instead of \$40,000.

President Walker requested a motion to approve the NBRA annual report and proposed budget as amended.

Motion: Director Schwartz moved to approve the recommendation to the City.
Director Marovic seconded the motion.

The motion carried by the following vote:
Ayes: Campbell, Marovic, Roman, Schwartz and Walker

7. Marketing Report

- Ms. Dennis provided an overview of the Spring campaign that includes:
 - Feed Your Mom in Newport Beach – Mother's Day Promotion
 - Feed Your Curiosity in Newport Beach – Promotes Newport Beach as a dining destination for grads and Father's Day
- Ms. Peak provided an overview of a Savor Newport Beach promotion that Dine Newport Beach is doing in partnership with Travelzoo to promote participating restaurants and the destination.
- Update on new partners to the Partner Program.

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

VIII. ADJOURNMENT

The meeting adjourned at 10:43 a.m.

The next board meeting will be Wednesday, May 25, 2016 at 4:00 p.m. at Newport Beach & Co.