

**Corona del Mar Business Improvement District  
Board Meeting Minutes – Aug 25, 2016**

City of Newport Beach Civic Center  
Corona del Mar Conference Room, 1<sup>st</sup> Floor, Bay E, 100 Civic Center Drive, Newport Beach, CA

---

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:35am.

**II. Roll Call**

Chairman Svalstad called the roll, and everyone in the room introduced themselves.

Board Members Present: Chairman Svalstad, Treasurer Dawson, Director Laidlaw, Director Walker, Director Lim, Director Hanley

BID Consultants: Linda Leonhard, BID Marketing and Administrative Services Consultant (Corona del Mar Chamber of Commerce).

City Staff: City Traffic Engineer, Tony Brine.

Guests: Council Member Scott Peotter, Jeff Herdman, Dan Purcell, Stacey Jordan

**III. Public Comments on Agenda Items**

None

**IV. CURRENT BUSINESS**

**A. Approval of Minutes**

MOTION: Director Dawson made a motion to approve the July 28, 2016 Board Meeting Minutes. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

**B. City Council Report(s)**

**Councilman Peotter discussed:**

1. Amendments to Coastal Land Use Plan for properties along East Ocean Front on the Peninsula that have encroachment issues.
2. Annual update and simplified process to the city fees program.
3. Charter Amendment, Measure MM on the tax ballot requiring a super majority vote as part of the tax payer protection act.
4. The department of interior plan to make a national monument proposal for certain open space the Irvine Company owns which may include Buck Gully, talked about pros cons.
5. A study session is being organized to discuss short term lodging.
6. Parking restrictions increased at CDM High School.
7. Phase 3 & 4 were approved for the City Hall Sculpture Garden.
8. CdM Library timeline update – design in working.

**C. Business District Parking and Pay Station Community Forum**

Board discussed agenda, format and marketing for the CdM Business District Parking and Pay Station Community Forum scheduled for September 14 at Sherman Library & Gardens. Director Walker and Ms. Leonhard discussed

outreach to insure good attendance. Save the date mailer and email to BID members were planned. Director Svalstad suggested addressing the topic of residential parking permit plan and how it may work. He also suggested the creation of a legal entity for the funds generated by the meters such as a parking district to keep the revenues in the district. Director Laidlaw mentioned the costs to maintain the entity. Council member Peotter suggested that the CDMRA and Bid co-host the event in unison vs BID taking the lead. Director Hanley requested Audio/Visual is pre-arranged for the presentation. Director Svalstad requested a City Representative be present for the meeting.

MOTION: Director Laidlaw made a motion to skip agenda item D and move to E, F and then come back to D.

Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

**D. Current Financial Reports and Budget Review**

1. Board reviewed the BID's current financial reports and available budget for project allocations.

2. Ms. Leonhard reported that the fiscal year 2016-2017 assessment billing along with the "Save the Date" flyer will be going out next week.

MOTION: Director Walker made a motion to approve the current financial reports and available budget for allocations. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

**E. News Rack Project**

Board discusses the status of the news rack project and budget allocation. City Engineer Tony Brine and Director Lim gave an update on what they discovered working with the city ordinance and design for the 5 or 6 racks.

MOTION: Director Laidlaw made a motion to approve \$43,000 to cover the purchase and installation of six news racks and remove all the current freestanding news racks and that any difference between the cost and what was budgeted is taken from the carry over balance in the budget. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

Dan Purcell asked what the selection process was for the publications in the newsstands. A discussion followed.

MOTION: Director Svalstad made a straw vote motion to approve the previously presented News Rack Ordinance and Guidelines. Director Walker made the motion and Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

**F. Flower Street Sign Program**

Board reviewed the Flower Street Sign Proposal from CNP Signs and Graphics and discussed the budget allocation.

MOTION: Director Laidlaw made a motion to approve the purchase and installation of 22 street signs not to exceed the budgeted \$22,000. Director Walker seconded the motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

**G. CdM Vision Plan Focus Subcommittee**

Board discussed an updated CdM Vision Plan and the formation of a CdM Vision Plan Focus Subcommittee.

Director Svalstad nominated Director Walker and Director Laidlaw as the subcommittee and they accepted.

**H. Holiday Decor**

Stacey from Dekralite made a presentation regarding holiday décor ideas. The grapevine deer need to be replaced and there was discussion and a presentation on replacement examples and some cost estimates. Stacey will be coming back with new ideas and costs. Director Walker will check with City Staff on power to the Gateway Island Median.

**I. Marketing and Administration Report (Linda Leonhard)**

1. Explore CdM Banner Program: Ms. Leonhard gave an updated timeline on the “Explore CdM” Streetlight Banner Program. If the item gets put on the September Council Agenda and is approved, the banners will be able to be installed for October.
2. Explore CdM Sidewalk Sales have been approved and permitted through the City to become a monthly event on the First Saturday of each month. Ms. Leonhard is working with the merchants to get the word out to the businesses and the public. Associated reimbursement costs were also discussed and Ms. Leonhard requested reimbursement from the BID for \$154.00 for printing and banner graphics.

MOTION: Director Hanley made a motion that the BID reimburse the Chamber \$154.00 for the printing and banner graphic changes for the Explore CdM Sidewalk Sale Program. Director Walker seconded the motion.

The motion carried by the following roll call vote:  
Ayes: Svalstad, Dawson, Walker, Lim, Hanley, Laidlaw

3. Gateway Project Community Block Celebration: Ms. Leonhard discussed the Sept 29<sup>th</sup> event to celebrate the new outdoor dining in the village and the project completion while at the same time acknowledging those involved and gathering the merchants and residents for a block celebration. Ms. Leonhard requested the BID allocate \$700 for associated cost from the Marketing Campaign budget.

MOTION:

Director Hanley made a motion to approve \$700 from the Marketing Campaigns budget to be allocated to the Gateway Community Block Celebration. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Lim, Hanley, Laidlaw. Director Walker abstained.

4. Merchants & retailers monthly meeting was reviewed and Ms. Leonhard reported that the attendees are very appreciative but attendance has been low.

5. Website-project status and timeline was reported and the Agreement with the City has been fully executed and Ms. Leonhard has begun working on the technical shifts to begin the project.

6. Business Beautification Award: Ms. Leonhard reported that a celebration ceremony and event is planned for Tuesday, August 30 from 5:30-7:30 at the Five Crowns and suggested the Board attend. Event will include other awards, networking, legislative offices in attendance. Five Crowns is celebrating their 50<sup>th</sup> Anniversary as well as receiving the BID Award.

**J. Corona del Mar Chamber of Commerce Report**

1. Good Morning CdM-Council Candidate Forum will take place on Thursday, September 8th from 7:30-9:00 at the BCYC.

2. Holiday Flag Program is looking for volunteers and offers community services.

3. Christmas Walk updates & planning were discussed.

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

Director Svalstad talked about the City discussions involving the elimination or reduction of the business license fees which under the BID's current structure would not suffice the BID's existence.

Director Walker requested the trash can located on Carnation be moved back to Coast Highway due to trash problems caused by Golden Spoon customers.

**VI. ADJOURNMENT**

Meeting Adjourned: 9:20am. Motion to adjourn was made by Director Walker and seconded by Director Laidlaw.

*Next meeting scheduled for Sept 29, 2016*

