



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

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

Thursday, July 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
Ernie Caponera, 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 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) Advisory Board of Directors (Board). 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 Board 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 meeting(s).

Recommended Action: Board to approve the draft meeting minutes.

[Attachment - Draft Meeting Minutes](#)

B. Election of Officers

Summary:

- 1) Board to welcome new Advisory Board Member Ernie Caponera.
- 2) Board to review and nominate officers (Chair, Vice Chair, Treasurer and Secretary) for the FY 2017-2018 term.

Recommended Action:

- 1) None
- 2) Board to approve the elected officers to serve the FY 2017-2018 term.

C. City Council Report(s)

Summary: Oral reports from present City Council members.

Recommended Action: None

D. Parking Subcommittee Report

Summary: Update from the Parking Subcommittee

Recommended Action: None

E. South Entry Improvements

Summary: Board to review the subcommittee's recommended concepts for proposed improvements to the business district's south entry.

Recommended Action: None

F. Flower Street Sign Project

Summary: Project status report

Recommended Action: None

G. Landscaping

Summary:

- 1) Update on the tree-well landscaping
- 2) Board to review a proposal and funding for tree-well irrigation repairs.

Recommended Action:

- 1) None
- 2) Board to approve funding for the irrigation repairs and recommend approval of the proposal by the City.

H. Gateway Median Electrical

Summary: Project status report

Recommended Action: None

I. Bench Removal

Summary: Board to review a request from BID member Recycled Rags to remove and/or relocate the bench in front of its business.

Recommended Action: Board to approve the removal of the bench in front of

Recycled Rags upon City approval of a new location for the bench.

J. Financial Reports

Summary: Board to review the current BID financial reports.

Recommended Action: Review and file.

[Attachment - June 2017 Financial Reports](#)

K. Marketing and Administration Report

Summary:

- 1) Explore CdM shop local campaign updates
- 2) BID tri-fold brochure
- 3) Member window decals
- 4) Website updated
- 5) Dolphin decor program update
- 6) Options for old street signs

Recommended Actions:

None

L. 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 August 24, 2017

**Corona del Mar Business Improvement District
Board Meeting Minutes – June 22, 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 Hanley, Director Laidlaw, Director Kianipur

Not Present: Director Lim, Director LaFleur, Director Walker

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

Guests: *City Council Member* Scott Peotter; Laura Curran CdMRA; Jim Moser, resident

III. Public Comments on Agenda Items – Director Svalstad announced the BID was renewed for FY 2018 by the City Council. Recycled Rags has requested the removal or relocation of the bench in front of their business.

IV. CURRENT BUSINESS

A. Approval of Minutes

MOTION: Director Hamid made a motion to approve the May 25, 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:

The City Council took the following actions:

- 1) Approved the City's FY 2018 Budget, which included the BID's request for staff assistance with a Parking Study;
- 2) Approved the contract for the Newport Heights alley replacement project;
- 3) Approved a contract for the Fire Station #6 improvements;
- 4) Appointed Doug Wood to the Visit Newport Beach Executive Committee;
- 5) Approved the median turf replacement along San Joaquin Hills Road; and
- 6) Purchased Edison Rule 28 credits from Mission Viejo to underground major transmission lines.

Councilmember Peotter also noted that the Balboa Peninsula Trolley summer service started.

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

Director Dawson made a motion to approve the nomination of Ernie Caponera as a BID Advisory Board Director. Director Kianipur seconded the motion.

MOTION: The motion carried by the roll vote

D. Financial Reports

Director Laidlaw made a motion to receive and file the financial reports, Director Hanley seconded the motion.

MOTION: The motion carried by the roll call vote

E. South Entry

Board reviewed an update from the South Entry Sub-committee comprised of Directors LaFleur, Hanley and Svalstad. Ron Yeo was invited to attend the inspection and evaluation of the median area to gather information for potential physical improvements.

F. Flower Street Sign Project

The project costs were discussed and Laura Curran mentioned it might be a good idea to auction the old signs at the annual meeting, as there is interest from residents.

Director Dawson made the motion to approve the revised sign design dated 6/6/17 order #2074 and update project costs not to exceed \$10,000. Director Kianipur seconded the motion.

MOTION: The motion carried by the roll call vote.

G. Parking

The Parking Sub-committee meeting date was set for the second Tuesday of each month at 10 a.m. and members of the CdMRA will be invited. Councilman Peotter recommended to include Community Development Director Kim Brandt.

H. Landscaping

Director Laidlaw made a motion to recommend the City enter into an agreement with Mariposa for the tree-well landscape maintenance for a fixed monthly fee of \$1,990 per month plus a \$6,000 contingency per year, for a two-year total contract amount not to exceed \$59,760 which includes maintenance of the Centennial Plaza. Director Hanley seconded the motion.

MOTION: The motion carried by the roll call vote.

I. Gateway Median Electrical

Director Laidlaw made a motion that the City provide two up-lights on the monument sign and one exterior 110-line voltage outlet on the back of the monument sign, BID to pay for this work. Director Kianipur seconded the motion.

MOTION: The motion carried by the roll call vote.

J. Marketing and Administration Report

1. Ms. Leonhard announced that the direct mail pieces for the Shop Local Program were almost complete and recommended the newspaper ads run simultaneously. Director Hanley made the motion to approve the \$7,000 from the marketing budget for the Explore CdM Campaign newspaper ads. Director Laidlaw seconded the motion.

MOTION: The motion carried by the roll call vote.

2. Ms. Leonhard announced that the BID's tri-fold brochures are scheduled for revisions and printing to accompany the BID's upcoming billing. The BID discussed revisions to be made.
Director Dawson made a motion to approve the recommended changes to the BID's tri-fold brochure.
MOTION: The motion passed by the roll call vote.

K. Corona del Mar Chamber of Commerce Report

Ms. Leonhard noted that the CdM Scenic 5k went well and ran smoothly with 1,677 participants. This will be the last year that City staff will be involved with the event.

Networking Luncheon was discussed with featured speaker from the Crystal Cove Conservancy with updates on the historic district's master plan.

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 at 9:10 a.m. Motion to adjourn was made by Director Dawson and seconded by Director Hanley.

Next meeting scheduled for July 27, 2017

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

	Jun 30, 17
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	115,755.61
Total Checking/Savings	115,785.61
Accounts Receivable	
1200 · Accounts Receivable	-681.99
Total Accounts Receivable	-681.99
Total Current Assets	115,103.62
TOTAL ASSETS	115,103.62
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	85,599.56
Net Income	29,504.06
Total Equity	115,103.62
TOTAL LIABILITIES & EQUITY	115,103.62

Corona del Mar Business Improvement District
FY 2017-2018 Budget vs. Actual
July 2017 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	3,719.76	0.00	3,719.76
Member Assessment	94,979.25	107,000.00	-12,020.75
Reimbursed Expenses	75.00	0.00	75.00
Total Income	<u>138,774.01</u>	<u>147,000.00</u>	<u>-8,225.99</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	1,850.00	7,200.00	-5,350.00
Contingency	0.00	5,000.00	-5,000.00
Consulting (Reporting)	12,295.94	23,000.00	-10,704.06
Website - Hosting/Tech Support	1,500.00	1,500.00	0.00
Membership decals	724.56	1,200.00	-475.44
Annual Meeting	1,104.21	1,000.00	104.21
Social Media/Communications	625.00	1,200.00	-575.00
Office Facilities/Storage/Phone	3,900.00	3,500.00	400.00
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	8,882.33	15,000.00	-6,117.67
Total Marketing & Administration	<u>44,114.89</u>	<u>73,700.00</u>	<u>-29,585.11</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	2,116.31	6,000.00	-3,883.69
Landscaping/Tree Wells - Pinn.	12,480.00	12,480.00	0.00
Backflow Valve	0.00	2,000.00	-2,000.00
Total Landscaping	<u>14,596.31</u>	<u>20,480.00</u>	<u>-5,883.69</u>
6100 - Administration			

Corona del Mar Business Improvement District
FY 2017-2018 Budget vs. Actual
July 2017 through June 2017

	<u>Jul '16 - Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Acctng service fee (bill.com)	1,081.17	0.00	1,081.17
Admin Bank Service Charge	196.60	0.00	196.60
Account. & Fin. Reporting Svcs.	11,700.00	15,600.00	-3,900.00
Mailings	496.54	1,400.00	-903.46
Total 6100 - Administration	13,474.31	17,000.00	-3,525.69
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	109,269.95	206,600.00	-97,330.05
Net Ordinary Income	29,504.06	-59,600.00	89,104.06
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	115,103.62	4,400.00	110,703.62

Corona del Mar Business Improvement District

7/13/2017 5:14 PM

Register: Bank Balance

From 06/01/2017 through 07/31/2017

Sorted by: Date, Type, Number/Ref

Date	Number	Payee	Account	Memo	Payment	C	Deposit	Balance
06/22/2017			-split-	Deposit		X	1,011.00	119,894.10
06/26/2017	bill.com	Community Business...	2000 · Accounts Payable		1,466.43	X		118,427.67
06/26/2017	bill.com	Corona Del Mar Cha...	2000 · Accounts Payable	Inv#17063- Ma...	1,516.25	X		116,911.42
06/26/2017	bill.com	Pinnacle	2000 · Accounts Payable	NEW9265	1,040.00	X		115,871.42
06/30/2017		CitiBank	6100 · Administration:...		115.81	X		115,755.61

CITY NATIONAL BANK

The way up.®



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Account #: [REDACTED]

This statement: June 30, 2017
Last statement: May 31, 2017

Contact us:
800 773-7100

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

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

0830N

cnb.com

Analyzed Business Checking

Account Summary		Account Activity	
Account number	[REDACTED]	Beginning balance (5/31/2017)	\$118,883.10
Minimum balance	\$114,753.61		
Average balance	\$117,365.79		
Avg. collected balance	\$117,244.00		
		Credits	
		Deposits (1)	+ 1,011.00 ✓
		Electronic cr (1)	+ 3,900.18
		Other credits (0)	+ 0.00
		Total credits	+ \$4,911.18
		Debits	
		Checks paid (0)	- 0.00
		Electronic db (8)	- 8,038.67
		Other debits (0)	- 0.00
		Total debits	- \$8,038.67
		Ending balance (6/30/2017)	\$115,755.61

DEPOSITS

Date	Description	Reference	Credits
6-23	Deposit		1,011.00

ELECTRONIC CREDITS

Date	Description	Credits
6-16	Preauthorized Credit TSYS/TRANSFIRST REFUND CCD CITY OF NB-CDM 41399800999184 CIT Y OF NB-CDMBID REF 6/15/2017	3,900.18

ELECTRONIC DEBITS

Date	Description	Debits
6-12	Preauthorized Debit TSYS/TRANSFIRST DISCOUNT CCD CITY OF NB-CDM 41399800999184 CITY OF NB-CDMBID DISCOUNT	3,962.99
6-15	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201716001272 6 MID: 4139980099 9184 CITY OF NB-CD	9.00
6-19	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201716401868 7 MID: 4139980099 9184 CITY OF NB-CD	8.00
6-20	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201716500715 2 MID: 4139980099 9184 CITY OF NB-CD	9.00
6-20	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201716500715 3 MID: 4139980099 9184 CITY OF NB-CD	9.00
6-20	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201716500715 1 MID: 4139980099 9184 CITY OF NB-CD	9.00
6-22	Preauthorized Debit BILL.COM PAYABLES CCD CORONA DEL MAR MULTIPLE PAYMENTS BILL.COM PAYABLES 015KLZRAFJLZSIO	4,022.68 ✓
6-23	Preauthorized Debit TSYS/TRANSFIRST CHARGEBACK CCD CITY OF NB-CDM CASE: 201717001599 4 MID: 4139980099 9184 CITY OF NB-CD	9.00

115.81

62.81

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