



Corona del Mar Business Improvement District

Board Meeting Agenda

August 28, 2014 - 7:30 AM

Newport Beach City Hall, 100 Civic Center Drive, Newport Beach, CA 92663 (Corona del Mar Conference Room, Bay E-1st Floor)

Business Improvement District Board Members:

Bernie Svalstad, Chairman

Scott Laidlaw, Vice Chair

Shawn Lim, Treasurer

Jessica Prause, Secretary

Tom Nicholson, Board Member

Scott Palmer, Board Member

Jim Walker, Board Member

Keith Dawson, Board Member

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

MINUTES

SUMMARY:

Review and approval of draft minutes from July 24, 2014

RECOMMENDED ACTION:

Board to approve the draft minutes from the July 24, 2014 BID Meeting

V. CURRENT BUSINESS

A. Election of New BID Treasurer for FY 2014-15 – Bernie Svalstad

SUMMARY:

Board to accept resignation of Director Shawn Lim as treasurer and accept nominations for new treasurer

RECOMMENDED ACTION:

Board to elect new BID treasurer for Fiscal Year 2014-2015

B. City Council Report - Council Members Nancy Gardner/Ed Selich

SUMMARY:

None

RECOMMENDED ACTION:

None

C. BID FY 2014-15 Open Board Seat - Bob Quaid

SUMMARY:

Discussion of possible nominees for open Board seat

RECOMMENDED ACTION:

None

D. 2014 Holiday Decorations – Stacy Jordan (Dekra-Lite)

SUMMARY:

Discussion of proposed additions to 2014 holiday decorations (Handout)

RECOMMENDED ACTION:

Board to approve additional 2014 holiday decorations

E. Gateway Project - Jim Walker

SUMMARY:

Report on results of community outreach meetings

RECOMMENDED ACTION:

None

F. Marguerite & PCH Project–Bernie Svalstad

SUMMARY:

Report on project subcommittee meeting

RECOMMENDED ACTION:

None

G. BID Financial Reports for July 2014 –Bob Quaid

SUMMARY:

Discussion of fiscal year to date operating results through July 31, 2014 (Handout)

RECOMMENDED ACTION:

Board to accept and file the July 2014 financials
Report on FY 2014-15 member assessment billings

H. Tree Well Maintenance Upgrade – Scott Laidlaw

SUMMARY:

Approval of proposed tree well maintenance upgrades by Pinnacle (Handout)

RECOMMENDED ACTION:

Board to approve proposed additions to Pinnacle contract

I. Marketing Report – Linda Leonhard

SUMMARY:

Amendment to CdM Chamber contract to include administrative services (Handout)

RECOMMENDED ACTION:

Board to approve CdM Chamber of Commerce proposal to provide administrative services for FY 2014-15

J. Project Reports –Ron Yeo

SUMMARY:

Updates on BID 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. NEXT MEETING

Next Scheduled Board Meeting: September 25, 2014

IX. 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 cdmbid@newportbeachca.gov.



NEWPORT BEACH

ITEM TITLE: Corona del Mar Business Improvement District Board Meeting

ITEM SUMMARY: Summary:

RECOMMENDED ACTION: Recommended Action:

CEQA Compliance



NEWPORT BEACH

ITEM TITLE: Corona del Mar Business Improvement District Board Agenda

ITEM SUMMARY: Summary:

RECOMMENDED ACTION: Recommended Action:

CEQA Compliance



NEWPORT BEACH

ITEM TITLE: MINUTES

ITEM SUMMARY: Review and approval of draft minutes from July 24, 2014

RECOMMENDED ACTION: Board to approve the draft minutes from the July 24, 2014 BID Meeting

ATTACHMENTS:

Description

[MINUTES](#)



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

July 24, 2014

**City of Newport Beach City Hall
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 7:37 a.m.

II. Roll Call

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Director Lim; Director Dawson; Director Walker; Director Laidlaw; Director Prause

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):

Jim Mosher (Resident); Amy Senk (CdM Today); Michael Toerge (City Council Candidate);
Stacey Jordan (Dekra-Lite)

III. Public Comments on Agenda Items

- None

IV. Approval of Minutes

- Chairman Svalstad requested a motion to approve the June 26, 2014 Board meeting minutes.

MOTION:

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

The motion carried by the following roll call vote:

Ayes: Svalstad, Lim, Dawson, Walker, Laidlaw, Prause

V. Current Business

A. Election of BID Officers for Fiscal Year 2014-15

- The Board accepted nominations for BID chairman, vice-chairman, secretary and treasurer.

MOTION: Director Dawson moved to nominate Bernie Svalstad as BID Chairman. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Lim, Dawson, Walker, Laidlaw, Prause

Abstained: Svalstad

MOTION: Director Walker moved to nominate Scott Laidlaw as Vice Chairman. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Lim, Dawson, Walker, Prause

Abstained: Laidlaw

MOTION: Director Walker moved to nominate Jessica Prause as Secretary. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Lim, Dawson, Walker, Laidlaw

Abstained: Prause

MOTION: Director Walker moved to nominate Shawn Lim as Treasurer. Director Prause seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Laidlaw, Prause

Abstained: Lim

B. City Council Report

- Council Member Gardner reported on an event the City will be hosting in the fall to honor world famous artist Rex Brandt, who designed the City seal. She agreed to provide the BID with more information on the event and suggested the BID consider some participation as a marketing opportunity.
- Mayor pro Tem Ed Selich reported that City Council approved the Land Use Element amendment and sited the impacts to the CdM area. The amendment is set to be on the ballot in November 2014.

C. BID Chairman's Year-End Report

- Chairman Svalstad thanked Council Member Gardner, Mayor pro Tem Ed Selich and the City Council for their support of the BID and BID projects during FY 2013-14. He proceeded with a brief overview of accomplishments during FY 2013-14 on the BID projects and thanked the Board for their efforts.
- Chairman Svalstad reported that the City Planning Commission approved the eight street parking strategies recommended by the BID. These recommendations will be presented to City Council at the August 12, 2014 Council meeting.

D. BID FY 2014-15 Open Board Seat Nominations

- The Board discussed applicants for Fiscal Year 2015 open Board Seats.

MOTION: Director Walker moved for the City Council to appoint Scott Palmer and Tom Nicholson to the open seats on the BID Board for Fiscal Year 2014-15. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Lim, Dawson, Walker, Laidlaw, Prause

E. 2014 Holiday Decorations

- Stacy Jordon from Dekra-Lite discussed the proposed additions to the 2014 holiday decorations.
 - The Chamber and CdM will notify members of the Christmas Walk.
 - The BID will promote the Christmas pricing of illuminated decals.
 - Stacy Jordon will provide a turnaround time for the order (2 weeks).
 - Scott Palmer will work with Ms. Jordon to come up with designs for the CdM Christmas decal to be presented at the next meeting.
- No Board action was made at this time.

F. Gateway Project

- Director Walker reported working with Mike Sinacori to establish a date in August for a community outreach meeting.
- Council Member Gardner suggested two meeting times to be posted. She also suggested a mailing to the residents.
- Director Walker will notify the BID and Council of the dates once they have been confirmed.

G. Marguerite & PCH Projects

- Chairman Svalstad reported that the resignation of Director Karen Yould left a vacancy on the Marguerite and PCH subcommittee. Director Lim volunteered to fill the vacant position.

H. BID Financial Reports for June 2014

- Bob Quaid discussed the fiscal year to date operating results through June 30, 2014.

MOTION: Director Dawson moved to approve the June 2014 financial report. Director Prause seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Lim, Dawson, Walker, Laidlaw, Prause

I. Marketing Report

- Linda Leonhard reported on the status of the tri-fold brochure printing. The brochures will be mailed with the BID assessment billings by month end.
- The new website design is moving forward with a meeting between Ms. Leonhard and the current web designer scheduled for next week.
- Ms. Leonhard will provide a calendar of marketing events and proposed dates for advertising at the next Board meeting.

MOTION: Director Laidlaw moved to award the July beautification award to Pirozzi and the September award to the 76 Station. Keith Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Laidlaw, Prause

Absent: Lim, Walker

J. Project Reports

- No additional reports were presented.

VI. CdM BID Announcements or Matters which Members would like placed on a future agenda for discussion, action or report (Non-Discussion Items)

- Director Laidlaw requested that discussion of tree well maintenance upgrades to be placed on next month's agenda.
- Mr. Quaid announced that the City is planning a voluntary training for the board members on Brown Act requirements and board meeting protocol. The proposed date is Tuesday, September 30, 2014. Specific information on the date, time, location and agenda will be sent to the Board once confirmed by the City.

VII. Adjournment

- Chairman Svalstad requested a motion to adjourn.

MOTION: Director Prause motioned to adjourn the meeting. Director Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Laidlaw, Prause

Absent: Lim, Walker

The meeting adjourned at 9:17 a.m.