



# CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

1600 Newport Center Drive, Suite 120, Newport  
Beach, CA 92660  
Board Meeting Agenda  
November 19, 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

---

### 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:*

Review Draft minutes from September 24, 2014 meeting

#### *RECOMMENDED ACTION:*

Approve draft minutes from September 24, 2014 meeting

### V. CURRENT BUSINESS

#### **A. BID FINANCIAL REPORTS FOR SEPTEMBER/OCTOBER 2014 – Thomas Giulioni**

#### *SUMMARY:*

- Discussion and analysis of the BID financials for September/October 2014
- Update on past due accounts

#### *RECOMMENDED ACTION:*

Board to accept and file September/October 2014 financials

#### **B. PRESIDENT'S REPORT**

#### *SUMMARY:*

- Strategic Plan Update
- Membership Advisory Committee Update
- NBRA Toll Free Number

- NBRA Credit Card Processing Services
- NBRA Annual Meeting in March 2015

*RECOMMENDED ACTION:*

None

**C. DINE NEWPORT BEACH RESTAURANT WEEK**

*SUMMARY:*

- Restaurant Outreach Update
- Media & Marketing Plan
- Public Relations Plan

*RECOMMENDED ACTION:*

None

**D. MARKETING REPORT**

*SUMMARY:*

- Website Update
- PR Update
- Consumer & Stakeholder Communications
- California Restaurant Association (CRA) Industry Update
- 2015 Food Events

*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

**ITEM SUMMARY:** Review Draft minutes from September 24, 2014 meeting

**RECOMMENDED ACTION:** Approve draft minutes from September 24, 2014 meeting



# NEWPORT BEACH

**ITEM TITLE:** BID FINANCIAL REPORTS FOR SEPTEMBER/OCTOBER 2014 – Thomas Giulioni

**ITEM SUMMARY:**

- Discussion and analysis of the BID financials for September/October 2014
- Update on past due accounts

**RECOMMENDED ACTION:** Board to accept and file September/October 2014 financials



# NEWPORT BEACH

**ITEM TITLE:** PRESIDENT'S REPORT

**ITEM SUMMARY:**

- Strategic Plan Update
- Membership Advisory Committee Update
- NBRA Toll Free Number
- NBRA Credit Card Processing Services
- NBRA Annual Meeting in March 2015

**RECOMMENDED ACTION:** None



# NEWPORT BEACH

**ITEM TITLE:** DINE NEWPORT BEACH RESTAURANT WEEK

**ITEM SUMMARY:**

- Restaurant Outreach Update
- Media & Marketing Plan
- Public Relations Plan

**RECOMMENDED ACTION:** None



# NEWPORT BEACH

**ITEM TITLE:** MARKETING REPORT

**ITEM SUMMARY:**

- Website Update
- PR Update
- Consumer & Stakeholder Communications
- California Restaurant Association (CRA) Industry Update
- 2015 Food Events

**RECOMMENDED ACTION:** None