



CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT BOARD AGENDA

100 Civic Center Dr, Bay 1E-Corona del Mar Conference Room

Thursday, February 23, 2017 - 7:30 AM

Corona del Mar Business Improvement District Board Members:

Bernie Svalstad, Chair
Scott Laidlaw, Vice Chair
Keith Dawson, Treasurer
Edward Hanley, Director
Hamid Kianipur, Director
Scott LaFleur, Director
Shawn Lim, Director
Jim Walker, Director
Vacant, Director

Staff Members:

Mary Locey, Management Analyst

The Corona del Mar Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3031 or mlocey@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar Business Improvement District (CdM BID). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.

IV. CURRENT BUSINESS

1. Approval of Minutes

Summary: Board to review the draft meeting minutes from previous meeting(s).

Recommended Action: Board to approve the draft meeting minutes.

[Attachment-CdM BID Draft Minutes](#)

2. City Council Report

Summary: Oral reports from present City Council members.

Recommended Action: None

3. Vision Planning for FY 17/18

Summary: Board to review the Vision Plan sub-committee suggested project goals for FY 17/18 to include a revised parking ordinance for on-street parking.

Recommended Action: None

4. Newspaper Rack Project

Summary: Update on the project.

Recommended Action: None

5. Flower Street Sign Project

Summary: Update on project status

Recommended Action: None

6. Financial Report and Budget Review

Summary:

a) Board to review the BID's current financial reports.

b) Update on the fiscal year 2016-2017 assessment billing.

Recommended Action:

a) Board to review and file the current financial reports.

b) None

[Attachment-January 2017 Financials](#)

7. Marketing and Administration Report

Summary:

Board to review updates on FY 2016-2017 marketing campaigns and projects:

a) Website development, final phase presentation

b) CdM business directory

c) Explore CdM campaign components and approve next phase implementation

d) Nominate the next business beautification award

Recommended Action:

a-b) None

c) Board to approve the implementation of the next marketing campaign

d) Board to approve the recipient of the next business beautification award

8. Corona del Mar Chamber of Commerce Report

Summary: Chamber and community updates

Recommended Action: None

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

VI. ADJOURNMENT

Next meeting March 23, 2017

Corona del Mar Business Improvement District
Board Meeting Minutes – January 26, 2017 / 7:30am

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

I. Call to Order

Chairman Svalstad called the meeting to order at 7:32 a.m.

II. Roll Call

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

Board Members Present: Chairman Svalstad, Treasurer Dawson, Director Walker, Director LaFleur, Director Kianipur, Director Laidlaw

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

Guests: Scott Peotter (NB Councilman), Laura Curran (CDMRA), Amy Senk (Stu News), Michelle Peschel and Danielle Rivas (Residents)

III. Public Comments on Agenda Items

Ms. Curran asked if there will be public comment allowed during agenda item IV(C) for CIP Projects. Chairman Svalstad replied yes. No further public comments were made.

IV. CURRENT BUSINESS

A. Approval of Minutes

MOTION: Director Laidlaw made a motion to approve the Dec 1, 2016 Minutes. The motion was seconded by Director Kianipur.

The motion carried by roll call vote.

B. City Council Report

Councilman Peotter gave a brief City update report on the following topics: 1) Recap of the City Planning Session for the upcoming FY 2017-18; 2) Announced the Coastal Land Use Plan has been approved; 3) The City will be working on updating policy manuals; 4) General Plan Amendment and debt bailout; 5) The Village Inn project has been approved; 6) The public Planning Commission meetings will now be videotaped; and 7) Balboa Island Bridge contracts.

C. Capital Improvements/Vision Planning for Fiscal Year 2017-18

Director Laidlaw gave a brief update from the sub-committee for the BID Vision Plan and project items being discussed for the upcoming FY 2017-18. Some of the projects include:

1) Parking issues including zone changes; 2) Shuttle options; 3) Monument Sign and enhancements to the south entry of CdM; 4) The BID taking a more active role on advocacy and polices affecting the businesses in CdM; and 5) Decorative sidewalk treatment at the tree-wells. Chairman Svalstad asked Ms. Leonhard to obtain information from the City on applying for a shuttle grant.

Ms. Curran suggested that the topic of the joint annual Town Meeting with the BID and CDMRA be Commercial District Visioning. The Board discussed and will have a separate sub-committee meeting in this regard.

D. Newspaper Rack Project

Chairman Svalstad and Ms. Leonhard gave an update on the project status. The City is working on outreach to the publications and then Public Works will bring the item to the City Council in February. After the City Council approves the Ordinance, the order will be placed and the racks installed.

E. Flower Street Sign Project

Chairman Svalstad and Ms. Leonhard gave a project status report. The City is working on obtaining final artwork for all signs including the Coast Hwy Signs. Once the sign design is completed they will go to the manufacturer.

F. Landscaping/Tree Wells

Director Laidlaw presented a work order from Pinnacle to perform non-contract work for additional planting on tree wells that are in need. He also indicated that he will be researching tree well pads or stepping stones for those that have high traffic due to location on passenger car access. The work-order funds are in the landscaping contingency budget.

MOTION: Director Walker made a motion to approve the non-contract tree well work presented by Pinnacle and the motion was seconded by Director Dawson. The motion carried by roll call vote.

G. Dolphin Topiary Program

Ms. Leonhard reported that the topiary décor is old and has been damaged due to weather. She will be working with a new Volunteer Chairman to purchase new décor and streamline the program with the decorating committee by making program manuals for install and breakdown dates and sample photos on the holiday décor layout. She will be meeting with the volunteer committee. At this time, the existing budget for the additional décor does not need to be increased until further notice. Ms. Leonhard will keep the Board updated.

H. Financial Reports

The Board reviewed the current financial reports and Ms. Leonhard reported that the collections on assessments were approximately a little over 80 percent to date. The second billing inspired payment due to the late penalty.

MOTION: Director Laidlaw made a motion to review and file the financial reports, motion was seconded by Director Walker. Motion carried by roll call vote.

I. Annual Town Meeting

Ms. Leonhard proposed the Board approve the date of April 19, 2017 for the Annual Town Meeting. The CMRA Board also approved this date. Director LaFleur reported that the Sherman Gardens was booked for another event that night and suggested Tuesday, April 18, 2017.

MOTION: Director Kianipur made a motion to hold the Annual Town Meeting on Tuesday, April 18, 2017 at Sherman Library and Gardens contingent on approval of the CDMRA Board approval. Motion carried by roll call vote.

J. Marketing and Administration Report

1) Explore CDM District Marketing Campaign

Ms. Leonhard reported on the status of the Explore CdM District Marketing Campaign. The Street Lite Banners are installed and have generated some curiosity and interest. The next phase will be campaign newspaper advertising and direct mail pieces. Costs are included in budget but will be presented at upcoming Board meetings.

2) Merchant Meetings

Ms. Leonhard reported that the monthly merchant meetings will continue and the interest has been to continue the first Saturday Sidewalk Sales and detail planning for more Business Block Parties.

- 3) 2017 CDM Business Directory
The 2017 CdM Business Directory is in production and advertising space is available beyond the business listings. The publication is scheduled to be direct mailed to 12,000 households this March and distributed throughout the year at all events.
- 4) Website Development Update
The website is near completion as per the design contract and has an estimated launch date of February/March. After the site goes live, the Board will be able to review for modifications.

K. Corona del Mar Chamber of Commerce Report

- 1) Mayor Muldoon will be speaking to Chamber members with a State of the City Address at the February 21 Luncheon. Restaurant location to be announced soon.
- 2) Networking Mixer is scheduled at Bayside Restaurant Wed, March 1 5:30 p.m.
- 3) The Scenic 5K is in full swing beginning with sponsorship sales and fundraising. Registration to participate in the Run/Walk is now open at Active.com. Local races were down in registration in 2016 so we hope to correct those numbers.
- 4) Ms. Leonhard announced that the annual Mayor's Dinner will take place on Friday, February 10 and asked if the BID would like to co-sponsor a table again this year with the Corona del Mar Chamber. The split cost to the Bid is \$600 and will accommodate five seats.

MOTION: Director Kianipur made a motion that the BID co-sponsor the Mayor's dinner table with the Corona del Mar Chamber for \$600. The motion was seconded by Director Walker. Motion carried by roll call vote.

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

VI. Adjournment

Meeting Adjourned: 9:12 a.m. Motion to adjourn was made by Director Walker and seconded by Director Kianipur

Next meeting scheduled for February 23, 2017

Corona del Mar Business Improvement District
Balance Sheet
As of January 31, 2017

| | Jan 31, 17 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bill.com Money Out Clearing | 30.00 |
| Bank Balance | 146,451.55 |
| Total Checking/Savings | 146,481.55 |
| Accounts Receivable | |
| 1200 · Accounts Receivable | -558.99 |
| Total Accounts Receivable | -558.99 |
| Other Current Assets | |
| 1499 · Undeposited Funds | 4,260.25 |
| Total Other Current Assets | 4,260.25 |
| Total Current Assets | 150,182.81 |
| TOTAL ASSETS | 150,182.81 |
| LIABILITIES & EQUITY | |
| Equity | |
| 3900 · Retained Earnings | 85,599.56 |
| Net Income | 64,583.25 |
| Total Equity | 150,182.81 |
| TOTAL LIABILITIES & EQUITY | 150,182.81 |

Corona del Mar Business Improvement District
Profit & Loss Budget vs. Actual
July 2016 through June 2017

| | <u>Jul '16 - Jun 17</u> | <u>Budget</u> | <u>\$ Over Budget</u> |
|---|-------------------------|-------------------|-----------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| City Matching Funds | 40,000.00 | 40,000.00 | 0.00 |
| Late Fees | 2,144.75 | 0.00 | 2,144.75 |
| Member Assessment | 89,014.50 | 107,000.00 | -17,985.50 |
| Total Income | 131,159.25 | 147,000.00 | -15,840.75 |
| Expense | | | |
| Highway Decor - Dekralite | | | |
| Contingency | 0.00 | 3,000.00 | -3,000.00 |
| Holiday Decor (Contract) | 23,721.70 | 21,000.00 | 2,721.70 |
| Banner Program (Lite Pole) | 2,588.35 | 5,178.00 | -2,589.65 |
| Total Highway Decor - Dekralite | 26,310.05 | 29,178.00 | -2,867.95 |
| Website - Development | | | |
| Contingency | 0.00 | 1,000.00 | -1,000.00 |
| Website - Dev. & Project Mgmt. | 5,500.00 | 9,100.00 | -3,600.00 |
| Total Website - Development | 5,500.00 | 10,100.00 | -4,600.00 |
| Marketing & Administration | | | |
| Website - Maintenance | 0.00 | 7,200.00 | -7,200.00 |
| Contingency | 0.00 | 5,000.00 | -5,000.00 |
| Consulting (Reporting) | 8,045.94 | 23,000.00 | -14,954.06 |
| Website - Hosting/Tech Support | 1,200.00 | 1,500.00 | -300.00 |
| Membership decals | 724.56 | 1,200.00 | -475.44 |
| Annual Meeting | 0.00 | 1,000.00 | -1,000.00 |
| Social Media/Communications | 433.75 | 1,200.00 | -766.25 |
| Office Facilities/Storage/Phone | 2,400.00 | 3,500.00 | -1,100.00 |
| Beautification Award Program | 367.50 | 1,000.00 | -632.50 |
| Dolphins | 106.25 | 1,000.00 | -893.75 |
| Christmas Walk | 4,000.00 | 4,000.00 | 0.00 |
| Directory | 0.00 | 7,500.00 | -7,500.00 |
| Collateral/Brochures | 1,131.60 | 1,600.00 | -468.40 |
| Marketing Campaigns & Programs | 1,784.27 | 15,000.00 | -13,215.73 |
| Total Marketing & Administration | 20,193.87 | 73,700.00 | -53,506.13 |
| Streetscape | | | |
| Street Furniture (Benches) | 0.00 | 5,000.00 | -5,000.00 |
| Street Furniture (Maintenance) | 0.00 | 1,000.00 | -1,000.00 |
| Total Streetscape | 0.00 | 6,000.00 | -6,000.00 |
| Landscaping | | | |
| Landscaping Contingency | 398.00 | 6,000.00 | -5,602.00 |
| Landscaping/Tree Wells - Pinn. | 8,024.00 | 12,480.00 | -4,456.00 |
| Backflow Valve | 0.00 | 2,000.00 | -2,000.00 |
| Total Landscaping | 8,422.00 | 20,480.00 | -12,058.00 |
| 6100 - Administration | | | |
| Acctng service fee (bill.com) | 422.90 | | |
| Admin Bank Service Charge | 35.80 | | |

Corona del Mar Business Improvement District
Profit & Loss Budget vs. Actual
July 2016 through June 2017

| | <u>Jul '16 - Jun 17</u> | <u>Budget</u> | <u>\$ Over Budget</u> |
|---|-------------------------|-------------------|-----------------------|
| Account. & Fin. Reporting Svcs. | 5,200.00 | 15,600.00 | -10,400.00 |
| Mailings | 316.99 | 1,400.00 | -1,083.01 |
| Total 6100 - Administration | 5,975.69 | 17,000.00 | -11,024.31 |
| Improvements | | | |
| News Racks | 0.00 | 20,000.00 | -20,000.00 |
| Gateway Electrical Maintenance | 0.00 | 1,000.00 | -1,000.00 |
| Consulting / Studies | 0.00 | 2,800.00 | -2,800.00 |
| Parking | 0.00 | 3,000.00 | -3,000.00 |
| Marguerite Project (Landscape) | 0.00 | 22,000.00 | -22,000.00 |
| Total Improvements | 0.00 | 48,800.00 | -48,800.00 |
| Outreach | | | |
| Community Workshops | 174.39 | 842.00 | -667.61 |
| Contributions (Sherman Gardens) | 0.00 | 500.00 | -500.00 |
| Total Outreach | 174.39 | 1,342.00 | -1,167.61 |
| Total Expense | 66,576.00 | 206,600.00 | -140,024.00 |
| Net Ordinary Income | 64,583.25 | -59,600.00 | 124,183.25 |
| Other Sources/Uses | | | |
| Other Sources | | | |
| Retained Earnings (Carry over from prior years) | 85,599.56 | 64,000.00 | 21,599.56 |
| Total Other Sources | 85,599.56 | 64,000.00 | 21,599.56 |
| Net Other Income | 85,599.56 | 64,000.00 | 21,599.56 |
| Net Income | 150,182.81 | 4,400.00 | 145,782.81 |

Corona del Mar Business Improvement District
A/P Aging Summary
All Transactions

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|------------------------------|------------------------|------------------------|--------------------|--------------------|--------------------|-------------------------|
| Community Business Solutions | 1,300.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,300.00 |
| Corona Del Mar Chamber | 3,000.81 | 600.00 | 0.00 | 0.00 | 0.00 | 3,600.81 |
| Dekra - Lite | 0.00 | 6,477.31 | 0.00 | 0.00 | 0.00 | 6,477.31 |
| TOTAL | <u>4,300.81</u> | <u>7,077.31</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>11,378.12</u> |

Corona del Mar Business Improvement District

2/6/2017 3:45 PM

Register: Bank Balance

From 01/01/2017 through 01/31/2017

Sorted by: Date, Type, Number/Ref

| Date | Number | Payee | Account | Memo | Payment | C | Deposit | Balance |
|-------------|---------------|-----------------------|---------------------------|--------------------|----------------|----------|----------------|----------------|
| 01/08/2017 | | | -split- | Deposit | | X | 4,673.60 | 150,172.67 |
| 01/10/2017 | | CitiBank | 6100 · Administration:... | | 8.95 | X | | 150,163.72 |
| 01/22/2017 | Bill.com | Community Business... | 2000 · Accounts Payable | Financial Repo... | 1,300.00 | X | | 148,863.72 |
| 01/22/2017 | Bill.com | Corona Del Mar Cha... | 2000 · Accounts Payable | Marketing & A... | 1,128.24 | X | | 147,735.48 |
| 01/22/2017 | Bill.com | Pinnacle | 2000 · Accounts Payable | NEW9265 | 1,040.00 | X | | 146,695.48 |
| 01/31/2017 | | | Member Assessment | Bank error/dep... | | | 0.50 | 146,695.98 |
| 01/31/2017 | Bill.com | Community Business... | 2000 · Accounts Payable | Bill.com Servic... | 244.43 | X | | 146,451.55 |

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