



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

1600 Newport Center Drive, Suite 120, Newport Beach, CA 92660

Wednesday, January 27, 2016 - 9:30 AM

Newport Beach Restaurant Business Improvement District Members:

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

Public comments are invited on agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Newport Beach Restaurant Association Business Improvement District (NBRA BID). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The NBRA 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. CURRENT BUSINESS

1. Approval of Minutes

Summary: Review the draft November 18, 2015 meeting minutes.

Recommended Action: Board to approve the November 18, 2015 meeting minutes.

[Attachment: November Draft Minutes](#)

2. NBRA BID Financial Report (Miller)

Summary: Review of the NBRA BID financials ending December 2015.

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

[Attachment: NBRA BID Financial Reports-December 2015](#)

3. President's Report (Walker)

Summary:

- 1) Strategic Plan Update for Fiscal Year 2015-2016
- 2) Membership Advisory Sub-Committee Update
- 3) Affiliate/Partner Program Revisions

Recommended Action:

- 1) None
- 2) None
- 3) Board to approve Partner Program and forward to the City for final review and approval.

4. Marketing Report (Peak)

Summary: Newport Beach Restaurant Week

Recommended Action: None

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

VI. ADJOURNMENT

Next NBRA BID meeting scheduled for Wednesday, March 23, 2016

This record is currently unavailable.

Restaurant Association Business Improvement District
Balance Sheet
As of December 31, 2015

	<u>Dec 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-161.29
1010 · Bank Balance	130,532.55
1260 · City Appropriation Acct Jan 10	1,558.45
Total Checking/Savings	<u>131,929.71</u>
Accounts Receivable	
1310 · Accounts Receivable	
Bad Debt A/R	-8,195.17
1310 · Accounts Receivable - Other	-3,962.62
Total 1310 · Accounts Receivable	<u>-12,157.79</u>
Total Accounts Receivable	-12,157.79
Other Current Assets	
1320 · Undeposited Funds	400.00
Total Other Current Assets	<u>400.00</u>
Total Current Assets	120,171.92
Other Assets	
AR Clearing	-1,929.96
Total Other Assets	<u>-1,929.96</u>
TOTAL ASSETS	<u>118,241.96</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	68,353.97
Net Income	49,887.99
Total Equity	<u>118,241.96</u>
TOTAL LIABILITIES & EQUITY	<u>118,241.96</u>

Restaurant Association Business Improvement District Budget vs. Actual July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
4000 - NBRA Income			
4010 - Member Assessment	124,933.34	109,000.00	15,933.34
4015 - Late Fees	5,394.25	0.00	5,394.25
4020 - City Matching Funds	20,000.00	20,000.00	0.00
Total 4000 - NBRA Income	<u>150,327.59</u>	<u>129,000.00</u>	<u>21,327.59</u>
4500 - NBRW Income			
4510 - Event Sponsorship	0.00	15,000.00	-15,000.00
4520 - Event Participation Fee-Rest Wk			
Event Participation	18,231.58	25,000.00	-6,768.42
Total 4520 - Event Participation Fee-Rest Wk	<u>18,231.58</u>	<u>25,000.00</u>	<u>-6,768.42</u>
4530 - City Grant	0.00	15,000.00	-15,000.00
Total 4500 - NBRW Income	<u>18,231.58</u>	<u>55,000.00</u>	<u>-36,768.42</u>
Total Income	<u>168,559.17</u>	<u>184,000.00</u>	<u>-15,440.83</u>
Gross Profit	168,559.17	184,000.00	-15,440.83
Expense			
6000 NBRA Expenses - General			
6160 Graphic Design / Branding	0.00	1,000.00	-1,000.00
6170 Advertising / Media	29,143.00	31,000.00	-1,857.00
6180 Website Development	4,950.00	3,000.00	1,950.00
6200 Digital Marketing / SEO	5,300.00	6,000.00	-700.00
6210 E-Newsletter / Blog	0.00	1,000.00	-1,000.00
6220 Social Media	0.00	1,200.00	-1,200.00
6240 Public Relations	1,100.00	1,000.00	100.00
6260 Annual Meeting	0.00	1,000.00	-1,000.00
6270 Community Event Particip.	750.00	2,000.00	-1,250.00
6290 Marketing Consultation	54,000.00	72,000.00	-18,000.00
6300 Administration / Billing	2,500.00	6,000.00	-3,500.00
6310 Operational Reimbursement	8,605.04	11,845.00	-3,239.96
6100 - Collateral Development	0.00	1,000.00	-1,000.00
6350 - Bank Service Charges	0.00	155.00	-155.00
6000 NBRA Expenses - General - Other	0.00	800.00	-800.00
Total 6000 NBRA Expenses - General	<u>106,348.04</u>	<u>139,000.00</u>	<u>-32,651.96</u>
7000 Event Exp. Other (Rest Wk)			
7100 Event Marketing Expenses	3,095.00	50,000.00	-46,905.00
7150 Event Operational Expenses	386.89	2,500.00	-2,113.11
7000 Event Exp. Other (Rest Wk) - Other	0.00	2,500.00	-2,500.00

Restaurant Association Business Improvement District
Budget vs. Actual
 July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total 7000 Event Exp. Other (Rest Wk)	3,481.89	55,000.00	-51,518.11
Total Expense	109,829.93	194,000.00	-84,170.07
Net Ordinary Income	58,729.24	-10,000.00	68,729.24
Other Sources/Uses			
Other Sources			
Retained Earnings (Carryover from Prior Years)	68,353.97	10,000.00	58,353.97
Total Other Sources	68,353.97	10,000.00	58,353.97
Net Other Sources/Uses	68,353.97	10,000.00	58,353.97
Total Equity	127,083.21	0.00	127,083.21

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01/15/16

Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 12/31/2015

	<u>Dec 31, 15</u>
Beginning Balance	116,774.66
Cleared Transactions	
Checks and Payments - 3 items	-20,220.36
Deposits and Credits - 30 items	30,415.75
Total Cleared Transactions	<u>10,195.39</u>
Cleared Balance	<u>126,970.05</u>
Uncleared Transactions	
Checks and Payments - 1 item	-400.00
Deposits and Credits - 4 items	3,962.50
Total Uncleared Transactions	<u>3,562.50</u>
Register Balance as of 12/31/2015	<u>130,532.55</u>
New Transactions	
Deposits and Credits - 14 items	8,841.25
Total New Transactions	<u>8,841.25</u>
Ending Balance	<u>139,373.80</u>

Restaurant Association Business Improvement District
Reconciliation Detail
1010 · Bank Balance, Period Ending 12/31/2015

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						116,774.66
Cleared Transactions						
Checks and Payments - 3 items						
Check	12/10/2015			X	-79.36	-79.36
General Journal	12/11/2015	AJE105		X	-12,631.00	-12,710.36
General Journal	12/21/2015	AJE110		X	-7,510.00	-20,220.36
Total Checks and Payments					-20,220.36	-20,220.36
Deposits and Credits - 30 items						
Deposit	09/30/2015			X	95.00	95.00
Deposit	11/19/2015			X	118.75	213.75
Deposit	11/23/2015			X	956.00	1,169.75
Deposit	11/24/2015			X	3,997.00	5,166.75
Deposit	11/30/2015			X	500.00	5,666.75
Deposit	11/30/2015			X	500.00	6,166.75
Deposit	12/01/2015			X	500.00	6,666.75
Deposit	12/01/2015			X	500.00	7,166.75
Deposit	12/03/2015			X	500.00	7,666.75
Deposit	12/03/2015			X	631.25	8,298.00
Deposit	12/03/2015			X	3,516.25	11,814.25
Deposit	12/04/2015			X	500.00	12,314.25
Deposit	12/04/2015			X	882.33	13,196.58
Deposit	12/07/2015			X	500.00	13,696.58
Deposit	12/07/2015			X	500.00	14,196.58
Deposit	12/07/2015			X	1,200.00	15,396.58
Deposit	12/07/2015			X	1,291.00	16,687.58
Deposit	12/08/2015			X	400.00	17,087.58
Deposit	12/08/2015			X	500.00	17,587.58
Deposit	12/08/2015			X	500.00	18,087.58
Deposit	12/08/2015			X	1,842.75	19,930.33
Deposit	12/11/2015			X	3,284.00	23,214.33
Deposit	12/14/2015			X	500.00	23,714.33
Deposit	12/14/2015			X	500.00	24,214.33
Deposit	12/15/2015			X	1,063.75	25,278.08
Deposit	12/15/2015			X	2,146.00	27,424.08
Deposit	12/16/2015			X	339.00	27,763.08
Deposit	12/16/2015			X	500.00	28,263.08
Deposit	12/21/2015			X	79.17	28,342.25
Deposit	12/22/2015			X	2,073.50	30,415.75
Total Deposits and Credits					30,415.75	30,415.75
Total Cleared Transactions					10,195.39	10,195.39
Cleared Balance					10,195.39	126,970.05
Uncleared Transactions						
Checks and Payments - 1 item						
Sales Receipt	11/18/2014	1	Bistro Le Crillon		-400.00	-400.00
Total Checks and Payments					-400.00	-400.00
Deposits and Credits - 4 items						
Deposit	11/18/2015				190.00	190.00
Deposit	11/23/2015				1,300.00	1,490.00
Deposit	11/23/2015				1,972.50	3,462.50
Deposit	12/22/2015				500.00	3,962.50
Total Deposits and Credits					3,962.50	3,962.50
Total Uncleared Transactions					3,562.50	3,562.50
Register Balance as of 12/31/2015					13,757.89	130,532.55
New Transactions						
Deposits and Credits - 14 items						
Deposit	01/03/2016				500.00	500.00
Deposit	01/06/2016				500.00	1,000.00
Deposit	01/07/2016				500.00	1,500.00
Deposit	01/07/2016				500.00	2,000.00
Deposit	01/11/2016				848.75	2,848.75

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Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 12/31/2015

Type	Date	Num	Name	Clr	Amount	Balance
Deposit	01/11/2016				2,390.00	5,238.75
Deposit	01/12/2016				400.00	5,638.75
Deposit	01/12/2016				500.00	6,138.75
Deposit	01/12/2016				500.00	6,638.75
Deposit	01/12/2016				500.00	7,138.75
Deposit	01/12/2016				500.00	7,638.75
Deposit	01/12/2016				500.00	8,138.75
Deposit	01/12/2016				583.75	8,722.50
Deposit	01/14/2016				118.75	8,841.25
Total Deposits and Credits					8,841.25	8,841.25
Total New Transactions					8,841.25	8,841.25
Ending Balance					22,599.14	139,373.80

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Cash Basis

Restaurant Association Business Improvement District Expenses by Vendor Detail July through December 2015

Date	Source Name	Memo	Account	Paid Amount
California Restaurant Association				
11/06/2015	California Restaurant Association	CRA Membership Renewal for ...	6240 Public Relations	300.00
Total California Restaurant Association				300.00
Desert Publications, Inc				
08/26/2015	Desert Publications, Inc	NB Visitor Guide - Full Page Ad	Marketing & Promotions	5,000.00
Total Desert Publications, Inc				5,000.00
Dining Out				
08/26/2015	Dining Out	Full Page Restaurant Listing - ...	Marketing & Promotions	2,000.00
12/11/2015	Dining Out	Full Page Ad - Winter 2015/20...	6170 Advertising / Media	2,000.00
Total Dining Out				4,000.00
Firebrand Media, LLC				
08/26/2015	Firebrand Media, LLC	Newport Beach Magazine	Marketing & Promotions	1,250.00
10/21/2015	Firebrand Media, LLC	Newport Beach Magazine - Ru...	Marketing & Promotions	1,250.00
11/06/2015	Firebrand Media, LLC	FBM Digital Media Ad	6200 Digital Marketing / SEO	50.00
11/06/2015	Firebrand Media, LLC	Laguna Beach Magazine - Run...	6170 Advertising / Media	1,525.00
12/11/2015	Firebrand Media, LLC	FBM Digital Media Ad - NBI Br...	6200 Digital Marketing / SEO	50.00
12/11/2015	Firebrand Media, LLC	Laguna Beach Magazine Ad In...	7100 Event Marketing Expen...	595.00
Total Firebrand Media, LLC				4,720.00
Locale Magazine				
08/26/2015	Locale Magazine	Full Page Ad, FC - July 2015 - ...	Marketing & Promotions	2,499.00
10/21/2015	Locale Magazine	Full Page Ad, FC-October 201...	Marketing & Promotions	2,499.00
12/11/2015	Locale Magazine	Advertising in Orange County - ...	7100 Event Marketing Expen...	2,500.00
Total Locale Magazine				7,498.00
Newport Beach & Company				
07/01/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
07/01/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	918.76
08/26/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
08/28/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
08/28/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
09/02/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
09/17/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
10/21/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
10/21/2015	Newport Beach & Company	2015 Annual Marketing Outloo...	Signature Event Prod. & Mar...	750.00
11/06/2015	Newport Beach & Company	200 Restaurant Postcards from...	7150 Event Operational Exp...	170.64
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6290 Marketing Consultation	6,000.00
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6300 Administration / Billing	500.00
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6310 Operational Reimburse...	986.00
11/06/2015	Newport Beach & Company	Mail List Processing & Postage...	7150 Event Operational Exp...	216.25
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6290 Marketing Consultation	6,000.00
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6300 Administration / Billing	500.00
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6310 Operational Reimburse...	986.00
Total Newport Beach & Company				66,241.93
Noble Studios				
10/21/2015	Noble Studios	NBRA Group Dining Guide We...	Marketing & Promotions	2,640.00
12/21/2015	Noble Studios	NBRA Group Dining Guide We...	6180 Website Development	2,310.00
12/21/2015	Noble Studios	NBRA Fall Campaign Social Pr...	6200 Digital Marketing / SEO	5,200.00
Total Noble Studios				10,150.00
OCWeekly,LP				
08/26/2015	OCWeekly,LP	Ad Description: Full Page Eat ...	Marketing & Promotions	2,000.00
Total OCWeekly,LP				2,000.00
Orange Coast Magazine				
07/01/2015	Orange Coast Magazine	Full Page Color Ad	6170 Advertising / Media	2,750.00
11/06/2015	Orange Coast Magazine	Full Page Color Ad	6170 Advertising / Media	2,750.00
Total Orange Coast Magazine				5,500.00
Riviera Magazine/Modern Luxury				
08/26/2015	Riviera Magazine/Modern Luxury	Riviera - Orange County - July ...	Marketing & Promotions	3,000.00
Total Riviera Magazine/Modern Luxury				3,000.00
Robert Downs Photography Inc.				
08/26/2015	Robert Downs Photography Inc.	NBRA Board Photos & Headsh...	Marketing & Promotions	800.00
Total Robert Downs Photography Inc.				800.00
Southern California Media Group				
11/06/2015	Southern California Media Group	Guestbook OC	6170 Advertising / Media	620.00
Total Southern California Media Group				620.00
TOTAL				109,829.93



Account #: [REDACTED]

This statement: December 31, 2015
 Last statement: November 30, 2015

Contact us:
 800 773-7100

Orange CO Airport Office
 18111 Von Karman Ave., Ste. 100
 Irvine CA 92612

023
 CITY OF NEWPORT BEACH
 (RESTAURANT ASSOCIATION)
 100 CIVIC CENTER DR
 NEWPORT BEACH CA 92660

0830N

cnb.com

ALL OF US AT CITY NATIONAL WISH YOU AND YOURS A WONDERFUL HOLIDAY SEASON AND ALL THE BEST IN THE NEW YEAR.

Analyzed Business Checking

Account Summary

Account number	[REDACTED]
Minimum balance	\$116,774.66
Average balance	\$123,612.48
Avg. collected balance	\$122,483.00

Account Activity

Beginning balance (11/30/2015)		\$116,774.66
Credits	Deposits (0)	+ 0.00
	Electronic cr (9)	+ 7,563.75
	Other credits (2)	+ 22,852.00
	Total credits	+ \$30,415.75
Debits	Checks paid (0)	- 0.00
	Electronic db (3)	- 20,220.36
	Other debits (0)	- 0.00
	Total debits	- \$20,220.36
Ending balance (12/31/2015)		\$126,970.05

ELECTRONIC CREDITS

Date	Description	Credits
12-2	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 113015	1,000.00
12-3	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 120115	1,000.00
12-7	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 120315	500.00
12-8	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 120415	500.00
12-9	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 120715	1,000.00
12-10	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 120815	1,000.00
12-16	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 121415	1,000.00
12-17	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 121515	1,063.75
12-18	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 121615	500.00



CITY OF NEWPORT BEACH
December 31, 2015

Page 2
Account #: [REDACTED]

OTHER CREDITS

Date	Description	Reference	Credits
12-9	E-Deposit		13,461.08
12-23	E-Deposit		9,390.92

ELECTRONIC DEBITS

Date	Description	Debits
12-10	Preauthorized Debit TRANSFIRST LLC DISCOUNT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC DISCOUNT	79.36
12-11	Preauthorized Debit BILL.COM PAYABLES 015BWRCOOTEXDJT RESTAURANT ASSOCIA CCD	12,631.00
12-21	Preauthorized Debit BILL.COM PAYABLES 015VURYNLEF069T RESTAURANT ASSOCIA CCD	7,510.00

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
11-30	116,774.66	12-8	119,774.66	12-16	123,525.38	12-23	126,970.05
12-2	117,774.66	12-9	134,235.74	12-17	124,589.13		
12-3	118,774.66	12-10	135,156.38	12-18	125,089.13		
12-7	119,274.66	12-11	122,525.38	12-21	117,579.13		

Thank you for banking with Orange CO Airport Office