



**Corona Del Mar Business Improvement District
Board Meeting Minutes
May 23, 2013
Bahia Corinthian Yacht Club**

Board Members Present:

Bernie Svalstad, Scott Laidlaw, Jim Walker and Keith Dawson

Board Members Absent:

Tina Hoover, Tom Nicholson, Ali Zadeh

Ex Officio:

None

Guest(s):

Nancy Gardner / Ed Selich / Ron Yeo / Linda Leonhard / Jim Mosher / Jessica Prause (The New Port Theater) / Scott Palmer/ Amy Senk / Mary Locey (BID Coordinator, City of Newport Beach) / Matt Lenton (Whittaker & Co.) / Pat Thomas and Mike Sinacori (City of Newport Beach) / Karen Tringali (Residents' Association)

1. Call to Order at 7:40 a.m.

The Chairman announced that Agenda Item 5 D (PCH/Entry Project Discussion) would be taken out of order to accommodate the schedules of Pat Thomas and Mike Sinacori from the City of Newport Beach.

5. Current Business – Revitalization/Vision Report (taken out order)

- PCH/Entry Project Discussion.

Pat Thomas (City of Newport Beach) circulated a print-out of a power point presentation regarding the PCH Entry Project which described the background of the project and included new conceptual plans allowing for increased sidewalk width and options of changing Carnation to a 1-way street (southbound) or leaving Carnation a 2-way street. Mr. Thomas noted that concept #3 of converting Carnation to a 1-way street was favored by city staff but could result in problems for trucks delivering supplies to local businesses if parking is permitted on both sides of the street. Jim Walker suggested a 9 -5

parking restriction on one side of Carnation. There was discussion of adding parking spaces at the Old School Park.

MOTION:

Bernie Svalstad moved to approve concept #3 . There was no second and no vote was taken.

Further discussion followed regarding Carnation being converted to 1-way traffic and the need for outreach to businesses and residents in the area.

AMENDED MOTION:

Jim Walker moved to approve concept #3 with restricted parking between 9 and 5 to accommodate deliveries. There was no second and no vote was taken.

AMENDED MOTION :

Scott Laidlaw moved to approve concept #3 with “loading only” restricted parking between 9 and 5. Jim Walker seconded and the Motion was approved by unanimous vote.

2. Roll Call

The Chairman called the roll and determined that a quorum was present. Those present introduced themselves.

3. Public Comments

Bernie reported that Nancy Gardner received an e-mail from a CDM resident complaining about the noise caused by pneumatic tools being used at the tire store at Iris and PCH. Nancy suggested that the BID should consider the impact that CDM businesses have on residents. Karen Tringali reported that a safety concern could exist at B-Candy because of children darting out into the street from the entrance to the business.

4. Approval of Minutes

Keith Dawson reported that two corrections in the Minutes from the April 25th meeting had been made: “Tim” Nicholson was changed to “Tom” Nicholson on page 3 under Item 5.B, BID Accounting Report. Under Item 5.C, “Street Furniture” , “received and was ready for installation” was deleted and replaced with “ordered.” Jim Mosher submitted a list of corrections, including Item 5.A, and Item 5.C: “marquis” replaced by “marquee”, “scribner’s” replaced by “scrivener’s” in Item 5.B, “is serious disrepair” replaced by “in serious disrepair” in Item 5.C, the addition of “the” Entry Project in Item 5.D, and Item 5.G: replace “Gadsby” with “Gatsby”. Mr. Mosher’s contention that “and an interest/penalties amnesty” is the same as “waiving accrued penalties and interest” was not supported by the

Board. In addition, Mr. Mosher provided the exact language of City Council Policy G-1 , Reforestation of City Trees.

MOTION:

Jim Walker moved to approve the Minutes of the April 25, 2013 meeting as corrected. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

5. **Current Business** (agenda item resumed after PCH/Entry Project Discussion taken out of order)

A. City Council Report

Pocket Park Update. Ed Selich reported that the pocket park will be funded in the City's 2013-2014 budget and that a survey and design work is the next step as the project proceeds.

Port Theater Replacement Tree Update. Ed Selich reported that a King Palm with at least a 15 foot trunk would be located near the light post in front of The New Port Theater so that it would not block the marquee. Ed commented that the marquee could be re-designed so that it is more visible from the street. Jessica Prause read a prepared statement wherein she claimed that the theater followed the proper procedure to have the tree removed and that it should not be replaced. Bernie commented that the issue regarding the removal/ replacement of the tree in front of The New Port Theater should be handled by city staff.

MOTION:

Jim Walker moved that The New Port Theater should pursue the issue of whether or not the tree is replaced with the City. Keith Dawson seconded and, with Scott Laidlaw abstaining, the Motion was approved by unanimous vote of the remainder of the Board.

Revitalization / Vision Report (taken out of order)

Signal Work Update. There was a discussion concerning the City's plans to update the traffic signals in CDM and the need to match the new signals with the existing light pole décor. Mike Sinacori (City of Newport) noted that the signal work update is not scheduled until 2014 such that there is ample time to make sure the décor of the new signals match the existing light pole décor.

Nancy Gardner reported that way-finding signs at MacArthur Boulevard. and San Joaquin Hills Road and at Pelican Hill Road and PCH are being considered that will advise commuters that they may by-pass CDM if they choose to do so. Jim Walker indicated that he would oppose signage that would reduce traffic volume in front of his business.

B. Administrative & Financial

BID Financial Report. Matt Lenton circulated a copy of the Financial Report dated as of April 30, 2013 and reported that the BID has \$109,000 cash on hand with \$5,700 in accounts payable . He indicated the profit and loss report with the year-to-date budget is included in the Financial Report.

MOTION:

Jim Walker moved to approve the Financial Report for the period as of April 20, 2013. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

Annual Report & Budget Review for 2013/2014 BID Renewal. Linda Leonhard circulated copies of the CDM BID Fiscal Year 2013-2014 Annual Report detailing the revitalization projects and programs planned for the CDM BID for the upcoming fiscal year. A Budget Outline is included in the report indicating budgeted expenses of \$221,440 with a carry over of \$84,000 from this fiscal year into the next fiscal year. A discussion followed regarding various budget line items and whether or not adjustments need to be made in the budget projections. Bernie commented that improvements at Marguerite and PCH are needed as are newspaper rack enclosures and the need to refurbish the benches and trash can enclosures. Nancy Gardner recommended the need for a clear indication that the City will be paying the entire cost of the parking study. A discussion followed regarding the City's \$10,000 allocation to Visit Newport for Website design and what assurances the BID had that it would benefit from the allocation. It was suggested that the MacArthur/PCH Entry Project be reduced from \$50,000 to \$38,000 and that the Marketing Campaign Programs be increased from \$7,500 to \$10,000. After further discussion, it was suggested that the street furniture line item be increased from \$6,000 to \$11,500 and that the Marguerite project line item be increased from \$20,000 to \$24,000. Jim Mosher noted that the headings on the proposed budget spread sheet refer to 2012 – 2013 and should be changed to 2013-2014. He also commented that some of descriptions in the Annual Report could be confusing to members of the public who read the report on-line.

MOTION:

Jim Walker moved to approve the proposed budget as amended. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

BID Board Elections – Approval for Submittal to Council . Bernie reported that six names qualified for the ballot to serve on the BID Board to fill seven positions. The names are: Bernie Svalstad, Scott Palmer, Tom Nicholson, Scott Laidlaw, Keith Dawson and Jim Walker. Bernie suggested that since there were less names than board member seats to fill, all six names should be recommended to the City Council for approval.

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MOTION:

Jim Walker moved to submit the names of Bernie Svalstad, Scott Palmer, Tom Nicholson, Scott Laidlaw, Keith Dawson and Jim Walker to the City Council as recommended nominees to serve on the CDM BID board for the upcoming term. Keith Dawson seconded and the Motion was approved by unanimous vote.

Contract Agreements & RFP Schedule Updates. Bernie inquired if all of the bids are ready for City RFP bidding. Mary Locey, BID Coordinator, confirmed that all necessary contracts are being readied for RFP bidding.

C. Village Maintenance Issues

Sidewalk Power/Steam Cleaning – Status. Scott Laidlaw reported that the sidewalk steam cleaning to be performed by Bonanza Steam Cleaning is scheduled for the week of June 10th and would be completed during non-peak business hours to minimize the impact on businesses.

Street Furniture Maintenance & Updates on Newspaper Racks and Bike Racks.

Scott Laidlaw circulated drawings of bike racks that are integrated into existing sign poles. He indicated that he and Ron Yeo would be conducting a survey of all existing street furniture, including benches, trash can enclosures, bike racks and newspaper racks and would make recommendations regarding maintenance and/or the need for additional furniture. Ron Yeo reported that he is investigating which newspapers/circulars are being used by various publications to determine how many newspaper rack enclosures will be necessary. He added that the Newport News newspaper racks are in the worst condition compared to the others and that he has requested that Tony Brine (City of Newport) contact Newport News representatives to give them notice to repair, upgrade or remove their racks. The committee has asked the City to furnish a “base map” of the sidewalk block to be used as a planning tool.

Port Theater Bench. It was confirmed that the bench to be installed in front of The New Port Theater has been ordered.

D. Revitalization / Vision Report (taken out of order)

Parking Sub-Committee Report. Jim Walker reported that he and Bernie had participated in a conference all with a Nelson/Nygaard representative and had modified Nelson/Nygaard’s proposal regarding the cost and scope of the parking study. Jim reported that the cost of the parking study has been reduced to \$60,000 with possible contingencies that could increase the cost slightly. Jim stressed that the Nelson/Nygaard parking study would be different than the Walker study which focused primarily on residential parking issues. He added that the Nelson/Nygaard parking study would explore partnerships with the private sector whereby private parking lots in CDM can be utilized for public use.

MOTION:

Jim Walker moved to approve the revised Nelson/Nygaard \$60,000 proposal. Scott Laidlaw seconded and the Motion was approved by unanimous vote.

Ron Yeo asked for confirmation that the City is paying for the Nelson/Nygaard parking study. Jim Walker provided the requested confirmation.

F. Marketing / Administration Report . Linda Leonhard reported that the BID's website is in dire need of updating but that the updating project had been tabled pending determination of BID administrative issues last summer.

G. CDM Chamber of Commerce Report. Linda presented a sample of the artwork for this year's Scenic 5K which depicts the new City Hall. She indicated that the on-line marketing for this year's event is successful and that participation is up. Linda reported that a Chamber networking event is scheduled for Tuesday, May 28th at Bahia Corinthian Yacht Club.

6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS

Amy Senk reported that the City of Santa Ana had expressed support for the non-removal of the fire rings and that the City of Newport's opposition to the fire rings was racist-based. It was the consensus of the BID board that it would take no position on the issue.

7. ADJOURNMENT

The meeting was adjourned at 9:28 a.m. Next meeting: June 27, 2013