



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

1600 Newport Center Drive, Suite 120, Newport Beach, 92660
Wednesday, November 18, 2015 - 9:30 AM

Newport Beach Restaurant Business Improvement District Members:

Jim Walker, President
Ronald Schwartz, Vice President
Dan Miller, Director
Antonio Bevaqua, Director
Joe Campbell, Director
Sheri Drewry, Director
Stephen Joyce, Director
Mario Marovic, Director
John Robinson, Director
Vacant, Director
Vacant, Director

The Newport Beach Restaurant Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Newport Beach Restaurant Business Improvement District agenda 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 Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Newport Beach Restaurant Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is 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, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, 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) 644-3031 or mlocey@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

- I. **CALL MEETING TO ORDER**
- II. **ROLL CALL**
- III. **PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS**
- IV. **CURRENT BUSINESS**
 1. **Approval of Minutes**

Review the draft September 16, 2015 meeting minutes.

Recommended Action: Board to approve the September 16, 2015 meeting minutes.

[2015-0916-NBRA BID Draft Meeting Minutes](#)

2. Nomination of Board Members to Fill Unscheduled Vacancies

Summary: Board to review applications and accept nominations for the two open NBRA BID board seats.

Recommended Action: Board to nominate two applicants for City Council appointment to the NBRA BID board of directors to complete the term through June 30, 2015.

[NBRA BID Application-2015-1106-Redacted](#)

3. BID Financial Reports (Miller)

Summary: Review of the BID financials ending October 2015.

Recommended Action: Board to accept and file the BID financials ending October 2015.

[NBRA BID Financial Report-YTD-October 2015](#)

4. President's Report (Walker)

Summary:

1. Strategic Plan Update for FY 2015-2016
2. Membership Advisory Sub-Committee Update
3. Partner Program Review

Recommended Action: Board to approve implementation of Partner Program.

5. Marketing Report (Peak)

Summary:

1. Fall marketing campaign update
2. Promotions, newsletters and advertising
3. Newport Beach Restaurant Week

Recommended Action: None

6. Adjournment

Next NBRA BID meeting scheduled for January 27, 2016.

BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)

V. ADJOURNMENT



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes – September 16, 2015

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

I. CALL MEETING TO ORDER

The meeting was called to order at 9:46 a.m.

II. ROLL CALL

Directors Present:

Joe Campbell
Mario Marovic
Alexandra Robinson
John Robinson
Ronald Schwartz
Jim Walker

Ruby's Diner
Dory Deli & Malarky's Irish Pub
Park Avenue Café
Amelia's Restaurant
Muldoon's Irish Pub
The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Antonio Bevaqua
Sheri Drewry
Stephen Joyce
Dan Miller
Cindy O'Shea

Canelletto Ristorante Veneto
Wilma's Patio
Newport Beach Tennis Club
Village Inn
Whole Foods Market & Back Bay Tavern

BID Administrator Present:

Polly Peak, Marketing Consultant

Newport Beach & Company

Guests Present:

Doug McClain

Newport Beach & Company

III. PUBLIC COMMENTS ON AGENDA ITEMS

None

IV. APPROVAL OF MINUTES

- President Walker requested a motion to approve the minutes from the July 22, 2015 meeting.

MOTION: Director Schwartz moved to approve the July 22, 2015 meeting minutes. Director Marovic seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, A. Robinson, J. Robinson, Schwartz, Walker

V. CURRENT BUSINESS

A. BID Financial Reports

- President Walker reviewed the BID financials for July & August 2015.
- The City has sent out invoices for the assessments.
- Income does not include any assessments that have been received or any of the funds from the City of Newport Beach.
- All income and expenses are accounted for and correctly reflected in the bank statement.

MOTION: Director Campbell moved to accept and file the financial reports.
Director J. Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Marovic, A. Robinson, J. Robinson, Schwartz, Walker

C. President's Report

President Walker reported on the following items:

- Reviewed the Strategic Plan 2015-2016 Goals and Key Initiatives and noted that the board will need to develop a strategic plan moving forward in the next fiscal year.
- Reviewed the draft of the Partner Program. The program would be open to individuals and companies who would like to connect with NBRA Members and Dine NB followers.
- President Walker requested that Ms. Peak make requested edits to the language in the Partner Program, and place it on the agenda at the next meeting for final review and approval by the board.
- The City received (100) responses to the NBRA Member Survey. Ms. Peak reviewed a recap of the responses by category.
- President Walker asked to re-convene the Membership Advisory Committee to provide recommendations on membership categories and fee structure in order to meet the financial needs of the Association at the November meeting.
- The Newport Beach Chamber of Commerce is hosting a Minimum Wage Forum as part of Wake-Up Newport on October 1, 2015, and NBRA members will be invited to attend the forum.

D. Marketing Report

- Ms. Peak provided updates on the following items:
 - Fall Marketing Campaign
 - Promotions, Newsletter and Advertising
 - NBRA to advertise in the official OC visitor map and the OC Guestbook in hotel rooms throughout Orange County.
 - New Website Features
 - Group Dining Guide
 - New Video Content
 - Holiday Dining Offers
 - Newport Beach & Company Brandscape Video
 - Newport Beach Restaurant Week
 - Jan 18-31, 2016
 - Same menu price points as this year.
 - Will host a media preview event.

- Charity involvement for Restaurant Week to be determined. Ms. Peak to present potential charity partners at the next meeting.
- Early restaurant registration will be in October and regular registration in November.
- Distributed a tentative media plan. The final media plan will be presented at the next meeting.
- Industry Update

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

None

VIII. ADJOURNMENT

The meeting adjourned at 11:35 a.m.

The next board meeting will be Wednesday, November 18, 2015 at 9:30 a.m. at Newport Beach and Company.

RECEIVED
APPLICATION FOR APPOINTIVE POSITION

Submit by Email

Print Form

2015 NOV 10 AM 11: 52

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 _____

OFFICE OF
THE CITY CLERK
CITY OF NEWPORT BEACH

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 (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:

Name: (Last) (First) (Middle)

Residence Address (required): Zip Code:

How long have you lived in Newport Beach? Home/Cell #:

Business Address: Business Phone:

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)

If applying for a position on the Finance Committee, have you declared bankruptcy in the last 10 years? NO YES

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.

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
Chapman University	Business Mgmt/Mktg	B.S.	2008

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Newport Beach Restaurant Association	Secretary, Board Member	2013 - present
Balboa Island Merchants Association	President, Board Member	2011 - present
NB Assoc. of Realtors - Young Professionals Network	President	2010 - 2011

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

Firm or Organization	Type of Business	Title	Dates of Employment
Back Bay Bistro	Restaurant	Assistant GM	10/15/15 - present
Amelias Seafood & Italian	Restaurant	GM	2011 - present
Park Avenue Cafe & Wine Bar	Restaurant	Owner	2014 - 2015
Boathouse Collective	Restaurant / Banquet Facility	GM	2014

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

1. Name Address Phone No.
2. 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 have never lived anywhere besides Newport Beach, and the restaurant industry is something I've always been exposed to, since my family has worked in it for longer than I've been alive. With my background in marketing and passion for food, I strongly believe that my input to the NBRA is a valuable addition. I want to support local corporate and small businesses by volunteering time and working to figure out ways to keep the residents and visitors spending their money within Newport Beach.

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

From: Thomas Giulioni
<tgiulioni@NEWPORTDUNES.COM<<mailto:tgiulioni@NEWPORTDUNES.COM>>>
Date: Wednesday, October 28, 2015 at 12:58 PM
To: "Alex Robinson
Cc: Polly Peak, Jim Walker
Subject: RE: Checking In

Polly – Alexandra has accepted a management position for our Back Bay Bistro and will represent our interests going forward. If you have any questions in regards to her employment give me a call.

Thanks -

Thomas Giulioni
Executive Director

NEWPORT DUNES RESORT & MARINA
1131 Back Bay Drive, Newport Beach, CA 92660
T: 949.999.3121 F: 949.759.5685 E:
tgiulioni@newportdunes.com<<mailto:tgiulioni@newportdunes.com>>
www.newportdunes.com<<http://www.newportdunes.com/>>

APPLICATION FOR APPOINTIVE POSITION

RECEIVED

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 _____

2015 APR -2 AM 8:30

OFFICE OF
THE CITY CLERK
CITY OF NEWPORT BEACH

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:
(Last) (First) (Middle)

Cell phone 949-290-3978

Residence Address (required): Zip Code:

How long have you lived in Newport Beach? Home/Cell #:

Business Address: Business Phone:

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)

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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.

Not applicable

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
Peter Neptune School of Wine	N/A	WSET II	2014
CCSU	Fine Arts	BA	2000
University of Central Lancashire	Fine Arts	BA	1998

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
OCC School of Sailing	Volunteer	2014

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

Firm or Organization	Type of Business	Title	Dates of Employment
CUCINA enoteca	Restaurant	Regional Director	Present
Shutters on the Beach	Hospitality	GM	2010 - 2014
David Burke Group	Hospitality	AGM	2003 - 2008
Plaza Hotel	Hospitality	Director of Purchasing	2000 - 2003

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

1. Name Address Phone No.
2. 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 am a results driven, service minded professional who has worked in many different markets under the food and beverage broly. I would like to bring my deep love for hospitality, passion for my community, an authentic entrepreneur spirit and a strong finical acumen to help propel and continue the growth of the Newport Beach Restaurant Association.

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

Newport Beach Restaurant Association Business Improvement District

Board Meeting on Wednesday, November 18, 2015

Item IV. 3.

The year to date (July through October 2015) financial reports will be distributed at the meeting.