



# Corona del Mar Business Improvement District

## Advisory Board Meeting Agenda

July 24, 2014 / 7:30 AM

100 Civic Center Drive, Corona del Mar Conference Room-  
Bay 1E, Newport Beach 92660  
Advisory Board Meeting Agenda

### BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

Bernie Svalstad, Chairman  
Keith Dawson, Director  
Scott Laidlaw, Director  
Shawn Lim, Director  
Jessica Prause, Director  
Jim Walker, Director  
Vacant

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#### I. CALL MEETING TO ORDER

#### II. ROLL CALL

#### III. PUBLIC COMMENTS ON 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 BID. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Corona del Mar 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. APPROVAL OF MINUTES

Approval of Minutes

*SUMMARY:*

Review and approval of the draft minutes from June 26, 2014.

*RECOMMENDED ACTION:*

Board to approve the draft minutes from the June 26, 2014 BID meeting.

#### V. CURRENT BUSINESS

##### A. Election of BID Officers for FY 2014-15 (Svalstad)

*SUMMARY:*

Board to accept nomination for BID chairman, vice-chairman, secretary and treasurer.

*RECOMMENDED ACTION:*

Board to elect BID officers for fiscal year 2014-2015

##### B. City Council Report

*SUMMARY:*

Oral report by City Council members present

*RECOMMENDED ACTION:*

None

##### C. BID Chairman Report (Svalstad)

*SUMMARY:*

BID Chairman's year-end report and review of FY 2013-14 BID activity

*RECOMMENDED ACTION:*

None

**D. BID FY 2014-15 Board Nominations (Bob Quaid, BID Administrator)**

*SUMMARY:*

Discussion of applicants for two FY 2015 open board seats (handout at meeting)

*RECOMMENDED ACTION:*

Board to recommend two nominees for the FY 2015 BID Board to the City Council for appointment.

**E. 2014 Holiday Decorations (Stacy Jordan, Dekra-Lite)**

*SUMMARY:*

Discussion of proposed additions to the 2014 holiday decorations program (handout at meeting)

*RECOMMENDED ACTION:*

Board to approve the 2014 holiday decoration program

**F. Gateway Project (Walker)**

*SUMMARY:*

Project overview and establish dates for community outreach meets

*RECOMMENDED ACTION:*

None

**G. Marguerite & PCH Project (Svalstad)**

*SUMMARY:*

Report on project subcommittee meeting

*RECOMMENDED ACTION:*

None

**H. BID Financial Reports for June 2014 (Bob Quaid, BID Administrator)**

*SUMMARY:*

- 1 Discussion of fiscal year to date operating results through June 30, 2014 (handout at meeting)
- 1 Report on FY 2014-15 member assessment billings

*RECOMMENDED ACTION:*

Board to approve the June 2014 financials

**I. Marketing Report (Linda Leonhard, BID Marketing)**

*SUMMARY:*

- 1 Tri-fold brochure for FY 2014-15
- 1 Nominee for BID bi-monthly beautification award

*RECOMMENDED ACTION:*

Board to approve a nominee for the BID beautification award

**J. Project Reports (Svalstad)**

*SUMMARY:*

Status of street furniture

*RECOMMENDED ACTION:*

None

**VI. CORONA DEL MAR BID ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)**

## **VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

*Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the CDM BID. Speakers must limit comments to 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.*

## **VIII. ADJOURNMENT**

The Corona del Mar BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar BID 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 Corona del Mar BID and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar BID. The Corona del Mar BID may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

It is the intention of the City of Newport Beach 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, the City of Newport Beach will attempt to accommodate you in every reasonable manner. If requested, this agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Please contact the City of Newport Beach 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 949-644-3074 or email [cdbid@newportbeachca.gov](mailto:cdbid@newportbeachca.gov).



# NEWPORT BEACH

**ITEM TITLE:** Approval of Minutes

**ITEM SUMMARY:** Review and approval of the draft minutes from June 26, 2014.

**RECOMMENDED ACTION:** Board to approve the draft minutes from the June 26, 2014 BID meeting.

**ATTACHMENTS:**

**Description**

[June 26, 2014 Draft Minutes](#)



**Minutes of the  
Corona del Mar Business Improvement District  
Board Meeting**

**June 26, 2014**

**Newport Beach Civic Center  
Corona del Mar Conference Room, Bay 1E  
100 Civic Center Drive, Newport Beach, CA**

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:31 a.m.

**II. Roll Call**

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Director Nicholson; Director Palmer; Director Dawson; Director Laidlaw;  
Director Prause

Absent – Director Walker

**Quorum Achieved**

City Representatives:

Council Member Nancy Gardner; Mayor pro Tem Ed Selich

BID Consultants:

Bob Quaid, BID Administrator (Willdan Financial Services)

Linda Leonhard, BID Marketing Consultant (Corona del Mar Chamber of Commerce)

Guest(s):

Shawn Lim (Rose Bakery Café); Ron Yeo (Architect); Jim Mosher (Resident); Amy Senk (CdM Today); Mike Pilsitz (Corona del Mar Residents Association); Michael Toerge (City Council Candidate); Stacey Jordan (Dekra-Lite); Nicole Cintron (Dekra-Lite); Karen Yould (Corona del Mar Florist)

**III. Public Comments on Agenda Items**

None

**IV. Approval of Minutes**

Chairman Svalstad requested a motion to approve the May 22, 2014 Board meeting minutes.

**MOTION:**

Director Nicholson moved to approve the minutes. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Dawson, Prause

Abstain: Laidlaw

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**V. Current Business**

**A. Verbal Reports**

Council Member Gardner commented on the following:

- The Corona del Mar Resident's Association has received complaints about bike riding on sidewalks. One suggestion made was to follow Balboa Island's action to post decals stating "No Bike Riding".
- In response to a question by Director Walker at the May 22 board meeting, Italian restaurant Pirozzi is not exceeding its seating limits.

Mayor pro Tem Ed Selich noted the following:

- Balboa Island is installing fifteen bike racks similar to those CdM recently installed.
- Balboa Island is putting in brick paving material between the tree wells going back to the buildings. The CdM BID may want to consider similar improvements in the future.

**B. 2014 Holiday Decorations and Banner Program - Stacey Jordan, Dekra-Lite**

The current Dekra-Lite contract with the City includes \$5,000 per year for "additional annual décor". Ms. Jordan requested ideas of how this money could be applied for 2014.

The Board requested that Dekra-Lite come back with three quotes for the following:

- Additional 6-8 snowflakes and several larger ornaments for the tree;
- Adding fiberglass gift boxes underneath the tree;
- Lighting up more palm trees in the Gateway median (it was noted that there are currently no electrical outlets in other medians and to discuss with the City the potential of adding them in the future).

The Board discussed the idea of having a holiday lighting contest/competition among the BID members to boost the holiday décor without additional cost to the BID.

Dekra-Lite offered to give a discount to businesses for purchasing decorations, and can also look into creating custom CdM decorations for BID members to display. The Chamber can send an eBlast to members on this promotion.

Ms. Leonhard inquired about adding blue decorations to the easterly median and finding out if the Menorah display could be moved to that location. Ms. Locey will mention this to the Public Works Department to work with the applicant.

**C. BID Financial Reports for May 2014**

Chairman Svalstad requested a motion to approve the May 2014 financial reports.

**MOTION:**

Director Palmer moved to receive and file the financial reports. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Dawson, Laidlaw, Prause

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Chairman Svalstad discussed his meeting in May with the City regarding the CdM BID FY 2014-15 Budget that was approved by City Council on May 27, 2014. The new direction is to terminate the contract services for bookkeeping and administration. These contracts, totaling over \$60,000, were initially directed by the City to be paid by the BID in FY 2014-15. Moving forward the City will perform all bookkeeping services in-house and the administrative duties will be mostly assumed by the BID Board members, which will save the BID up to \$25,000 in administration costs. There will also be approximately \$10,000 in savings during the first quarter of FY 2014-15 on contract administration services due to contract terms. In addition, the City's contribution was reduced by \$20,000 with a corresponding decrease of \$20,000 to the BID project budgets (Gateway and Marguerite).

**D. Marguerite & PCH Project**

Chairman Svalstad called for the formation of a subcommittee for the Marguerite & PCH project to meet with the CdM Resident's Association to discuss mosaics, flower designs, budget, public outreach, etc. and requested volunteers from the Board.

**MOTION:**

Director Palmer moved to have the Board establish a working group comprised of Chairman Svalstad, Director Laidlaw, Director-elect Karen Yould to set up schedules and agendas for public meetings on the Marguerite and PCH Project. Director Prause seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Palmer, Dawson, Laidlaw, Prause

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**E. Increase the Number of BID Board Members to Nine**

Bob Quaid reported on the Board's vote at the May 22, 2014 Board meeting to propose an amendment to the BID bylaws to increase the number of BID board members from seven to nine. This process requires two actions. First, the BID needs to approve an amendment to the by-laws and second, the City Council needs to amend the BID resolution of formation (Resolution 97-50) to increase the number of board members. Chairman Svalstad outlined the City process and timing for noticing and filling the proposed two new board seats.

**MOTION:**

Director Dawson moved to request that the City Council amend Resolution 97-50 to increase the number of BID Board Members to nine. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Dawson, Laidlaw, Prause

Abstained: Palmer

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**MOTION:**

Director Dawson moved to approve the bylaw revision to increase the number of Board Members to nine to take effect immediately following approval by the City Council. Director Prause seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Laidlaw, Prause

Abstained: Nicholson, Palmer

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**F. East Coast Highway Trees**

Ron Yeo reported on the Corona del Mar Resident's Association meeting with the City staff regarding the tree trimming along PCH that resulted in the following recommendations:

- BID should look at pruning trees differently; recommended growing them above the signs.
- BID should contact Five Crowns to prune the ficus trees, which are blocking the palms.

The missing tree in front of the Chamber of Commerce building was also noted.

Chairman Svalstad and Director Laidlaw agreed to talk to City staff about tree trimming and replacement. Director Dawson agreed to write a letter to Five Crowns regarding the ficus trees.

**Oral Reports**

Bob Quaid provided the following BID project report:

- Bike racks have been installed.
- Trash receptacle refurbishing has been started. Several receptacles were damaged and repairs are being done increasing cost by \$1,000.
- Newspaper racks: the next step is for the City to re-do the zoning code. Mr. Yeo will provide Mr. Quaid with photographs of damaged racks.
- Pocket Park: the property has not yet been transferred over.

Linda Leonhard provided the following BID Marketing report:

- Beautification awards: If BID members are aware of any businesses with upgrades, remodels, etc., please inform Ms. Leonhard.
- BID 2014 brochures: Research continues for additional photos to make the brochures more unusual, including examples of tree wells and bike racks. Financial report should be reduced to one line and include a link to details on the website. Pocket Park should be included as a future item.
- Website upgrade: A letter was sent to Newport Beach & Co. thanking them for their time and informing them that the BID is conducting further needs and cost analysis.
- Communications: The City is including a request for email addresses on the BID assessment invoices.
- Window decals: The 2014-15 decals have been received.
- Dolphin topiary program: Dolphins will be trimmed before July 4.
- Streetlight banners: The decorating dates have been established with Dekra-Lite.
- BID equipment: More easels are needed for the BID posters. These will be purchased using "miscellaneous marketing programs" budgeted funds.
- CdM Car Show: The event takes place September 7.

**VI. Corona Del Mar BID announcements or matters which members would like to place on a future agenda for discussion, action or report (non-discussion items)**

None presented.

**VII. Public comments on non-agenda items**

None presented.

**VIII. Adjournment**

Chairman Svalstad requested a motion to adjourn.

**MOTION:**

Director Palmer moved to adjourn the meeting. Director Dawson seconded the motion.

Ayes: Svalstad, Nicholson, Palmer, Dawson, Laidlaw, Prause

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The meeting adjourned at 9:11 a.m.

**Next Scheduled Meeting**

The next BID Board meeting will be on July 24, 2014 at the Newport Beach Civic Center, Corona del Mar Conference Room, located on 1<sup>st</sup> floor of Bay 1E.