



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

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

Thursday, May 25, 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 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

A. Approval of Minutes

Summary: Board to review the draft meeting minutes from previous meetings.

Recommended Action: Board to approve the draft meeting minutes.

[Attachment - Draft Meeting Minutes](#)

B. City Council Report(s)

Summary: Oral report from present City Council members.

Recommended Action: None

C. Board of Directors Nominations for Fiscal Year (FY) 2017-2018

Summary: Board to review applications received to serve on the BID Board for FY 2017-2018 and recommend up to two applicants for City Council appointment.

Recommended Action: Board to nominate up to two applicants and recommend the City Council appoint the nominees to serve on the FY 2017-2018 CdM BID Advisory Board of Directors.

D. Financial Reports

Summary: Board to review the current BID financial reports.

Recommended Action: Receive and file.

[Attachment - April 2017 Financial Reports](#)

E. BID Renewal Process for FY 2017-2018

Summary: Board to review the timeline and process of the BID renewal for FY 2017-2018.

Recommended Action: None

F. Flower Street Sign Project

Summary: Board to review and approve updated project costs.

Recommended Action: Board to approve updated project costs proposal.

G. Parking

Summary: Parking Sub-committee to provide an update and discuss next steps in the parking plans and projects.

Recommended Action: None

H. Landscaping

Summary: The current landscaping contract for the CdM BID's tree-well maintenance expires on June 30, 2017. The City has let a request for proposals to enter into a new agreement for the BID funded services. The City has recommended up to three Board members volunteer to serve on a Landscaping Sub-committee to assist in reviewing and recommending a vendor for the City to contract the services.

Recommended Action: Board to approve up to three Board members to serve on a Landscaping Sub-committee to review the landscaping proposals and return to the June 22, 2017 BID meeting to make a recommendation for the full Board to select a vendor for City contracting.

I. Median Electrical

Summary: Board to discuss action plans on lighting enhancements to the

Gateway and other medians as part of the FY 2017-2018 budget.

Recommended Action: None

J. Marketing and Administration Report

Summary:

1) Marketing and Administration Agreement Renewal - Board to review and approve the Corona del Mar Chamber of Commerce's marketing and administration proposal for FY 2017-2018 services and recommend the City enter into a sole-source agreement for the services.

2) Business Beautification Award - Board to review and vote on the next recipient to receive the Business Beautification Award.

3) Explore CdM - updates and campaign components.

Recommended Actions:

1) Board to recommend that the City enter into a sole-source agreement with the Corona del Mar Chamber of Commerce for the CdM BID's FY 2017-2018 marketing and administration services.

2) Board to approve a recipient of the Business Beautification Award.

3) None

[Attachment - Proposal](#)

K. 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

The next regular meeting is scheduled for June 22, 2017

**Corona del Mar Business Improvement District
Board Meeting Minutes – April 27, 2017**

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 7:35 a.m.

II. Roll Call

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

Board Members Present: Director Dawson, Director Kianapur, Director Hanley, Director Laidlaw, Director LaFleur, Director Lim

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

Guests: Scott Peotter, Newport Beach City Councilman; Ernie Caporera, business owner; Amy Senk, CdMRA; Michele Peschel, resident.

- III. Public Comments on Agenda Items** – Chairman Svalstad discussed the Ace Hardware employee smoking and parking challenges. Linda Leonard mentioned Amir Rugs complaints regarding Christopher Salon employee parking as well.

IV. CURRENT BUSINESS

A. Approval of Minutes

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

B. City Council Report(s)

Councilman Scott Peotter discussed the following topics:

1) The City Council approved the Central Avenue public dock; 2) Scott Cunningham and John Straton were appointed to the Harbor Commission; 3) Balboa Trolley approved \$22 per ride if successful; 4) Pilot program for food trucks on the pier to be a future agenda item; 5) Civic Center Sculpture Exhibit approved for phase three installation; 6) Drought restrictions repealed; 7) Pickle ball courts approved for installation at Bonita Canyon; and 8) Ensign View Park to be named John Wayne Park.

C. Annual Meeting Recap (Laidlaw/Svalstad)

The Annual Town Hall Meeting on April 18 was a success. Director Laidlaw summarized the group's effort which communicated the mobility and parking topics of the CdM Village. The next Parking Sub-committee meeting will address next steps.

D. Board of Directors Nominations for Fiscal Year FY 2017-18

MOTION:

Director Hanley made a motion to accept the seven applicants to serve on the CdM BID Board for FY 2017-18. The applicants include: Directors Svalstad, Laidlaw, LaFleur, Hanley, Kianapur, Lim and Dawson. Director Lim seconded the motion. The motion carried by the roll call vote.

E. Financial Reports

Board reviewed the financials for March and Ms. Leonhard indicated that assessment collections are currently at 87 percent.

MOTION:

Chairman Svalstad made a motion to file the financial reports, Director so moved the motion and it was seconded by Director Kianipur. The motion carried by the roll call vote.

MOTION:

Director Laidlaw made the motion to address agenda item 7 and 8 before item 6. Director Kianipur seconded the motion. The motion carried by the roll call vote.

F. Newspaper Rack Project

Chairman Svalstad gave an update on the challenges getting approval for the project facing resistance from the newspaper companies. City staff is working with the vendors to improve or replace the damaged existing news racks. There may be a plan to improve them but Chairman Svalstad noted it is a dead item and the funds should be used on another project.

G. Flower Street Sign Project

Vendors for the project are still being reviewed by the City but it is moving slowly.

H. BID Renewal, Annual Report and Proposed Budget for Fiscal Year 2017-18

MOTION: Director Dawson made a motion to approve the Annual Report and FY 2017-2018 Budget to submit for City Council approval. Director Kianipur seconded the motion.

AMENDED MOTION: Director Hanley amended the motion to approve the Annual Report and FY 2017-18 Budget with revisions to the budget line item # 2 for Physical Improvements. Director Dawson seconded the motion. The amended motion carried by the roll call vote.

I. Marketing and Administration Report

1. The CdM Business Directory was distributed.
2. The direct mail piece will have the same look and feel with an inspiring message to the residents to Shop Local.
3. The CdM Saturday Sidewalk Sales are on hold due to City permit issues, but staff is researching to possibly bring back
4. The website is being updated monthly. If the Board would like to see any specific programs featured contact Ms. Ms. Leonhard.

J. Corona del Mar Chamber of Commerce Report

The Chamber is gearing up for the Scenic 5k on June 3 and Ms. Leonhard discussed the options for BID marketing material at the BID's exhibit booth. The Board would like to display the BID poster of the Flower Street Program along with the other general collateral.

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: 8:50 a.m. Motion to adjourn was made by Director Dawson and seconded by Director Kianipur.

Next meeting scheduled for May 25, 2017

Corona del Mar Business Improvement District
Balance Sheet
As of April 30, 2017

	<u>Apr 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	<u>123,707.83</u>
Total Checking/Savings	123,737.83
Accounts Receivable	
1200 · Accounts Receivable	<u>-681.99</u>
Total Accounts Receivable	-681.99
Other Current Assets	
1499 · Undeposited Funds	<u>1,035.00</u>
Total Other Current Assets	<u>1,035.00</u>
Total Current Assets	<u>124,090.84</u>
TOTAL ASSETS	<u>124,090.84</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	85,599.56
Net Income	<u>38,491.28</u>
Total Equity	<u>124,090.84</u>
TOTAL LIABILITIES & EQUITY	<u>124,090.84</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	3,341.76	0.00	3,341.76
Member Assessment	93,614.25	107,000.00	-13,385.75
Total Income	<u>136,956.01</u>	<u>147,000.00</u>	<u>-10,043.99</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	650.00	7,200.00	-6,550.00
Contingency	0.00	5,000.00	-5,000.00
Consulting (Reporting)	10,425.94	23,000.00	-12,574.06
Website - Hosting/Tech Support	1,500.00	1,500.00	0.00
Membership decals	724.56	1,200.00	-475.44
Annual Meeting	495.65	1,000.00	-504.35
Social Media/Communications	540.00	1,200.00	-660.00
Office Facilities/Storage/Phone	3,300.00	3,500.00	-200.00
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	7,500.00	7,500.00	0.00
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>39,428.08</u>	<u>73,700.00</u>	<u>-34,271.92</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	1,199.07	6,000.00	-4,800.93
Landscaping/Tree Wells - Pinn.	11,144.00	12,480.00	-1,336.00
Backflow Valve	0.00	2,000.00	-2,000.00
Total Landscaping	<u>12,343.07</u>	<u>20,480.00</u>	<u>-8,136.93</u>
6100 - Administration			
Acctng service fee (bill.com)	914.74	0.00	914.74
Admin Bank Service Charge	62.38	0.00	62.38

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

	Jul '16 - Jun 17	Budget	\$ Over Budget
Account. & Fin. Reporting Svcs.	9,100.00	15,600.00	-6,500.00
Mailings	496.54	1,400.00	-903.46
Total 6100 - Administration	10,573.66	17,000.00	-6,426.34
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	99,429.25	206,600.00	-107,170.75
Net Ordinary Income	37,526.76	-59,600.00	97,126.76
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 Sources	85,599.56	64,000.00	21,599.56
Total Equity	123,126.32	4,400.00	118,726.32

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Community Business Solutions	1,300.00	0.00	0.00	0.00	0.00	1,300.00
Corona Del Mar Chamber	3,170.56	0.00	0.00	0.00	0.00	3,170.56
Pinnacle	1,040.00	173.24	0.00	0.00	0.00	1,213.24
TOTAL	5,510.56	173.24	0.00	0.00	0.00	5,683.80

Corona del Mar Business Improvement District

5/11/2017 12:55 PM

Register: Bank Balance

From 04/01/2017 through 04/30/2017

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
04/06/2017	Bill.com	Corona Del Mar Cha...	2000 · Accounts Payable	Inv#17040 - BI...	2,500.00	X		132,949.91
04/12/2017			1499 · Undeposited Fu...	Deposit		X	307.50	133,257.41
04/21/2017		CitiBank	6100 · Administration:...		6.95	X		133,250.46
04/26/2017			-split-	Deposit			2,411.76	135,662.22
04/26/2017	bill.com	Community Business...	2000 · Accounts Payable	Financial Repo...	1,300.00	X		134,362.22
04/26/2017	bill.com	Corona Del Mar Cha...	2000 · Accounts Payable	Inv#17051 (Dir...	9,614.39	X		124,747.83
04/26/2017	bill.com	Pinnacle	2000 · Accounts Payable	Inv#40846 - M...	1,040.00	X		123,707.83



Account #: [REDACTED] 6

This statement: April 28, 2017
Last statement: March 31, 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	\$121,296.07
Average balance	\$131,124.49
Avg. collected balance	\$130,995.00

Account Activity

Beginning balance (3/31/2017)		\$135,449.91
Credits		
Deposits (1)	+ 2,411.76	
Electronic cr (1)	+ 307.50	
Other credits (0)	+ 0.00	
Total credits		+ \$2,719.26
Debits		
Checks paid (0)	- 0.00	
Electronic db (4)	- 14,461.34	
Other debits (0)	- 0.00	
Total debits		- \$14,461.34
Ending balance (4/28/2017)		\$123,707.83

DEPOSITS

Date	Description	Reference	Credits
4-26	Deposit		2,411.76

ELECTRONIC CREDITS

Date	Description	Credits
4-13	Preauthorized Credit TSYS/TRANSFIRST BKCD STLMT CCD CITY OF NB-CDM 41399800999184 CI TY OF NB-CDMBID 041117	307.50

ELECTRONIC DEBITS

Date	Description	Debits
4-5	Preauthorized Debit BILL.COM PAYABLES CCD CORONA DEL MAR CORONA DEL MAR CHA MBER BILL.COM 015N ZZYFVUKRC5U INV #1	2,500.00
4-10	Preauthorized Debit TSYS/TRANSFIRST DISCOUNT CCD CITY OF NB-CDM 41399800999184 CI TY OF NB-CDMBID DISCOUNT	6.95
4-21	Preauthorized Debit BILL.COM PAYABLES CCD CORONA DEL MAR MULTIPLE PAYMENTS BILL.COM PAYABLES 015GIGYJOKLOPQT	4,454.39
4-24	Preauthorized Debit BILL.COM PAYABLES CCD CORONA DEL MAR CORONA DEL MAR CHA MBER BILL.COM 015R SIXFUCL1H07 INV #1	7,500.00

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
3-31	135,449.91	4-10	132,942.96	4-21	128,796.07	4-26	123,707.83
4-5	132,949.91	4-13	133,250.46	4-24	121,296.07		

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.

Corona del Mar Chamber of Commerce

Proposal For:
Marketing & Administrative Services
Contract Renewal / FY 2017-18
Submitted: May 17, 2017

Submitted to:
Corona del Mar Business Improvement District
City of Newport Beach



Corona del Mar Chamber of Commerce
Project Consultant: Linda Leonhard
Corona del Mar Chamber of Commerce / 2855 E. Coast Hwy, Suite 101 / Corona del Mar, CA 92625
(949) 673-4050 / Linda@CdmChamber.com

The Corona del Mar Chamber of Commerce (Consultant) shall continue to provide professional Marketing & Administrative Services to the City of Newport Beach for the Corona del Mar Business Improvement District (BID) for fiscal year 2017/18 commencing on July 1, 2017 through June 30, 2018.

SCOPE OF WORK

MARKETING & COMMUNICATIONS

1. Facility Fees (Storage, Phone, Physical Address and Periodic Meeting Space).

Consultant will provide the BID with storage, phone services, physical address and periodic meeting space at its current location 2855 E. Coast Hwy. Suite 101, Corona del Mar.

2. Marketing & Communications. Consultant shall provide the BID with Marketing & Communication Services for the following current BID programs.

2.1 Tri-fold Brochure

Consultant shall produce the BID's annual informational brochure to be included in assessment billing and displayed within the community. Brochure will include project updates, accomplishments and annual goals in existing brochure layout. Complete rebranding shall fall under separate fee.

2.2 Member Decals

Consultant shall produce member annual static window decals to be supplied to BID members upon assessment payment.

2.3 Corona del Mar Business District Membership Directory

Consultant will produce a cooperative annual promotional publication called "The Directory" which markets the Corona del Mar Business District and lists all BID Members and their contact information. The Directory shall include a separate full page ad for pertinent information on the Corona del Mar BID and include the BID logo on the outside cover. The Directory shall be mailed and circulated to 10,000-12,000 households in Corona del Mar and portions of Newport Coast. Publication shall be circulated throughout the year at community events and strategic distribution points.

2.4 Business Beautification Award Program

Consultant will manage the BID's bi-monthly Business Beautification Award Program by identifying business locations within the District who have renovated, remodeled or enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Consultant shall bring nominations to the BID Board for vote, order and incur costs for awards, notify the award recipients and coordinate community award presentation & ceremony.

2.5 Coast Hwy Dolphin Topiary Program

Consultant will management the topiary décor program, coordinate and facilitate storage for the seasonal decorations of the Dolphin Topiaries at the intersection of Marguerite and Coast Highway. Consultant shall coordinate volunteer committee schedules, forward budget requests, and coordinate trimming of Dolphin Topiaries.

2.6 Social Media & Communications

Consultant will maintain the current Social Media Platform on Facebook, launch monthly campaigns and continue to promote through social media and its databases. Consultant will provide public email notifications and communications with BID Members, Board Members and the community at large in regards to BID/City projects and notices..

2.7 Marketing Campaigns & Programs

Consultant will produce and manage Marketing Campaigns & Programs such as Shop Local, Ad campaigns, and new program development as directed.

2.8 PR - Special Event Outreach

Consultant will provide exhibit space at annual & monthly events for the BID to communicate and share programs, collateral and PR announcements within the community. Costs include Tent, table, Linen & chairs, set-up and breakdown, coordination of materials.

2.9 BID Cooperative Sponsorship – Christmas Walk

Consultant will provide the BID with marketing and public relations services at the sponsored event called the Christmas Walk. In return for the cooperative sponsorship, Consultant shall recognize the BID logo on all marketing collateral associated with the event. Consultant will also provide and coordinate a tented promotional exhibit space and coordinate all BID marketing display collateral and volunteer staff.

ADMINISTRATION / CONSULTING & REPORTING

1. Administrative Liaison and General Administration

Consultant shall serve as liaison between the City's BID Administrative Staff and Board Members with ongoing communication.

2. Meeting Agendas, Packets & Action Item Notices

Consultant shall prepare meeting agendas and associated documents for meeting packets for distribution at monthly Board Meetings and Sub-Committee meetings subject to the Brown Act. Consultant shall provide the City with a list of action items directly following each Board Meeting and follow-up with Board on project status.

3. Annual Report, Budgets & Priorities

Consultant shall prepare BID Annual Report, budget and track annual timeline of BID priorities such as board renewals, annual meetings and project timelines.

4. Annual Town Meeting Coordination

Consultant shall coordinate Annual Town Meeting to include: Median Banner Permits, Coordination of food / beverage / supplies. Consultant shall prepare invitation & mailing to BID members and assist with agenda. Includes coordination of BID Exhibit Set-up and promotional material. Development of new materials, posters, & reimbursable costs such as food/beverage etc. shall fall under contingency or separate agreement.

5. Consulting / Reporting & Follow-up Relating to Services

Consultant will attend the BID's monthly Advisory Board Meetings and will report on Contract services performed. Consultant shall conduct follow-up communications and administration relating to services.

FEE FOR SERVICES

<u>Marketing & Communications</u>	<u>Annual Fee</u>
Facilities – Storage/Physical Office & Services	\$4,000
Tri-fold Brochure	1,600
Member Decals	1,200
Membership Directory	7,500
Beautification Award Program	1,000
Coast Hwy Dolphin Topiary Program	1,000
Social Media & Communications	1,000
Marketing Campaigns /New Programs	25,000
PR / Special Events	1,000
Cooperative Sponsorship (Xmas Walk)	4,000
<u>Marketing & Communications</u>	<u>\$ 47,300</u>
<u>Administration / Consulting & Reporting</u>	<u>\$ 23,000</u>
<u>Contract Contingency</u>	<u>\$ 5,000</u>

TOTAL CONTRACT **\$75,300**

EXPENSE REIMBURSEMENT

Fee includes all estimated hard-cost vendor expenses associated with projects noted above (example: Newspaper advertisements, graphic design, materials, supplies, etc.). Consultant will be reimbursed for any additional expenses paid out of pocket on a pre-approved basis.

TOTAL CONTRACT

Consultant proposes providing the Corona del Mar BID with the above noted services and reimbursement of approved expenses for services rendered July 1, 2017 through June 30, 2018 for a total amount not to exceed \$75,300

ADDITIONAL MARKETING SERVICES & HOURLY RATE

Should the CdM BID Advisory Board request any additional or future projects beyond this proposal, Consultant will prepare a proposal at a separate fee either per project or hourly consulting rate of \$85 per hour.

Consultant will submit a scope of work proposal for each newly requested potential project for the CdMBID Board to review and approve prior to commencing new project work.

Linda Leonhard
CORONA DEL MAR CHAMBER OF COMMERCE
Consultant, Corona del Mar Business Improvement District
(949) 673-4050 / Linda@CdmChamber.com
2855 E. Coast Hwy, Suite 101, Corona del Mar, CA 92625