



# CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

1600 Newport Center Drive, Suite 120, Newport  
Beach 92660  
Board Meeting Agenda  
September 24, 2014 9:30 AM

## BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

Jim Walker, Chairman  
Sheri Drewry, Vice Chairman  
Thomas Giulioni, Treasurer  
Alexandra Robinson, Secretary  
Joe Campbell, Director  
Stephen Joyce, Director  
Dan Miller, Director  
Cindy O' Shea, Director  
John Robinson, Director  
Ronald Schwartz, Director

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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 Committee. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Committee 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:*

Approval of the July 23 meeting minutes.

##### *RECOMMENDED ACTION:*

Approval of the July 23 meeting minutes

### V. CURRENT BUSINESS

#### **A. President's Report**

##### *SUMMARY:*

- 1 BID Board Training scheduled for Tuesday, September 30 at 8:30 a.m. in the Newport Beach Civic Center Community Room
- 1 Update on Membership Advisory Committee
- 1 BID vs. Merchant's Association structure - forming an advisory committee

##### *RECOMMENDED ACTION:*

Approve an advisory committee of no more than four Board members to review the structure of the marketing organization and report back with recommendations.

#### **B. Board of Director Nominee**

##### *SUMMARY:*

Review of Catherine Pavlos board application.

*RECOMMENDED ACTION:*

Recommend Catherine Pavlos for appointment by the City Council.

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

*SUMMARY:*

Review of the BID financials for August 2014 (Handout)

*RECOMMENDED ACTION:*

Approve the August 2014 financials.

**D. Marketing Report**

*SUMMARY:*

- 1 Dine Newport Beach Video
- 1 Dine Newport Beach Website Metrics
- 1 Dine Newport Beach Program Launch
- 1 Consumer & Stakeholder Communications
- 1 California Restaurant Association (CRA) Membership

*RECOMMENDED ACTION:*

Approve the annual membership fee for CRA

**E. Dine Newport Beach Restaurant Week**

*SUMMARY:*

Advisory group recommendations for Restaurant Week

- 1 Event dates
- 1 Price points
- 1 Participation fees

*RECOMMENDED ACTION:*

Approve the advisory group recommendations for Restaurant Week

**F. Guest Presentation**

*SUMMARY:*

It's on me mobile gifting - Jim Panehal

*RECOMMENDED ACTION:*

None

**VI. NBRA 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 agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Committee. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Committee 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 NBRA BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the NBRA 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 NBRA BID and items not on the agenda but are within the subject matter jurisdiction of the NBRA BID. The NBRA 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 [nbrabid@newportbeachca.gov](mailto:nbrabid@newportbeachca.gov).



# NEWPORT BEACH

**ITEM TITLE:** Approval of Minutes

**SITE LOCATION:** Site Location:

**ITEM SUMMARY:** Approval of the July 23 meeting minutes.

**RECOMMENDED ACTION:** Approval of the July 23 meeting minutes

CEQA Compliance

**ATTACHMENTS:**

**Description**

[July 23 Draft Meeting Minutes](#)



**Minutes of the  
Newport Beach Restaurant Association  
Business Improvement District**

**Board Meeting July 23, 2014**

**Newport Beach & Company  
1600 Newport Center Drive, Suite 120  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

President Walker called the meeting to order at 9:05 a.m.

**II. ROLL CALL**

Directors Present:

Jim Walker

Thomas Giulioni

John Robinson

Ronald Schwartz

Sheri Drewry

Dan Miller

Alexandra Robinson

Cindy O'Shea

The Bungalow Restaurant  
Newport Dunes, Back Bay Bistro  
Amelia's  
Muldoon's Irish Pub  
Wilma's Patio  
Village Inn  
Park Avenue Café  
Whole Foods

**Quorum Achieved**

Directors Absent: Joe Campbell; Stephen Joyce

City Representatives:

Mayor Rush Hill; Whit Paterson; Mary Locey

BID Administrator/Marketing Consultant:

Bob Quaid, BID Administrator

Polly Peak, BID Marketing Consultant

Willdan Financial Services  
Newport Beach & Company

Public:

Jim Mosher

Chris Trela

Resident  
Newport Beach Independent

**III. PUBLIC COMMENTS ON AGENDA ITEMS**

None

**IV. APPROVAL OF MINUTES**

President Walker requested a motion to approve the April 23, 2014 Board meeting minutes.

**MOTION:**

Director Giulioni moved to approve the minutes of the April 23, 2014 Board meeting. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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**V. CURRENT BUSINESS**

**A. Election of BID Officers for FY 2014-15**

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

**MOTION:** Director Giulioni moved to nominate Jim Walker as BID President. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

Abstained: Walker

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**MOTION:** Director Drewry moved to nominate Sheri Drewry as BID Vice President. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, O'Shea, J. Robinson, Schwartz

Abstained: Drewry

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**MOTION:** Director Giulioni moved to nominate Thomas Giulioni as BID Treasurer. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Drewry, O'Shea, J. Robinson, Schwartz

Abstained: Giulioni

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**MOTION:** Director Giulioni moved to nominate Alexandra Robinson as BID Secretary. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

Abstained: A. Robinson

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**B. BID Administration Update and Board Training**

Potential dates for BID Board training on September 10, 11, 26 or 30 beginning at 8:30 a.m. and lasting for approximately 2 hours. September 30<sup>th</sup> was the preferred date to communicate to the City.

**C. Membership Update**

- President Walker gave an update on the FY 2014-15 assessment Billing.
- The Board to approve the formation of an advisory group to review the BID membership qualifications and level of assessment. The advisory group will report back to the full Board, as needed, with recommendations.

**MOTION:** Director Drewry moved to appoint Thomas Giulioni, Cindy O’Shea, Dan Miller and John Robinson as members of the Membership Advisory Group and to return before the end of the calendar year with recommendations for membership qualifications and BID fees. President Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**D. BID Financial Reports for June 2014**

Bob Quaid reviewed the BID financials for the period ending June 30, 2014.

**MOTION:** Director Giulioni moved to accept and file the June financials. Director Schwartz seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**E. Annual Marketing Agreement**

President Walker reviewed the marketing services proposal from Newport Beach & Company (NB & Co.) for FY 2014-15. Director Giulioni will speak with Polly Peak from NB & Co. about better communication with the BID Board.

**MOTION:** Director Schwartz moved to recommend the City enter into an agreement with NB & Co. for the FY 2014-15 NBRA BID Marketing Services. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O’Shea, J. Robinson, Schwartz

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**F. Newport Beach Wine and Food Festival Community Partnership**

The Board discussed a cross-promotional partnership/sponsorship for the Newport Beach Wine and Food Festival event.

**MOTION:** Director O’Shea moved to approve a partnership agreement with NewBe Productions LLC. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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**G. BID Marketing Report**

Polly Peak from Newport Beach & Company discussed the following items:

- Reviewed Dine Newport Beach brand and NBRA logo.
- Update on DineNB.com website - Should be up and running by 8/15/14.
- Dine Newport Beach launch event. There will be a launch event on 9/10/14 from 5:30 pm - 8:30 pm at Balboa Bay Resort.
- NB & Co. annual marketing outlook - meeting will be held at the Radisson Hotel on 9/17/14 from 11:30 a.m. - 6:30 p.m.

**H. Dine Newport Beach Restaurant Week**

**MOTION:** Director Drewry moved to terminate the NBRA BID Board's relationship with McFarlane Promotions. Director Giulioni seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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Ms. Peak recommended Restaurant Week last a full two weeks. Board discussed dates, duration and pricing. Marketing materials need to go out in September, so details need to be determined by mid August.

Ms. Peak will send her recommendations to the Advisory Board.

**MOTION:** Director Giulioni moved to appoint Director Miller, Director O'Shea, Director Drewry, and Director A. Robinson as the members of an Advisory Group to work with NB & Co. on event planning and report back to the Board with recommendations at the September 24 meeting. Director Giulioni will be an alternate for this Advisory Board. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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**VI. NBRA BID announcements or matters which members would like placed on a future agenda for discussion, action or report (non-discussion items)**

None

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

Mayor Hill commented:

- Membership should be narrowed to those that see the benefit of belonging to NBRA.
- NB & Co. will help with cross-branding.

Jim Mosher commented:

- Restrict BID membership to those that see value in it.
- Who is going to pay for Launch Event at Balboa Bay Resort? The Resort is hosting it, paying for it.
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Open Board Seat - NBRA BID can have up to 11 Board members, but there are currently only 10. Discussion regarding this item will be added to the next agenda.

### **VIII. Adjournment**

**MOTION:** President Walker moved to adjourn the meeting. Director Drewry seconded the motion.

The motion carried by the following roll call vote:

Ayes: Walker, Miller, A. Robinson, Giulioni, Drewry, O'Shea, J. Robinson, Schwartz

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The meeting adjourned at 10:47 a.m.

The next regular board meeting will be September 24, 2014.



# NEWPORT BEACH

**ITEM TITLE:** Board of Director Nominee

**SITE LOCATION:** Site Location:

**ITEM SUMMARY:** Review of Catherine Pavlos board application.

**RECOMMENDED ACTION:** Recommend Catherine Pavlos for appointment by the City Council.

CEQA Compliance

**ATTACHMENTS:**

**Description**

[Board Application-Pavlos](#)

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

2014 JUN 13 AM 9:33

OFFICE OF THE CITY CLERK  
CITY OF NEWPORT BEACH

## CITY OF NEWPORT BEACH

100 Civic Center Drive  
Newport Beach, CA 92660  
City Clerk (949) 644-3005  
Fax (949) 644-3039

FOR OFFICE USE ONLY

Residence District No. \_\_\_\_\_

Verified by \_\_\_\_\_

**DIRECTIONS:** One application can be used for all the appointive positions you are applying for. Applications should be filled out completely so that the City Council may fully evaluate your qualifications. It is the responsibility of the applicant to familiarize themselves with the duties and responsibilities of the position(s) applied for. Detailed information outlining the responsibilities of the positions can be obtained from the City Clerk's Office or on the City's website: [www.newportbeachca.gov](http://www.newportbeachca.gov) (City Government/Boards, Commissions and Committees). Applications will be kept on file for two years for the position(s) applied for. If you are not selected for appointment during that period of time, it will be necessary for you to re-submit an application if you are still interested in being considered.

**NOTICE:** Section 702 of the City Charter requires that members of Boards or Commissions appointed by the City Council shall be from the qualified electors of the City. This document is a public record and may be posted on the internet.

NAME OF BOARD, COMMISSION OR COMMITTEE: NEWPORT BEACH RESTAURANT ASSOCIATION

Name: PAVLOS (Last) CATHERINE (First) ANN (Middle)

Cell phone

Residence Address (required): \_\_\_\_\_ Zip Code: \_\_\_\_\_

How long have you lived in Newport Beach? 30 YEARS Home/Cell #: \_\_\_\_\_

Business Address: 2531 EAST BLUFF DR. Business Phone: 949 718 0477

NEWPORT BEACH, CA 92660 Email Address: \_\_\_\_\_

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations?

NO  YES (If yes, attach separate sheet with explanation)

**NOTICE:** Pursuant to Section 702 of the City Charter, no members of boards or commissions shall hold any paid office or employment in the City government.

Do you currently hold any paid office or employment with the City of Newport Beach, including but not limited to contracted services?

NO  YES (If yes, attach separate sheet with explanation)

Please state any past, current or foreseeable future financial interests of any kind that may conflict with the Board, Commission or Committee you are applying for.

NONE.

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
UC IRVINE	ENVIRONMENTAL ANALYSIS	PHD	1997
UC IRVINE	SOCIAL ECOLOGY	MASTERS	1994
CAL POLY POMONA	BS ARCHITECTURE	BS	1979

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
AMERICAN INSTITUTE OF ARCHITECTS (AIA)	ORANGE COUNTY CHAPTER - MAGAZINE DIRECTOR / EDITOR	1988-1996
TALENT SAN JOSE, SANTA ANA	TEACHING (VOLUNTEER)	1996-97
FILM JUSTICE EQUINE TUNNEY, SJC	VOLUNTEER	1996-97

**Occupational History.** Begin with your present or most recent position. List all positions separately held for the last five years. 2012 → CURRENT

Firm or Organization	Type of Business	Title	Dates of Employment
PROVINCENCE RESTAURANT	RESTAURANT	CHEF/OWNER	1/2014 - PRESENT
LUCCA RESTAURANT	RESTAURANT	CHEF/OWNER	7/2005 - PRESENT
UNIV OF TEXAS, SAN ANTONIO	UNIVERSITY / ARCHITECTURE	ASSOCIATE DIRECTOR / PROFESSOR	1998-2001
CAL POLY POMONA	UNIVERSITY / ARCHITECTURE	PROFESSOR	1984-1996

**References.** Include names of at least two residents of Newport Beach who are not officially connected with the City.

- Name  Address  Phone No.
- Name  Address  Phone No.

Summarize why you wish to serve the City of Newport Beach on a board, commission or committee. Include any special qualifications you have which are particularly appropriate to the position for which you are applying.

I BELIEVE THAT NEWPORT BEACH IS A WONDERFUL CITY AND THE NIB RESTAURANT ASSOCIATION DOES GREAT THINGS FOR THE INDEPENDENT RESTAURANTS IN THE CITY. I WOULD LIKE TO PLAY A SMALL ROLE IN THIS ORGANIZATION. I HAVE BEEN A CHEF/OWNER NOW FOR 9 YEARS AND I HOPE TO BRING SOME INSIGHT AS A PRACTITIONER ON TO THE BOARD. I HAVE SPENT 25 YEARS OF MY LIFE AS AN ARCHITECT AND COLLEGE PROFESSOR; I BELIEVE THAT I BRING A UNIQUE + PROFESSIONAL POINT OF VIEW.

I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]

Signature  Date