



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

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

Thursday, April 27, 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-Draft CdM BID March 23 Meeting Minutes](#)

2. City Council Report(s)

Summary: Oral reports from present City Council members

Recommended Action: None

3. Annual Meeting Recap (Laidlaw/Svalstad)

Summary: Board to discuss the post event details of the Annual Town Hall Meeting.

Recommended Action: None

4. Board of Directors Nominations for Fiscal Year (FY) 2017-18

Summary:

Board to review the applications received for serving on the CdM BID Board of Directors for FY 2017-18 and recommend up to nine applicants for City Council appointment.

Recommended Action:

Board to nominate up to nine applicants for City Council appointment to serve on the CdM BID Board of Directors for FY 2017-18.

5. Financial Reports

Summary: Board to review the current CdM BID financial reports.

Recommended Action: Review and file.

[Attachment-March 2017 Financial Reports](#)

6. BID Renewal, Annual Report and Proposed Budget for Fiscal Year (FY) 2017-18

Summary:

1) Board to discuss a recommendation for City Council's approval to renew the CdM BID for FY 2017-18.

2) Board to discuss and review the draft CdM BID Annual Report for FY 2016-17 and the proposed CdM BID budget for FY 2017-18 for City Council for approval.

Recommended Action:

1) Board to recommend the renewal of the CdM BID for FY 2017-18 be considered for approval by the City Council.

2) Board to recommend the CdM BID Annual Report for FY 2016-17 and the CdM BID budget for FY 2017-18 be considered for approval by the City Council.

7. Newspaper Rack Project

Summary: Update on project status.

Recommended Action: None

8. Flower Street Sign Project

Summary: Update on project status.

Recommended Action: None

9. Marketing and Administration Report

Summary:

- 1) Marketing projects update
- 2) 2017 CdM business directory
- 3) Explore CdM direct mail and artwork
- 4) Website update

Recommended Action: None

10. 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

**Corona del Mar Business Improvement District
Board Meeting Minutes – March 23, 2017**

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

I. Call to Order

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

II. Roll Call

Chairman Svalstad invited attendees to introduce themselves.

Board Members Present: Chairman Svalstad, Director Dawson, Director Kianapur, Director Hanley, Director Laidlaw, Director La Fleur, Director Walker, Director Lim

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

Guests: Councilmember Scott Peotter; Laura Curran, CdMRA; Sam Knapp, Downtowner; Sara Hall, Newport Beach Indy; and Kathy Leek and Jim Mosher.

III. Public Comments on Agenda Items

Kathy Leek presented her services and its cost.

IV. CURRENT BUSINESS

A. Approval of Minutes

MOTION: Director Dawson made a motion to approve the February 23, 2017 minutes. Director Lim seconded the motion and the motion carried by the roll call vote.

B. City Council Report(s)

Councilmember Scott Peotter discussed the following topics:

1) Harbor water quality control update; 2) commercial marina rates lowered; 3) City Finance Committee update; 4) Museum House update; 5) election reform committee formed; 6) Council returned the news rack project to staff for further review.

C. Downtowner Presentation

Director Hanley introduced Sam Knapp from the Downtowner, which is a transportation company currently operating on the Balboa Peninsula. The transportation service is an idea to move people around in CdM. Knapp will have a sample shuttle at the April 18 Town Hall Meeting.

D. Proposed Revisions to the Parking Requirements in the CdM Business District

Director Laidlaw provided an update on his discussions with Councilmember Peotter and the CdMRA. There is conceptual support so far from the groups to address the parking requirements. The next step will be to add the walking

component to the research. Councilman Peotter mentioned on the General Plan update and timing.

E. Annual Town Hall Meeting

Details and agenda of the event were discussed and coordinated with Laura Curran from the CdMRA.

F. CIP Recommendation for Fiscal Year 2017-18

The board discussed various projects to submit to City Council for consideration and will place on the next Board agenda.

G. Financial Reports and Budget Review

Director Laidlaw made the motion to receive and file the February 2017 financial reports. Director Kianipur seconded the motion.

MOTION: The motion carried by the roll call vote.

H. Marketing and Administration Report

- 1) The CdM Business Directory will be ready for distribution at the annual meeting and will be direct mailed prior to the Explore CdM marketing piece.
- 2) Explore CdM Saturday sidewalk sales are on hold pending approval of an agreement with the City.
- 3) The proposal for website maintenance and support for the upcoming fiscal year was presented for approval.

MOTION:

Director Lim made a motion to approve the website maintenance and support proposal and recommend the City enter into an agreement for services. Director Kianapur seconded the motion.

Motion: The motion carried by the roll call vote with Chairman Svalstad abstaining.

I. Corona del Mar Chamber of Commerce Report

Chamber programs and events 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)

VI. ADJOURNMENT

Director Hanley made a motion to adjourn the meeting and the motion was seconded by Director Laidlaw.

Meeting Adjourned: 9:30 a.m.

Next meeting scheduled for April 27, 2017

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

	<u>Mar 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	<u>135,449.91</u>
Total Checking/Savings	135,479.91
Accounts Receivable	
1200 · Accounts Receivable	<u>-681.99</u>
Total Accounts Receivable	<u>-681.99</u>
Total Current Assets	<u>134,797.92</u>
TOTAL ASSETS	<u>134,797.92</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	85,599.56
Net Income	<u>49,198.36</u>
Total Equity	<u>134,797.92</u>
TOTAL LIABILITIES & EQUITY	<u>134,797.92</u>

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	2,272.25	0.00	2,272.25
Member Assessment	90,929.50	107,000.00	-16,070.50
Total Income	<u>133,201.75</u>	<u>147,000.00</u>	<u>-13,798.25</u>
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	<u>26,310.05</u>	<u>29,178.00</u>	<u>-2,867.95</u>
Website - Development			
Contingency	0.00	1,000.00	-1,000.00
Website - Dev. & Project Mgmt.	5,000.00	9,100.00	-4,100.00
Website - Developer	5,000.00	0.00	5,000.00
Total Website - Development	<u>10,000.00</u>	<u>10,100.00</u>	<u>-100.00</u>
Marketing & Administration			
Website - Maintenance	0.00	7,200.00	-7,200.00
Contingency	0.00	5,000.00	-5,000.00
Consulting (Reporting)	9,852.19	23,000.00	-13,147.81
Website - Hosting/Tech Support	1,500.00	1,500.00	0.00
Membership decals	724.56	1,200.00	-475.44
Annual Meeting	0.00	1,000.00	-1,000.00
Social Media/Communications	518.75	1,200.00	-681.25
Office Facilities/Storage/Phone	3,000.00	3,500.00	-500.00
Beautification Award Program	367.50	1,000.00	-632.50
Dolphins	233.75	1,000.00	-766.25
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	8,559.08	15,000.00	-6,440.92
Total Marketing & Administration	<u>29,887.43</u>	<u>73,700.00</u>	<u>-43,812.57</u>
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	<u>0.00</u>	<u>6,000.00</u>	<u>-6,000.00</u>
Landscaping			
Landscaping Contingency	398.00	6,000.00	-5,602.00
Landscaping/Tree Wells - Pinn.	10,104.00	12,480.00	-2,376.00
Backflow Valve	0.00	2,000.00	-2,000.00
Total Landscaping	<u>10,502.00</u>	<u>20,480.00</u>	<u>-9,978.00</u>
6100 - Administration			

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>
Acctng service fee (bill.com)	751.29		
Admin Bank Service Charge	44.75		
Account. & Fin. Reporting Svcs.	7,800.00	15,600.00	-7,800.00
Mailings	422.80	1,400.00	-977.20
Total 6100 - Administration	9,018.84	17,000.00	-7,981.16
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	774.39	842.00	-67.61
Contributions (Sherman Gardens)	0.00	500.00	-500.00
Total Outreach	774.39	1,342.00	-567.61
Total Expense	86,492.71	206,600.00	-120,107.29
Net Ordinary Income	46,709.04	-59,600.00	106,309.04
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	<u>132,308.60</u>	<u>4,400.00</u>	<u>127,908.60</u>

Corona del Mar Business Improvement District

4/10/2017 6:30 PM

Register: Bank Balance

From 03/01/2017 through 03/31/2017

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
03/01/2017			-split-	Deposit		X	1,534.50	139,819.23
03/03/2017		CitiBank	6100 · Administration:...		10.68	X		139,808.55
03/05/2017			1499 · Undeposited Fu...	Deposit		X	631.00	140,439.55
03/27/2017	Bill.com	Community Business...	2000 · Accounts Payable	Inv#22 Bill.co...	161.96	X		140,277.59
03/27/2017	Bill.com	Community Business...	2000 · Accounts Payable	Inv#25 - Finan...	1,300.00	X		138,977.59
03/27/2017	Bill.com	Corona Del Mar Cha...	2000 · Accounts Payable	Inv#17019 - BI...	1,321.25	X		137,656.34
03/27/2017	Bill.com	Community Business...	2000 · Accounts Payable	Inv#26 - Bill.c...	166.43	X		137,489.91
03/27/2017	Bill.com	Corona Del Mar Cha...	2000 · Accounts Payable	Inv#17036 - BI...	1,000.00	X		136,489.91
03/27/2017	Bill.com	Pinnacle	2000 · Accounts Payable	NEW9265	1,040.00	X		135,449.91



Account #: [REDACTED]

This statement: March 31, 2017
Last statement: February 28, 2017

Contact us:
800 773-7100

Orange CO Airport Office
18111 Von Karman Ave., Ste. 100
Irvine CA 92612

cnb.com

023
CITY OF NEWPORT BEACH
(CDM BID)
100 CIVIC CENTER DR
NEWPORT BEACH CA 92660

0830N

Analyzed Business Checking

Account Summary

Account number	[REDACTED]
Minimum balance	\$135,449.91
Average balance	\$138,540.28
Avg. collected balance	\$138,459.00

Account Activity

Beginning balance (2/28/2017)		\$138,284.73
Credits		
Deposits (2)	+ 2,165.50	
Electronic cr (0)	+ 0.00	
Other credits (0)	+ 0.00	
Total credits		+ \$2,165.50
Debits		
Checks paid (0)	- 0.00	
Electronic db (3)	- 5,000.32	
Other debits (0)	- 0.00	
Total debits		- \$5,000.32
Ending balance (3/31/2017)		\$135,449.91

DEPOSITS

Date	Description	Reference	Credits
3-6	Deposit		631.00
3-6	Deposit		1,534.50

ELECTRONIC DEBITS

Date	Description	Debits
3-3	Preauthorized Debit BILL.COM PAYABLES 015QBSJYKSK9WDK CORONA DEL MAR BID CCD	161.96
3-10	Preauthorized Debit TSYS/TRANSFIRST DISCOUNT CCD CITY OF NB-CDM 41399800999184 CI TY OF NB-CDMBID DISCOUNT	10.68
3-23	Preauthorized Debit BILL.COM PAYABLES 015DRCDHWWKKIJ4 CORONA DEL MAR BID CCD	4,827.68

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
2-28	138,284.73	3-6	140,288.27	3-23	135,449.91		
3-3	138,122.77	3-10	140,277.59				

Thank you for banking with Orange CO Airport Office



IMPORTANT NOTICE

Please examine your statement at once. You are in the best position to find errors or unauthorized transactions and you must tell us at once. If nothing is reported to us promptly this statement will be considered correct and any liability we may have to you may be limited.

In case of errors or questions about your electronic funds transfers: Call or write us at the telephone number or address shown on the front of this statement if you think your statement or receipt is wrong or you need more information about a transfer listed on the statement or receipt.

For Consumer accounts: We must hear from you no later than 60 days after we sent you the FIRST statement on which the problem or error appeared. (1) Tell us your name and account number. (2) Tell us the dollar amount of the suspected error. (3) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe it is an error or why you need more information. We will investigate your complaint and will correct any error promptly. If we take more than 10 business days (20 business days for new accounts), we will credit your account for the amount you think is in error, so that you will have the use of the money during the time it takes us to complete our investigation.

For Business and other non-Consumer accounts: We must hear from you at once if there is an error on your account or you think a transaction is unauthorized. We will investigate promptly. Failure to contact us may prevent us from blocking further unauthorized transactions or recovering money for you. If we made an error we will correct your account at the conclusion of our investigation.

Direct Deposits: If you have arranged to have direct deposits (e.g. Social Security) made to your consumer account at least once every 60 days from the same person or company, you can call us at the telephone number on the front of this statement to find out whether the deposit has been made.

You may obtain a form to help you **balance your account** at www.cnb.com/reconcile or call us at the telephone number shown on the front of this statement to have a form mailed to you.

All items credited are subject to final payment. See your *Account Agreement and Disclosures* or *Treasury Management Disclosure and Agreement* and *Fee Schedules* for other terms and conditions applicable to your account.