



# Corona del Mar Business Improvement District

## Board Meeting Agenda

100 Civic Center Drive, Corona del Mar Conference Room  
Regular Board Meeting  
April 23, 2015 - 7:30 AM

### ***Business Improvement District Board Members:***

#### **Bernie Svalstad, Chairman**

*Scott Laidlaw, Vice Chair*

*Jessica Prause, Secretary*

*Shawn Lim, Board Member*

*Keith Dawson, Board Member*

*Scott Palmer, Treasurer*

*Tom Nicholson, Board Member*

*Jim Walker, Board Member*

*Hamid Kianipur, Board Member*

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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 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**

Approval of Minutes

*SUMMARY:*

Review and approval of draft meeting minutes from prior meeting(s). (Handout)

*RECOMMENDED ACTION:*

Board to approve the draft meeting minutes.

#### **V. CURRENT BUSINESS**

##### **A. City Council Report**

*SUMMARY:*

Oral report(s) from present City Council member(s).

*RECOMMENDED ACTION:*

None

##### **B. Financial Report (Svalstad)**

*SUMMARY:*

1. Review of CdM BID financial reports.

2. Review of BID accounts receivable.

*RECOMMENDED ACTION:*

1. Board to review and file the CdM BID financial reports.

2. Board to review the accounts receivable.

**C. Annual Report and FY 2015-16 Budget**

*SUMMARY:*

Board to review and approve the draft FY 2014-15 Annual Report and the FY 2015-16 budget.

*RECOMMENDED ACTION:*

Board to approve the FY 2014-15 Annual Report and the FY 2015-16 budget for submittal to the City Council.

**D. BID FY 2015-16 Board Nominations**

*SUMMARY:*

Review of the 11 applications received for the FY 2015-16 CdM BID Board of Directors and recommend up to nine nominees for City Council appointment.

*RECOMMENDED ACTION:*

Board to recommend for City Council appointment up to nine nominees to serve on the FY 2015-16 CdM BID Board of Directors.

**E. Administration and Marketing Report (Leonhard)**

*SUMMARY:*

1. Annual meeting update, discussion of program agenda and format.
2. Status report on the website project and business directory.
3. Beautification award update

*RECOMMENDED ACTION:*

None

**F. Gateway Project (Svalstad)**

*SUMMARY:*

Intersection improvement project at MacArthur Blvd and Coast Highway.

1. Review of the April 14 City Council CIP decision.
2. Discussion of \$50,000 payment to the City as the BID's portion of the project's design services.

*RECOMMENDED ACTION:*

1. None.
2. Board to approve the payment of invoice MP25000102 in the amount of \$50,000 as the BID's portion of the project's design services.

**G. BID Project Updates**

*SUMMARY:*

1. Tree Well Maintenance (Laidlaw) - Board to review and discuss transferring \$3,385 from the Marguerite project budget to the landscaping budget for back flow inspection services.
2. Parking Management Plan (Walker/Laidlaw), a parking plan and study for the business district - Board discussion and update.
3. Revitalization and Maintenance Items (Laidlaw/Kianapur), maintenance of existing street furniture and proposed new items - a.) Update on memorial benches and sidewalk memorial concept and b.) Status of City ordinance for news racks.

*RECOMMENDED ACTION:*

1. Board to approve a transfer of \$3,385 from the Marguerite project budget to the landscaping budget for back flow inspection services.
2. None
3. None

**H. Corona del Mar Chamber Report (Leonhard)**

*SUMMARY:*

Oral report on programs and updates from the Corona del Mar Chamber of Commerce.

*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. 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](mailto:cdmbid@newportbeachca.gov).



# NEWPORT BEACH

**ITEM TITLE:** Approval of Minutes

**ITEM SUMMARY:** Review and approval of draft meeting minutes from prior meeting(s).  
(Handout)

**RECOMMENDED ACTION:** Board to approve the draft meeting minutes.

CEQA Compliance:

**ATTACHMENTS:**

**Description**

[Draft Meeting Minutes from March 26, 2015](#)

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

**March 26, 2015  
City of Newport Beach City Hall  
Corona del Mar Conference Room, 1<sup>st</sup> Floor, Bay E  
100 Civic Center Drive, Newport Beach, CA**

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:33am.

**II. Roll Call**

Chairman Svalstad called the roll, and everyone in the room introduced themselves.

Board Members Present:

Chairman Svalstad, Vice Chair Laidlaw; Treasurer Palmer; Secretary Prause; Director Dawson; Director Walker; Director Nicholson, Director Kianipur; Director Lim

City Representatives:

Council Member Scott Peotter

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guests:

Amy Senk (Corona del Mar Today)

**III. Public Comments on Agenda Items**

Director Nicholson commented that St. Michaels would be removing 50,000 SF of turf and putting in native vegetation and an orchid on their grounds.

**IV. Approval of Minutes**

MOTION: Director Laidlaw made a motion to approve the February 26, 2015 Board Minutes. Director Walker seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Nicholson, Laidlaw, Walker, Lim, Kianipur, Prause

Abstained: Dawson, Palmer

**V. Current Business**

**a. City Council Report (Scott Peotter):** Council Member Peotter reported that he asked the City Council for a special meeting to push along the Corona del Mar gateway project. He stated that the City Council is trying to get the budget approved in May 2015. The Balboa sea walls and the West Side facilities center are the two big-ticket items related to the budget. He also reported that the marine park was a huge item that the City just spent significant funds completing. In light of this, Council Member Peotter affirmed that the Corona del Mar Gateway Project and the "Fibrary" are his number one priorities. The "Fibrary" project proposes making the Corona del Mar fire station larger and more functional and using the library space to accommodate children's books, reading programs and meeting space. The total cost of the Fibrary is around \$6,000,000. Council Member Peotter also reported that he believed the BID may have the ability to take control of banner space available in Corona del Mar and make it exclusively the BID/Chamber banner space

for Corona del Mar business' use. Council Member Peotter is to work further with Ms. Leonhard on the banner space as well as discuss grants and special events. Finally, Council Member Peotter reported that he believed the City of Newport Beach could remove agents from the business license tax or delete or reduce the tax to a \$50 fee. He asked for feedback from the BID and business community on this issue.

- b. Financial Report:** It was discussed that items still need to be put in the right categories. The chart of accounts needs to be changed to match the budget. At the next BID meeting on April 23, 2015, the BID will be tasked with approving the annual report and budget due to the City for review. It is anticipated that the proposed budget will be similar to this year's budget. However, Chairman Svalstad proposed that the BID Board consider one change to budget to allocate monies toward some form of a "Summer Walk" or "Oktoberfest". Director Svalstad suggested putting the \$10,000-\$12,000 that the BID has previously used on print media campaigns to instead spend on an additional event. The idea is that the event would be a simple smaller version of the Christmas walk around summertime. Director Walker suggested contacting the restaurant association to perhaps create a "Taste of Corona del Mar" event for which booths could be sold. The Balboa Village Merchants' Association puts on "Taste of Balboa," and it is well attended.

MOTION: Director Palmer made a motion to move to item "d. Gateway Project" before Council Member Peotter needed to leave. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Svalstad, Lim, Prause

**d. Gateway Project (Svalstad) – discussed prior to item c.**

Chairman Svalstad reported that the City of Newport Beach wanted the BID Board to put in another 50% toward the project's approximate \$400,000 completion cost. Council Member Peotter recommended that the BID Board send a letter explaining how much work has been done and paid for by the BID Board on this project already. The Corona del Mar BID is the only land BID left standing in the City of Newport Beach. Other land BID Boards have been converted to merchants' associations which do not contribute toward any capital improvements. By contrast, the Corona del Mar BID Board has made significant time and monetary contributions toward this project based on City representations that it would go forward and has gotten to a point where it is ready to proceed. The recommendation by Council Member Peotter is that the BID Board should mail each council member individually and follow up with a phone call. It should also be emphasized that the BID Board was required to do a lot of community outreach in connection with this project. The community strongly supports the project. However, if the project is deferred, the outreach and consulting studies could become dated if the project does not move forward. In essence, the outreach has a "shelf life," and the City needs to proceed timely in order to preserve the outreach work completed by the BID in this manner.

MOTION: Director Nicholson made a motion to transfer \$25,000 from the Marguerite project budget to the Gateway project budget. Treasurer Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Svalstad, Lim, Prause

Director Laidlaw brought up that he has reservations about paying money for design fees on a project that may be delayed by the City. If the project is delayed and codes change, the design may be outdated and need significant revisions to be up to date with current codes at the time it is built. Further discussion ensued that since the BID is using fiduciary funds it cannot invest further without approval to proceed from the City.

MOTION: Director Nicholson made a motion to table approval of payment of City invoice MP25000102 in the amount of \$50,000 as the BID's portion of the Gateway project's design services absent City approval to proceed with the Gateway project. Treasurer Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Svalstad, Lim, Prause

**c. Administrative & Marketing Report (Leonhard)**

Ms. Leonhard reported that the BID brochures and the new CdM Business Directories will be distributed at the Annual Town Meeting and a rendering of the Gateway project is being created. Director Dawson and Director Kianipur volunteered to man the BID booth from 5:00 p.m. – 6:00 p.m. at the Town Hall Meeting. Ms. Leonhard updated the BID board on the progress of the BID website development and the requirements by the city for contracting and insurance with the website vendor. Ms. Leonhard is awaiting sample contract and insurance requirements from the City and will return to the development project. Finally, the Beautification Award nomination for Valia Properties was discussed and a motion was made to approve.

MOTION: Director Nicholson made a motion to give the beautification award to Valia Properties. Treasurer Palmer seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Lim, Prause

**VI. Project Updates:**

- i. Marguerite & PCH Project (Svalstad) – Discussion of the intersection landscape and hardscape improvement project.
- ii. Tree Well Maintenance (Laidlaw) – Director Laidlaw reported that Bernie and he walked the Corona del Mar village with Pinnacle Landscape Company (“Pinnacle”), the landscape subcontractor, and identified the tree wells needing additional maintenance.

MOTION: Director Laidlaw made a motion to complete the additional maintenance to the tree wells identified as needing it in his latest walk with Pinnacle. Director Nicholson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Palmer, Dawson, Nicholson, Walker, Kianipur, Laidlaw, Lim, Prause

- iii. Parking Management Plan (Walker / Svalstad) – Discussion of a parking plan and a study for the business district.
  - 1. Discussion of GoSpot shared parking concept. Chairman Svalstad met with GoSpot parking. GoSpot parking would need to utilize available lots in Corona del Mar. Chairman Svalstad is following up regarding whether there are available lots in the Corona del Mar business district that could be a viable option for this business to use.
  - 2. Discussion of procedure for parking plan approval. Director Svalstad reported that he has been in contact with Ms. Locey at the City of Newport Beach regarding sourcing a new parking consultant, but he has not received any further information regarding new consultants. In order to bring it back to City Council, it is recommended that the BID define a finite area plan with credit for on-street parking, valet parking and shared parking. Director Laidlaw reported that he would commit to studying parking and preparing a parking study for two blocks in the Corona del Mar village.
- iv. Revitalization/Maintenance Items (Laidlaw / Kianipur): Discussion of the maintenance of existing street furniture and proposed new items.

1. Discussion of memorial benches. Director Kianipur reported that the cost for City memorial benches is typically \$1,800 plus an additional 10% to provide for maintenance. However, the Corona del Mar village benches are not typical benches with flat faces that allow plaques to be affixed to the back face. As such, mounting hardware for a plaque will have to be custom made for the Corona del Mar benches. It was suggested that a plaque could also be placed in the cement in front of the bench. Director Kianipur is to look into the cost of a plaque both affixed on the bench and placed in the cement in front of the bench at Sherman Gardens.

**VII. Corona del Mar Chamber Report (Leonhard):** Ms. Leonhard reported that the Chamber of Commerce April monthly luncheon would be held at Fig and Olive. There will be a networking luncheon in the Pimco building at Keller Williams real estate. The Corona del Mar Annual Town Meeting will be held on April 22, 2015 at Sherman Gardens. The Newport Beach Film Festival begins April 23, 2015. John Fleischman will be speaking at the Bahia Corinthian Yacht Club at 7:30 a.m. on the second Thursday of the month.

**VIII. Corona del Mar BID Announcements or Matters which Members Would Like Placed on a Future Agenda for Discussion or Action or Report (Non-Discussion Items)**  
No Additional Items Discussed.

**IX. Public Comments on Non-Agenda Items**  
None.

**X. Next Meeting**  
The next meeting BID meeting is scheduled for April 23, 2015.

**XI. Adjournment**  
Director Nicholson departed at 9:12 a.m.

MOTION: Director Walker made a motion to adjourn the meeting. Treasurer Palmer seconded the Motion.

The motion carried by the following roll call vote:

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



# NEWPORT BEACH

**ITEM TITLE:** Financial Report (Svalstad)

**ITEM SUMMARY:**

1. Review of CdM BID financial reports.
2. Review of BID accounts receivable.

**RECOMMENDED ACTION:**

1. Board to review and file the CdM BID financial reports.
2. Board to review the accounts receivable.

CEQA Compliance:

**ATTACHMENTS:**

**Description**

[March 2015 CdM BID Financial Reports](#)

7:41 AM  
04/14/15  
Cash Basis

**Corona del Mar Business Improvement District**  
**Balance Sheet**  
As of March 31, 2015

	<u>Mar 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bill.com Money Out Clearing	30.00
Bank Balance	121,912.67
<b>Total Checking/Savings</b>	<u>121,942.67</u>
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	
Bad DebtA/R	-50,196.14
1200 · Accounts Receivable - Other	-994.52
<b>Total 1200 · Accounts Receivable</b>	<u>-51,190.66</u>
<b>Total Accounts Receivable</b>	<u>-51,190.66</u>
<b>Total Current Assets</b>	<u>70,752.01</u>
<b>TOTAL ASSETS</b>	<b><u>70,752.01</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
3900 · Retained Earnings	40,200.32
Net Income	30,551.69
<b>Total Equity</b>	<u>70,752.01</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>70,752.01</u></b>

7:47 AM

**Corona del Mar Business Improvement District**  
**Budget vs Actual to March 2015**  
 July 2014 through June 2015

04/14/15

Cash Basis

	Jul '14 - Jun 15	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
City Matching Funds	20,000.00	20,000.00	0.00
Late Fees	939.43		
Member Assessment	94,463.25	106,000.00	-11,536.75
Reimbursed Expenses	0.00	0.00	0.00
<b>Total Income</b>	115,402.68	126,000.00	-10,597.32
<b>Expense</b>			
Bad Debt Expense-Finance Chgs	0.00	0.00	0.00
Bad Debt Expense-Assessments	0.00	0.00	0.00
<b>6100 · Administration</b>			
Toll Free Phone Line	0.00	500.00	-500.00
Meeting Facilities	3,000.00	3,600.00	-600.00
BID Administrator	1,838.69	0.00	1,838.69
Mailings	175.20	0.00	175.20
Bank Service Charges	35.26	600.00	-564.74
6100 · Administration - Other	2,290.35		
<b>Total 6100 · Administration</b>	7,339.50	4,700.00	2,639.50
<b>Improvements</b>			
Street Furniture	3,348.70	0.00	3,348.70
Gateway-MacArthur & PCH	0.00	25,000.00	-25,000.00
Marguerite Project	0.00	60,625.00	-60,625.00
Street Improvements	9,973.00		
<b>Total Improvements</b>	13,321.70	85,625.00	-72,303.30
<b>Maintenance</b>			
Other Repairs	0.00	2,000.00	-2,000.00
Centennial Plaza			
Backflow Valve	1,755.00	2,000.00	-245.00
Treewells	0.00	0.00	0.00
<b>Total Centennial Plaza</b>	1,755.00	2,000.00	-245.00
Cleaning	0.00	0.00	0.00
Landscape	9,360.00	15,500.00	-6,140.00
Street Furniture	6,929.33	4,000.00	2,929.33
<b>Total Maintenance</b>	18,044.33	23,500.00	-5,455.67
<b>6500 · Marketing</b>			
6510 · Member Window Decals	0.00	1,200.00	-1,200.00
Collateral/Brochure	1,533.60	1,600.00	-66.40
Marketing Campaigns	390.00	0.00	390.00
Consulting	2,038.75	2,000.00	38.75
Directory	0.00	7,500.00	-7,500.00
Website	1,500.00	15,000.00	-13,500.00
6500 · Marketing - Other	581.25		
<b>Total 6500 · Marketing</b>	6,043.60	27,300.00	-21,256.40
<b>Outreach</b>			
Marguerite Programs	337.50	2,000.00	-1,662.50
Beautification Award	651.25	575.00	76.25
Contributions	0.00	500.00	-500.00
Program Solicitations	227.50		
Memberships	0.00	0.00	0.00
Postage & Delivery	0.00	1,200.00	-1,200.00
Printing /Copies	7,813.55	12,000.00	-4,186.45
Public Relations			
Miscellaneous Programs	0.00	0.00	0.00
Public Relations - Other	198.75		
<b>Total Public Relations</b>	198.75	0.00	198.75
Outreach - Other	384.70		
<b>Total Outreach</b>	9,613.25	16,275.00	-6,661.75
<b>Special Events</b>			

7:47 AM

04/14/15

Cash Basis

**Corona del Mar Business Improvement District**  
**Budget vs Actual to March 2015**  
July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Banner Program	4,390.28	6,200.00	-1,809.72
Christmas Walk	3,500.00	3,500.00	0.00
Dolphins	337.11	600.00	-262.89
Holiday Decor	20,889.12	24,500.00	-3,610.88
Annual Meeting	747.97	600.00	147.97
Special Events - Other	65.00		
<b>Total Special Events</b>	<u>29,929.48</u>	<u>35,400.00</u>	<u>-5,470.52</u>
<b>Total Expense</b>	<u>84,291.86</u>	<u>192,800.00</u>	<u>-108,508.14</u>
<b>Net Ordinary Income</b>	31,110.82	-66,800.00	97,910.82
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Carry Over from FY14	0.00	66,800.00	-66,800.00
Other Income	0.00	0.00	0.00
<b>Total Other Income</b>	<u>0.00</u>	<u>66,800.00</u>	<u>-66,800.00</u>
<b>Net Other Income</b>	<u>0.00</u>	<u>66,800.00</u>	<u>-66,800.00</u>
<b>Net Income</b>	<u><u>31,110.82</u></u>	<u><u>0.00</u></u>	<u><u>31,110.82</u></u>

7:39 AM

04/14/15

Cash Basis

**Corona del Mar Business Improvement District**  
**Expenses by Vendor Detail**  
 July 2014 through March 2015

Date	Source Name	Memo	Account	Paid Amount
<b>Bank of America - V</b>				
07/15/2014	Bank of America - V		Bank Service Charges	11.60
Total Bank of America - V				11.60
<b>Corona Del Mar Chamber</b>				
07/15/2014	Corona Del Mar Chamber	May contract for professional marketing services	Marketing Campaigns	130.00
07/15/2014	Corona Del Mar Chamber	May contract for professional marketing services	Meeting Facilities	300.00
07/15/2014	Corona Del Mar Chamber	May contract for professional marketing services	Website	150.00
07/15/2014	Corona Del Mar Chamber	May contract for professional marketing services	Consulting	292.50
07/15/2014	Corona Del Mar Chamber	May contract for professional marketing services	Marketing Campaigns	130.00
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Marketing Campaigns	130.00
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Meeting Facilities	300.00
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Website	150.00
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Consulting	227.50
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Program Solicitations	227.50
07/15/2014	Corona Del Mar Chamber	June contract for professional marketing services	Dolphins	48.75
07/15/2014	Corona Del Mar Chamber	"Contingency"	Special Events	65.00
08/04/2014	Corona Del Mar Chamber	Tri Fold Brochures	Collateral/Brochure	1,533.60
10/28/2014	Corona Del Mar Chamber	August Contract for Professional Marketing Services.	Meeting Facilities	300.00
10/28/2014	Corona Del Mar Chamber	August Contract for Professional Marketing Services.	Website	150.00
10/28/2014	Corona Del Mar Chamber	August Contract for Professional Marketing Services.	Consulting	262.50
10/28/2014	Corona Del Mar Chamber	August Contract for Professional Marketing Services.	Beautification Award	130.00
10/28/2014	Corona Del Mar Chamber	August Contract for Professional Marketing Services.	Marguerite Programs	187.50
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Meeting Facilities	300.00
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Website	150.00
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Consulting	450.00
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Dolphins	75.00
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Beautification Award	130.00
10/28/2014	Corona Del Mar Chamber	July Contract for Professional Marketing Services.	Marguerite Programs	75.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Meeting Facilities	300.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Website	150.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Beautification Award	130.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Dolphins	75.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Consulting	206.25
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	6500 · Marketing	281.25
12/02/2014	Corona Del Mar Chamber	&quot;Contingency&quot;	Public Relations	112.50
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Printing /Copies	131.25
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Ser...	Marguerite Programs	75.00
12/02/2014	Corona Del Mar Chamber	36th Annual Corona del Mar Christmas Walk Co-op...	Christmas Walk	3,500.00
01/08/2015	Corona Del Mar Chamber	Holiday Ad Campaign	Printing /Copies	6,012.50
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	Meeting Facilities	300.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	Website	150.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	Beautification Award	130.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	6100 · Administration	546.60
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	Consulting	150.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrativ...	Public Relations	56.25
01/08/2015	Corona Del Mar Chamber	Reimbursement for (4) New Display Easels	Toll Free Phone Line	384.70
01/08/2015	Corona Del Mar Chamber	Holiday Lighting Campaign Flyer	Printing /Copies	1,649.40
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Meeting Facilities	600.00

7:39 AM

04/14/15

Cash Basis

**Corona del Mar Business Improvement District**  
**Expenses by Vendor Detail**  
 July 2014 through March 2015

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Website	300.00
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	6100 · Administration	712.50
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Consulting	150.00
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Dolphins	56.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Meeting Facilities	300.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Website	150.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	6100 · Administration	712.50
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Consulting	150.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Beautification Award	131.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Dolphins	56.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	6500 · Marketing	112.50
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Public Relations	30.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Printing /Copies	20.40
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Meeting Facilities	300.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Website	150.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	6100 · Administration	318.75
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Consulting	150.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	6500 · Marketing	187.50
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - ...	Annual Meeting	75.00
Total Corona Del Mar Chamber				24,898.45
<b>Costa Mesa Nut &amp; Bolt</b>				
08/14/2014	Costa Mesa Nut & Bolt	Bike Rack parts	Street Furniture	829.42
Total Costa Mesa Nut & Bolt				829.42
<b>Deb Pirdy</b>				
01/08/2015	Deb Pirdy	Reimbursement for Dolphin Program	Dolphins	25.86
Total Deb Pirdy				25.86
<b>Dekra - Lite</b>				
09/30/2014	Dekra - Lite	Installation and removal of "Car Show" banners	Banner Program	1,430.48
12/23/2014	Dekra - Lite	Fiberglass Giant Present, LED Flood Light, Labor, I...	Holiday Decor	3,499.04
12/23/2014	Dekra - Lite	Refurbish DÃ©cor, LED Mini Lights, Labor, Installat...	Holiday Decor	17,390.08
12/23/2014	Dekra - Lite	Labor, Installation, Removal & Storage of Assorted ...	Banner Program	2,959.80
Total Dekra - Lite				25,279.40
<b>DERO</b>				
08/04/2014	DERO	Bike Rakes	Street Improvements	9,973.00
Total DERO				9,973.00
<b>J.M.Rabun Company</b>				
07/08/2014	J.M.Rabun Company	Install new bike racks throughout CDM	Street Furniture	2,519.28
Total J.M.Rabun Company				2,519.28
<b>Newport Mesa Powder Coating</b>				
08/04/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	720.00
08/04/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	1,119.75
08/04/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	720.00
10/17/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	900.00

7:39 AM

04/14/15

Cash Basis

**Corona del Mar Business Improvement District  
Expenses by Vendor Detail  
July 2014 through March 2015**

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
10/17/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	900.00
10/17/2014	Newport Mesa Powder Coating	Powder Coat, Trash Receptacles	Street Furniture	900.00
11/12/2014	Newport Mesa Powder Coating	Trash Receptacle Powder Coating	Street Furniture	900.00
11/12/2014	Newport Mesa Powder Coating	Trash Receptacle Re-Powder Coating / Repair	Street Furniture	769.58
Total Newport Mesa Powder Coating				6,929.33
<b>Pinnacle</b>				
08/04/2014	Pinnacle	Monthly Landscape Service	Landscape	1,040.00
09/17/2014	Pinnacle	Monthly Landscape Service	Landscape	1,040.00
09/17/2014	Pinnacle	Monthly Landscape Service	Landscape	1,040.00
10/08/2014	Pinnacle	Repair of valves and backflows at CDM planters	Backflow Valve	1,755.00
10/23/2014	Pinnacle	Monthly Landscape Service (September)	Landscape	1,040.00
12/02/2014	Pinnacle	Monthly Landscape Service (October)	Landscape	1,040.00
12/23/2014	Pinnacle	Monthly Landscape Service (November)	Landscape	1,040.00
01/23/2015	Pinnacle	Monthly Landscape Service (December)	Landscape	1,040.00
03/13/2015	Pinnacle	Monthly Landscape Service (February)	Landscape	1,040.00
03/13/2015	Pinnacle	Monthly Landscape Service (January)	Landscape	1,040.00
Total Pinnacle				11,115.00
<b>Whittaker &amp; Company</b>				
08/20/2014	Whittaker & Company	Postage for CDM BID assessment invoices	Mailings	175.20
Total Whittaker & Company				175.20
<b>Willdan Financial Services</b>				
07/08/2014	Willdan Financial Services	BID Administrative Support-Reimbursable Expenses	BID Administrator	396.58
07/08/2014	Willdan Financial Services	BID Administrative Support-Reimbursable Expenses	Annual Meeting	672.97
09/30/2014	Willdan Financial Services	BID Administrative Support-Reimbursable Expenses	BID Administrator	380.65
10/28/2014	Willdan Financial Services	BID Administrative Support-Reimbursable Expenses	BID Administrator	904.22
10/28/2014	Willdan Financial Services	BID Administrative Support-Reimbursable Expenses	BID Administrator	157.24
Total Willdan Financial Services				2,511.66
<b>TOTAL</b>				<b>84,268.20</b>



# NEWPORT BEACH

**ITEM TITLE:** Annual Report and FY 2015-16 Budget

**ITEM SUMMARY:** Board to review and approve the draft FY 2014-15 Annual Report and the FY 2015-16 budget.

**RECOMMENDED ACTION:** Board to approve the FY 2014-15 Annual Report and the FY 2015-16 budget for submittal to the City Council.

CEQA Compliance:

**ATTACHMENTS:**

**Description**

[Draft FY 2014-15 Annual Report & FY 2015-16 Budget](#)



## Corona del Mar Business Improvement District FISCAL YEAR 2014-2015 ANNUAL REPORT

This is the annual report for the nineteenth year of the Corona del Mar Business Improvement District, as required by Section 36533 of the California Streets and Highways Code.

### 1. Proposed Changes to the District Boundary

There are no changes proposed to the district boundaries.

### 2. Improvements and Activities for the Fiscal Year of July 1, 2015 to June 30, 2016

#### **VISION 2020 - REVITALIZATION IMPROVEMENTS & MAINTENANCE**

The following are revitalization project improvements and maintenance programs planned for Corona del Mar Business Improvement District (CdM BID) for the fiscal year (FY) 2015-2016. These expenditures are consistent with the CdM BID's Vision 2020 plan:

#### 2.1 Gateway Improvement (MacArthur & PCH) Project

The Gateway Entry Improvement Project has been part of the CdM BID's original Vision Plan for Corona del Mar for the past 15 years. Working with the City of Newport Beach (City), and through successful outreach efforts and design funding, the project has successfully gained community support and City Council approval. The City Council has voted to include the proposed \$410,000 for the Gateway Project to be presented for final approval for the Capital Improvement Program (CIP) FY 2015-16 budget. The CdM BID will be working with the City on the development project to create a beautiful gateway entrance at MacArthur and Coast Highway with a modified plan to widen the sidewalk, add dramatic landscape improvements and relocate eight parking spaces.

#### 2.2 Marguerite Beautification Project

The Board seeks to continue creating a sense of identity for the business district at the intersection of Marguerite and Coast Highway that would include various improvements to landscaping, streetscape and other items. The CdM BID plans to pay 100% of the Phase 1 costs for this beautification project in FY 2015-16 and has budgeted \$30,000 toward this goal. Phase 1 will include outreach workshops, pavers or enhanced intersection designs at the four sidewalk corners at Marguerite and Coast Highway and street sign enhancements for the flower named streets. Additional irrigated potted plantings are also included in this phase.

#### 2.3 Landscaping & Tree Well Maintenance

The CdM BID will continue to provide maintenance through a landscape agreement to assure the proper care, cultivation and irrigation of 180 tree well areas. The CdM BID will continue to provide oversight of the landscaping in the

business district while working closely with the City. The CdM BID will also pay for the upkeep and repairs to the irrigation backflow valves that water the street trees.

#### **2.4 Streetscape & Street Furniture Maintenance**

The CdM BID will continue to maintain and refurbish existing street furniture including trash receptacles, benches and bicycle racks to ensure quality aesthetics. In addition, the CdM BID will be working with the City on proposed changes to the municipal code evaluating the condition and placement of newspaper stands.

#### **2.5 Parking**

The CdM BID will continue to study and analyze the various components affecting parking in Corona del Mar and identifying possible solutions working with property owners and City staff in regards to parking ordinances.

### **VISION 2020 – MARKETING & MEMBER BENEFITS**

#### **2.6 Website & Communications**

The CdM BID has been working with an antiquated website platform for many years and has begun efforts in FY 2014-15 to rebuild its website. During FY 2015-16, the CdM BID will continue working by selecting a qualified website designer/developer to build a state of the art website to enhance the online branding of the business district, increase exposure to the CdM BID projects and accomplishments, and improve electronic member communications. The CdM BID shall coordinate changes to content, transfer of maintenance and hosting and related tasks with developers for a successful and useful web presents.

#### **2.7 Marketing Media Campaigns**

The CdM BID will manage a Shop Local Ad Campaign for the Corona del Mar business district. The campaign will highlight seasonal shopping and unique offerings of the business district's shops and businesses. The CdM BID will maintain the existing social media platform and develop methods to improve electronic communications with its members. The social media tools allow for further promotions of shopping local campaigns and utilizing local merchants within the business district. The CdM BID will maintain the existing marketing programs and develop new strategic campaigns to promote economic growth within the business district as it does each year. The CdM BID will continue media relations with local press and community associations and maintain or develop new marketing collateral.

#### **2.8 Corona del Mar BID Member Directory & Informational Brochures.**

The CdM BID shall continue to co-produce and co-publish the annual business membership publication called the Corona del Mar Business Directory (Directory). The directory shall list and market the CdM BID Members in a colorful print publication campaign for shopping local. The directory is mailed to 10,000-12,000 households in Corona del Mar and the surrounding areas. The CdM BID will also update its annual Vision 2020 brochures listing its recent

accomplishments and future goals. This brochure will be distributed with the annual member assessment mailings in July and throughout the year.

#### **2.9 Christmas Walk**

The CdM BID will contribute funds to the Corona del Mar Chamber of Commerce (CdM Chamber) to help sponsor the annual Christmas Walk, which successfully stimulates the economic climate of the business district and provides a promotional platform for all businesses within the CdM BID boundaries and beyond.

#### **2.10 Pacific Coast Highway Dolphin Topiary Program**

The CdM BID will continue to fund, coordinate and store the festive seasonal decorations of the dolphin topiaries at the intersection of Marguerite and Coast Highway. The CdM BID continues to receive countless online communications from the local community on the value of this traditional program.

#### **2.11 Street Light Banner Program**

The CdM BID will continue to fund and coordinate the rotating Street Light Banner Program to highlight the annual CdM signature community events (Scenic 5K, Christmas Walk) as well as the Happy Holidays banners. The CdM BID will continue to work with the vendor and the City on permits, schedules and the installation and breakdown. The light pole banner program continues to offer the business district a sense of community spirit and promotion.

#### **2.12 Business District Holiday Décor Program**

The CdM BID will continue to fund and coordinate the installation and maintenance of the annual holiday decorations within the business district. The CdM BID will work with the contract vendor and the City on annual permits, lighting maintenance and the installation and breakdown as in past years.

#### **2.13 Marketing Consulting & Reporting**

The CdM BID shall continue the marketing consulting contract with the CdM Chamber to formulate, coordinate and administer the marketing efforts of the CdM BID and report to the Board routinely on the results of the marketing activities.

### **VISION 2020 – OUTREACH**

#### **2.14 Annual Town Meeting**

The CdM BID will continue to hold and produce the Annual Town Meeting for Corona del Mar and coordinate a “State of the Business District Address” to its members and residents alike. The meeting serves as an outreach platform and community gathering for the business district. The annual meeting is required by the CdM BID bylaws.

#### **2.15 Business Beautification Award Program**

The CdM BID will continue to pay for and manage the successful bi-monthly Business Beautification Award Program by identifying business locations within

the business district that have renovated, remodeled or enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Recipients of the award receive media attention and an award at a community event.

**2.16 Outreach Materials & Mailings**

The CdM BID shall continue to communicate with the community through exhibiting at various monthly and annual events. Programs, collateral and announcements will be available, displayed and communicated through the CdM Chamber, residents association and at other community events. The CdM BID will continue to mail members that have paid their membership assessments a membership decal signifying they are in good standing with the CdM BID.

**VISION 2020 – ADMINISTRATION**

**2.17 Administrative Consulting & Reporting**

The CdM BID shall continue the administrative consulting contract with the CdM Chamber to formulate, coordinate and administer the CdM BID and report to the Board routinely on the results of the administrative duties. Activities include preparing and coordinating agendas, memos, communications and/or reports (preparation of annual reports & budget). Other duties include serving as liaison with City staff and providing a post-meeting action item list to the City Manager’s Office. The CdM BID Board shall continue to assume some administrative responsibility including taking the meeting minutes.

**2.18 Administrative Expenses**

The CdM BID shall continue to operate and conduct general business through the CdM Chamber which shall provide for a physical mailing address, telephone answering service, office equipment, meeting space and storage of CdM BID collateral material.

**2.19 Accounting Services**

The City shall provide staff support, solely responsible for handling the bookkeeping services for the CdM BID. City staff will coordinate the assessment billing and collection efforts, accounts receivable and payable, prepare the monthly financial reports, and assist with posting meeting agendas and minutes.

**2020 Vision Plan Revisions**

The CdM BID Board continues to reevaluate and revise the 2020 Vision Plan. Subcommittee meetings and workshops to develop new objectives will continue to be held. Efforts will continue to inform business and residential communities of the findings of the board

**3. Estimated Cost of Improvements & Activities for FY 2015-16**

Improvements	\$ 41,000
Landscaping (Maintenance & Other)	\$ 18,980
Streetscape (Maintenance & Other)	\$ 6,000
Holiday Décor & Lite pole Banner Program	\$ 29,178

Outreach	\$ 1,342
Administration Expenses	\$ 1,400
Marketing/Member Benefit Programs/Administrator	\$ 56,100
Website (New)	\$ <u>16,000</u>
<b>Total</b>	\$ 170,000

**4. Method and Basis of Levying the Assessment Shall Continue as Follows:**

The CdM BID benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred fifty percent (150%) of the City's annual business license fee as established pursuant to Chapter 5.08 of the Municipal Code. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent (100%) of the assessment amount due. Banks and financial institutions that are exempt from City business license regulations shall be assessed \$500 per year. Insurance agencies that are exempt from City business license regulations shall be assessed \$250 per year. Persons operating in one of the following types of businesses, as an independent contractor in an establishment owned by another person shall be exempt from this assessment: 1. Hair stylists; 2. Nail technicians; 3. Real estate agents. Assessments shall be collected in one annual installment at the beginning of the fiscal year, and be pro-rated for new businesses that open during the fiscal year. The CdM BID is considering recommending a more aggressive collection effort on delinquent member assessments.

**5. Surplus Carryover from Fiscal Year 2014-2015**

It is estimated that approximately \$44,000 will be carried over from FY 2014-15 to FY 2015-16.

**6. Sources of Contributions from other than levy**

In addition to the annual CdM BID member assessments, the CdM BID Board assumes there will be the following additional funds or services contributed from the City to fund programs and projects and support the CdM BID for the FY 2015-2016:

- a. City Standard Annual Contribution \$ 20,000
- b. Bookkeeping Services Provided by City Staff

**Prior Year Accomplishments**

The FY 2014-2015 was a successful year for the CdM BID. The City contributed \$20,000 as the second installment of a five-year commitment to support the CdM BID. The CdM BID successfully began work or completed projects and programs, maintained existing programs and developed new projects within the CdM business district as follows:

**Improvement Projects**

Gateway Design	\$ 50,000
Installed New Bike Racks & Launched Biking Program	\$ 13,321

**Streetscape Maintenance**

Trash Receptacles – Power Coating	\$ 6,929
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<b><u>Landscaping</u></b>	
Tree Well Landscaping & Maintenance & Back Flow	\$ 22,120
<b><u>Administrative Expenses</u></b>	
Administrative Services Consultant (Wildan)	\$ 2,686
<b><u>Holiday Décor &amp; Lite-pole Banner Program</u></b>	
Dekralite Contract	\$ 26,679
<b><u>Marketing &amp; Member Benefits</u></b>	
Ad Campaigns, Brochures, Website Maintenance & Hosting, Business Directory, Dolphin Topiary Program, Beautification Program, Christmas Walk Sponsorship, Membership Decals, Annual Mtg, Mailings, Storage & Physical Address, Board Administration, Agendas, Reports, Communications.	\$ 42,000
<b>TOTAL</b>	<b>\$163,735</b>

DRAFT

**Corona del Mar Business Improvement District  
Proposed Operating Budget  
Fiscal Year July 1, 2015 to June 30, 2016**

<b>Source of Funds</b>	<b>Budget</b>
Member Assessment (net)	106,000.00
City Matching Funds	20,000.00
Carry over contribution from FY 2014-15	44,000.00
<b>Total Sources of Funds</b>	<b>170,000.00</b>
<b>Use of Funds</b>	
<u>Administration</u>	
Mailings	1,400.00
<b>Total Administrative</b>	<b>1,400.00</b>
<u>Improvements</u>	
Gateway-MacArthur & PCH	-
Marguerite Project	32,000.00
Parking	3,000.00
Consulting / Studies	6,000.00
Improvements - Contingency	-
<b>Total Improvements</b>	<b>41,000.00</b>
<u>Landscaping</u>	
Backflow Valve	2,000.00
Landscape/Tree Wells - (Pinnacle Contract)	12,480.00
Landscaping Contingency	4,500.00
<b>Total Landscaping</b>	<b>18,980.00</b>
<u>Streetscape</u>	
Street Furniture (Maintenance)	1,000.00
Street Furniture (News racks/Benches)	5,000.00
Street Cleaning	-
<b>Total Streetscape</b>	<b>6,000.00</b>
<u>Marketing &amp; Administrative Services - Contract</u>	
Marketing Campaigns & Programs	12,000.00
Collateral/Brochures	1,600.00
Directory	7,500.00
Christmas Walk	3,500.00
Dolphins	600.00
Beautification Award Program	600.00
Meeting facilities/Storage/Phones	3,500.00

Social Media	2,500.00
Annual Meeting	600.00
Membership decals	1,200.00
Website Hosting	2,500.00
Consulting (Reporting)	15,000.00
Contingency	5,000.00
Total Marketing	<u>56,100.00</u>

Website

Website - Developer	10,000.00
Website - Content Development / Consulting	6,000.00
Total Marketing	<u>16,000.00</u>

Highway Décor - Dekralite

Banner Program (Lite pole)	5,178.00
Holiday Décor (Contract)	21,000.00
Contingency	3,000.00
Total Marketing	<u>29,178.00</u>

Outreach

Contributions (Sherman Gardens)	500.00
Community Workshops	842.00
Total Outreach	<u>1,342.00</u>

Bad Debt Expense

<b>Total Uses of Funds</b>	<b><u>170,000.00</u></b>
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# NEWPORT BEACH

**ITEM TITLE:** BID FY 2015-16 Board Nominations

**ITEM SUMMARY:** Review of the 11 applications received for the FY 2015-16 CdM BID Board of Directors and recommend up to nine nominees for City Council appointment.

**RECOMMENDED ACTION:** Board to recommend for City Council appointment up to nine nominees to serve on the FY 2015-16 CdM BID Board of Directors.

CEQA Compliance:

**ATTACHMENTS:**

**Description**

[FY 2015-16 Board Applications](#)

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

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

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

2015 APR -8 PM 2:00

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

**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:

Name:  (Last)  (First)  (Middle)

Cell phone

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)

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
U.C.I.	Social Ecology	B.A.	1980
U.C.L.A.	Teaching credential	credential	1984
Chapman University	Counseling Psychology	M.A.	1984

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Big Brothers / Big Sisters L.A.	Board member	1982-1986
Women of Chapman	President - 3 terms and Board member	1986 - present
A.T.S.C.	Board member	1986-1990

**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
Adrienne Brandes, Inc (Surterre Properties)	Real Estate	Realtor	1997- present
Your Face in Five	cosmetics	owner / founder	1990-1997
The Professional Image	public relatons and advertising	owner / founder	1986- 1990
L. A. P. D.	police officer	senior training officer	1981-1986

**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 firm believer in giving back to the community and have lived in Newport for over 30 years - 15 in Corona del Mar. I love this beautiful seaside town and would like to be a part of keeping it quaint yet progressive. I am a born leader with many skills to offer. Having worked in law enforcement with L.A.P.D. (as an officer) and starting the D.A.R.E. program back in the 1980's, I am familiar with the daily ins and outs of running a civic organization.

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:** Paula Wilhelm [mailto:pwilhelm@surterreproperties.com]  
**Sent:** Thursday, April 16, 2015 4:04 PM  
**To:** Adrienne Brandes; Locey, Mary  
**Subject:** RE: BCC Application

Mary i am a founder and approve this...thank you.  
Paula Ansara-Wilhelm

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

**From:** Adrienne Brandes  
**Date:** 04/16/2015 3:51 PM (GMT-08:00)  
**To:** "Locey, Mary"  
**Cc:** Paula Wilhelm  
**Subject:** Re: BCC Application

Paula. Please let Mary know it's okay for me to be in this committee as a representative for Surterre. E mail is just fine. Thank you.

Adrienne Brandes  
[ABrandes@Surterreproperties.com](mailto:ABrandes@Surterreproperties.com) (Newport)  
[Adrienne@Joshuaco.com](mailto:Adrienne@Joshuaco.com) (Aspen)  
714-401-8277  
[www.AdrienneBrandes.com](http://www.AdrienneBrandes.com)

# APPLICATION FOR APPOINTIVE POSITION

**FOR OFFICE USE ONLY**

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

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

2014 MAY 12 PM 3:01

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

**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.

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:  (Last)  (First)  (Middle)

Cell phone

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)

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
UNIVERSITY OF REDLANDS	PSYCHOLOGY/SOCIOLOGY	BA	1971
WESTERN STATE COLLEGE OF LAW	LAW	JD	1976

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
CURRENT MEMBER OF CDM BID ADVISORY BOARD	SECRETARY	2010-2014 (?)

**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
DAWSON & DAWSON, APC	LAW PRACTICE	PRESIDENT/ATTORNEY	1977 TO PRESENT

**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 SERVED ON THE CDM ADVISORY BOARD AT VARIOUS TIMES SINCE VISION PLAN 2000 (NOW KNOWN AS VISION PLAN 2020) WAS CONCEIVED. I INTEND TO SEE THE VISION PLAN THROUGH TO COMPLETION. AS A 40 YEAR RESIDENT AND AS A BUSINESS AND COMMERCIAL PROPERTY OWNER, I AM COMMITTED TO THE BETTERMENT OF CDM.

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

May 9, 2014

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

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

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

## CITY OF NEWPORT BEACH

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

**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.

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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)

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
The American University	Computer Science	B.S	1980

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
N/A		

**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
Corona del Mar 76	Service station/Automobil Repair	President/Owner	1190 to present

**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.

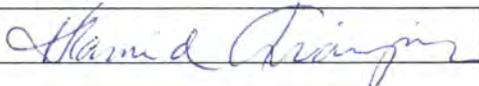
To serve My Community and make it a better place to live and work.

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

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

RECEIVED

2014 MAY 12 PM 3:01

**CITY OF NEWPORT BEACH**

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

OFFICE OF  
THE CITY CLERK  
CITY OF NEWPORT BEACH

FOR OFFICE USE ONLY

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

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

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:     
 (Last) (First) (Middle)

Cell phone

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)

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
University of California, Berkeley	Architecture	BA in Architecture	1982
Columbia University	Architecture	Master of Architecture	1987

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
CDM Business Improvement District Board	Board Member	2010 - present
Giving It Back To Kids	Board Member	2008 - 2010
The Crossing Church	Board Member	2004 - 2008

**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
Laidlaw Schultz Architects	Architecture/Interior Design	Partner/Founder	Founded 1992

**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 enjoyed my service on the CDM BID Board over the last 4 years and have been able to leverage my design, planning and approval experience as an architect to both shape and carry out the Board's vision for the CDM commercial district. I am interested in continuing to pursue and realize these on going and future projects which I believe will serve to enrich both the businesses and residents of Corona Del Mar. I have a keen interest in volunteerism. I have seen the value of private and civic partnership during my time on the BID, and I also continue to support an ongoing partnership between community volunteers, business and the Newport Mesa Unified School District to make both physical and educational improvements in the classrooms of Newport Beach and Costa Mesa.

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

May 9, 2014

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

RECEIVED

FOR OFFICE USE ONLY

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

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

2014 MAY 13 PM 3:54

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

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NAME OF BOARD, COMMISSION OR COMMITTEE: Corona Del Mar Business Im Dist Board

Name: LIM (Last) SHAWN (First) CHI (Middle)

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

How long have you lived in Newport Beach? Own business in CDM for 17 years Home/Cell #: \_\_\_\_\_

Business Address: 3536 E Coast hwy ste C Business Phone: 949 675 3151

Corona Del Mar 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
Cal State Fullerton	Business	Business Management	1994

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

**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
Rose Bakery Cafe	Cafe	Owner	1997

**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.

Would like to be more involve in community activities. I have have a business in the community for 17 years, so I would like to be more involve.

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

5/13/14

RECEIVED  
**APPLICATION FOR APPOINTIVE POSITION**

Submit by Email

Print Form

FOR OFFICE USE ONLY

Residence District No. 6

Verified by [Signature]

2014 MAY 14 AM 10: 03

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

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NAME OF BOARD, COMMISSION OR COMMITTEE: Corona Del Mar Business Improvement District Board

Name: Nicholson (Last) Thomas (First)  (Middle)

Residence Address (required):  Zip Code: 92625

How long have you lived in Newport Beach? 25 Years Home/Cell #:

Business Address: 4220 Von Karman Suite 210 Business Phone: 9 4 9 - 7 5 6 - 8 3 9 3

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.

n/a

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
USC	Business	Business	1986

Prior or Current Civic Experience (Include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Orange YMCA Board of Directors	Member	1979 -1981
Corona Del Mar BID	Vice Chair	2007 - Present
St Michaels of All Saints Church	Vestry/Board	2014
Building Industry Association	Member	

**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
Nicholson Construction Company	General Contractor/Develop	President	1992 - Present

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

1. Name  Address  Phone N

2. Name  Address  Phone N

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

I would like to serve my community in furthering the revitalization of the Corona Del Mar Village. My 30 years of experience in Real Estate, Construction, and Real Estate Development particularly within the Coastal Communities, including Corona Del Mar provides me with a unique perspective as a Board Member.

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



May 15, 2014

To Whom It May Concern:

This letter shall serve as the appointment of Thomas Nicholson to be the representative of Graviti Fitness to the Corona Del Mar Business Improvement District and the Business Improvement District Board.

Sincerely,



Michael John  
Graviti Fitness

# 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

2014 MAY 12 AM 11: 58

OFFICE OF  
THE CITY CLERK

CITY OF NEWPORT BEACH

FOR OFFICE USE ONLY  
Residence District No \_\_\_\_\_  
Verified by \_\_\_\_\_

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:  (Last)  (First)  (Middle)

Cell phone

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.

None

Name and Location of Colleges/Universities Attended	Major	Degree	Last Year Attended
UCLA	Fine Arts	Bachelors	1976

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
CdM BID Board	Treasurer	7/1/2013-Current

**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
BID Systems Inc.	Bookkeeping	President	1995-present

**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 served the City of Newport Beach from 1999 to 2012 as Administrator for four Business Improvement Districts. Prior to that, I was part of the founding board of the CdM BID. I have participated in all aspects of the BID from the initial design charrette to the latest parking study. My historical and administrative understanding of the CdM BID is complete and thorough. I was CFO of the CdM Centennial Committee. My family has conducted business in Corona del Mar continually since 1970. I am a graduate of Corona del Mar High School Class of 1972.

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

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

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

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

## CITY OF NEWPORT BEACH

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

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:  (Last)  (First)  (Middle)  
Cell phone

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.

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
Texas Tech University	Pre med undergrad	BS	1984
University Of London	post grad 2 year	Mind science	1986

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
One of the founders of Cattle Barrons /American Cancer Society	Several over the years. Auction chair	inception 1999-present
Philharmonic Society	Auction chair	2002- present

**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
Villa Real Estate	Real Estate Professional	Agent	3/25/15-present
The Penthouse at Lady Liberty Building	Apparel showroom	Owner	2005-present
MadisonPark Collective	Mens denim collection	Owner	2008-present

**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 want to become much more active in my CDM community. I was on the Corona Highlands Association Board for 5 years when I lived on Seaward.

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

## Locey, Mary

---

**From:** Steve High <SHigh@VillaRealEstate.com>  
**Sent:** Monday, April 13, 2015 5:23 PM  
**To:** Michelle Peschel  
**Cc:** Todd Bousman; Leslie Brath; Locey, Mary  
**Subject:** Re: Email reference needed by Wednesday. Re: CdM BID Board Application

Mary:

As the President of Villa Real Estate, I appoint Michelle Peschel as my representative to serve on the Corona del Mar Business Improvement District Board of Directors.

Regards,

*Steve High* / **PRESIDENT**

[660 Newport Center Drive, Suite 200](#)

[Newport Beach, CA 92660](#)

**C** [949 874 4724](#)

**T** [949 698 1903](#)

**F** [949 698 1902](#)

[VILLAREALESTATE.COM](#)

BRE No.00936421

On Apr 13, 2015, at 5:02 PM, Michelle Peschel <[mpeschel@VillaRealEstate.com](mailto:mpeschel@VillaRealEstate.com)> wrote:

As the owner and or/ President of Villa Real Estate, I appoint Michelle Peschel as my representative to serve on the Corona del Mar Business Improvement District Board of Directors.

RECEIVED

Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

2014 MAY 14 AM 7:26

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 \_\_\_\_\_

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Name:  (Last)  (First)  (Middle)

Cell phone

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.

None

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
Columbia University, New York, NY	English	B.A. In English	2004
U. of Miami School of Law, Coral Gables, FL	Law Degree	J.D.	2007

Prior or Current Civic Experience (Include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Member of the State Bar of California		2008-Present
Member of the State Bar of Florida		2007-Present
Member of the Corona del Mar Chamber of Commerce (Port Theater		2012-Present
Member of the Newport Beach Chamber of Commerce (Port Theater		Present

**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
Picoco LLC	Investment Management	Counsel	08/2012 - Present
Lydecker Diaz	Law Firm	Associate Attorney	05/2008-05/2012

**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.

The reason for my application is to make a contribution to the maintenance, development and promotion of the Corona del Mar business district. As part of Port Theater, a business in the heart of the district, I am very committed to the ongoing success of the area. My background as an attorney also qualifies me to offer a special skill set as a member of the BID Board.

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

TIME RECEIVED  
May 9, 2014 12:48:19 PM PDT

REMOTE CSID  
9499990853

DURATION  
133

PAGES  
3

STATUS  
Received

05/10/14 03:49AM

BPS Newport Financial Inc.

9499990853

p.01

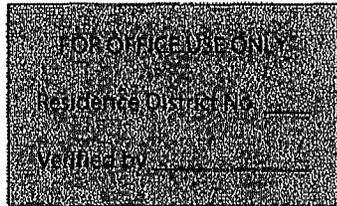
RECEIVED

Submitted by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

MAY 9 12:33



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

**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: CDM Bid Board

Name: Svalstad (Last) Bernie (First) P. (Middle)

Cell phone

Residence Address (required): [Redacted] Zip Code: [Redacted]

How long have you lived in Newport Beach? 30 yrs Home/Cell #: [Redacted]

Business Address: 2865 East Coast Hwy Business Phone: [Redacted]

Suite 360 CDM 92625 Email Address: [Redacted]

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 College/University Attended	Major	Degree	Year Graduated
San Diego State	pers mgt	BS	1958

Job or Current Job Experience (include membership in professional, charity or community organization)	Office Held (if any)	Start/End Dates (month/year)
CDM Bid Board of Directors	chairman	2004-present
CDM chamber Board Member	Vice chairman, Texas	2003-present
Mountain Valley City Council	Mayor 1976, 1980	69-70-72-1980

**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
BPS Newport Financial	Finance	president	20 yrs
Upland Star King property	storage	president	30 yrs

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

1. Name  Address  Phone No  N.B.

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.

To work on completion of the 2020 vision for CDM.

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

Bernie P. Trakala

Date

5/8/14

# APPLICATION FOR APPOINTIVE POSITION

RECEIVED

2015 MAR 30 AM 9:39

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. 7

Verified by KR

**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: Corona del Mar BID

Name: Walker (Last) Jim (First) C (Middle)

Cell phone: [REDACTED]

Residence Address (required): [REDACTED] Zip Code: [REDACTED]

How long have you lived in Newport Beach? 30 yrs Home/Cell #: [REDACTED]

Business Address: 2441 E Coast Hwy Com Business Phone: 949 473 6585

[REDACTED] Email Address: [REDACTED]

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.

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended

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

**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

**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 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

**ITEM TITLE:** Gateway Project (Svalstad)

**ITEM SUMMARY:** Intersection improvement project at MacArthur Blvd and Coast Highway.

1. Review of the April 14 City Council CIP decision.
2. Discussion of \$50,000 payment to the City as the BID's portion of the project's design services.

**RECOMMENDED ACTION:**

1. None.
2. Board to approve the payment of invoice MP25000102 in the amount of \$50,000 as the BID's portion of the project's design services.

CEQA Compliance:

**ATTACHMENTS:**

**Description**

[City Invoice #MP25000102](#)



# CITY OF NEWPORT BEACH REVENUE DIVISION

100 CIVIC CENTER DRIVE  
P.O. BOX 1768, NEWPORT BEACH, CA 92658-8915  
E-Mail Address: RevenueHelp@newportbeachca.gov

## MISC CAPITAL PROJECTS - INVOICE

#BWNKJHD  
#AR00000090686#  
CORONA DEL MAR BID  
PO BOX 11446  
CORONA DEL MAR, CA 92625

CUST#: 0000009068  
NBID: 162392  
INVOICE: MP25000102  
INV DATE: 03/04/15  
DUE DATE: 04/03/15

Description	Qty	Unit Price	Tax	Extension
CORONA DEL MAR ENTRY PLAZA	1.00	50,000.00	0.00	50,000.00
DESIGN SERVICES				

TOTAL INVOICE:	\$	50,000.00
PAYMENTS/ADJUSTMENTS:	\$	0.00
PAST DUE:	\$	0.00
PENALTIES/INTEREST:	\$	0.00
TOTAL AMOUNT DUE:	\$	50,000.00

IF YOU HAVE ANY BILLING QUESTIONS, PLEASE CALL THE

REVENUE DIVISION AT (949) 644-3141.

## MISC CAPITAL PROJECTS - INVOICE

CORONA DEL MAR BID  
PO BOX 11446  
CORONA DEL MAR, CA 92625

CUST NBR: 0000009068  
NBID: 162392  
INVOICE: MP25000102  
INV DATE: 03/04/15  
DUE DATE: 04/03/15

TOTAL AMOUNT DUE: \$ 50,000.00

AR 0000009068 5000000

# IMPORTANT NOTICE

## Location of City Hall

100 Civic Center Drive Newport Beach, CA 92660

**Billing Location** - Revenue Division (949) 644-3141

**Payment Location** - Cashiers (949) 644-3121

## **Office Hours\***

Monday - Thursday 7:30am - 5:30pm

Friday 7:30am - 4:30pm

\*excluding holidays

## **NOTICE OF INTENT TO NOTIFY FRANCHISE TAX BOARD OF UNPAID LIABILITIES**

The City of Newport Beach is required by law to provide this notice relating that failure to pay the liability owed will result in this debt being reported to the State Franchise Tax Board for tax offset. In the event that you are owed a tax refund, win a California Lottery prize, or have unclaimed property claims, the Franchise Tax Board will intercept from that money the amount you owe this agency. California Government Code Sections 12419.8 and 12419.10 authorize the Office of the State Controller to collect money owed to a county or a city agency by intercepting any money that the state owed the debtor. If you have any questions, or do not believe that you owe this debt, please contact us in writing within 30 days from the date of this notice. A representative will review your objections once they are received. If you do not submit any objections, or if your objections are insufficient, the City will proceed with this action.

### **Online Services [www.newportbeachca.gov](http://www.newportbeachca.gov)**

Establish or Cancel Water Service  
Contest a Parking Citation  
Buy a Parking Permit  
Apply for, Cancel, or Update Business License  
Many more online services available

Change Mailing Address for all account types  
Pay City Bills  
View Past Statements for MSS and Business License  
Sign up for Select Alert

### **Payments**

Payments can be made using your credit card at [www.newportbeachca.gov/payments](http://www.newportbeachca.gov/payments), via phone by calling (949) 718-1990, by mail using the return envelope enclosed with this mailing, or in person at City Hall (bring your payment stub). Payments must be received by the due date on this invoice to avoid additional penalties (postmark dates are not acceptable). The City is not responsible for mail delays or online banking service delays. By presenting your signed check to the City of Newport Beach, you authorize the City of Newport Beach to use the account information from the check to make an electronic fund transfer from your banking account for the same amount as the check. If the electronic fund transfer cannot be completed for any reason, the City of Newport Beach may attempt the transfer two additional times.

Payments not received by the due date are subject to late payment fees.



2552 WHITE ROAD, SUITE B • IRVINE, CA 92614  
949/660-0110 FAX: 949/660-0418  
CIVIL ENGINEERS - LAND SURVEYORS - PLANNERS

November 19, 2014

Mr. Mike Sinacori  
City of Newport Beach  
3300 Newport Boulevard  
Newport Beach CA. 92663

Subject: *Civil Engineering Services –  
Sidewalk/Street Improvements  
Coast Highway between Begonia Avenue  
and Carnation Avenue and Carnation Avenue  
between Coast Highway and 4<sup>th</sup> Street*

Dear Mike:

Walden & Associates is pleased to submit this proposal for the civil engineering and land surveying services requested for the above referenced project. This proposal is based on our discussion and the conceptual drawings previously prepared by this office. It is our understanding that the City desires to pursue the concept where the parkway is expanded into the existing eight-foot on-street parking area between Begonia Avenue and Carnation Avenue and to convert Carnation Avenue to a one way street between Coast Highway and 4<sup>th</sup> Street. This project is comprised of sidewalk, street, striping and associated improvements which will result in a wider parkway area for enhanced sidewalk/hardscape and landscaping and to serve as a visual focal point at the entry to Corona del Mar.

Enclosed you will find Exhibits "A" Scope of Services and "B" Compensation. If this Proposal is acceptable, please prepare a Purchase Order (P.O.) and forward to my attention once executed.

We appreciate the opportunity to submit this proposal and to be of service to you and the City. If you have any questions please give me a call.

Sincerely,

*David L. Bacon* (via e-mail)

David L. Bacon

DLB/hv



**EXHIBIT "A"**  
**SCOPE OF SERVICES**

Consultant agrees to perform the following Scope of Services:

In performing its services hereunder, Walden & Associates has or will receive information prepared or compiled by others, the accuracy, and completeness of which Walden & Associates is entitled to rely upon without independent evaluation or verification.

**DESIGN ENGINEERING**

Includes final design and construction documents for the relocation of the curb and gutter to provide for landscape/hardscape enhancements at the visual focal point at the entry to Corona del Mar along the southwesterly side of Coast Highway at MacArthur Boulevard intersection between Begonia Avenue and Carnation Avenue and to convert Carnation Avenue to a one way street between Coast Highway and 4<sup>th</sup> Street. This will include topo pick-up for design purposes, street improvement plans, landscape and hardscape plans and additional support documents to accomplish this work. All work will be based on the topographic survey previously prepared by this office.

**Task 1: Topo Pick-up:**

Provide additional ground Topo Pick-up to supplement the proposed design. This will include field shots of critical areas to evaluate conflicts or areas of concern and will be used for design and join purposes.

**Task 2: Dry Utility Research:**

Coordinate with the City to send out the initial notification letter to the dry utility companies (i.e. gas, electrical, telephone, cable TV) requesting their facility maps. These utility lines and facilities will be added to our base drawings/topographic survey as applicable. This applies to only those facilities of record and available through our research efforts.

**Task 3: Street Improvement Plan:**

Prepare a Street Improvement Plan for the proposed modifications to the southwesterly side of Coast Highway between Begonia Avenue and Carnation Avenue and to convert Carnation Avenue to a one way street between Coast Highway and 4<sup>th</sup> Street. This will be plan and profile at a scale suitable for this type of work and will include limits of removal, replacement or relocation of pavement, curb, curb and gutter, sidewalk, cross-gutters, access ramps, etc. In addition, this plan will include minor signing and striping necessitated by the new work and no separate signing and striping plan will be prepared. This does not include enhanced paving within the street, as it is our understanding this will be done as a future phase. The design/layout of the enhanced hardscape/landscape within the newly created plaza area will be prepared by our subconsultant per separate task below and will include plans, specifications and estimates. This assumes all associated relocations of utilities/facilities (i.e. meters, pull boxes, street lights, water appurtenances, catch basins, etc.) can be shown on this plan and no separate plans will be required.

**Task 4: Precise Grading Plan:**

Prepare a Precise Grading Plan for the design/layout of the enhanced hardscape/landscape within the newly created plaza area. This plan will be based on the Street Improvement Plan and Landscape Architects Plan. This will include general and construction notes, sections and details for construction clarity.



**Task 5: Specifications:**

Prepare specifications for the proposed improvements based on the plans referenced above. These specifications will consist of City provided boilerplate specifications which we will modify as applicable, and will include any related special provision sections as needed.

**Task 6: Quantity and Cost Estimates:**

Prepare a cost estimate for budgeting purposes based on preliminary plans. Upon completion of the plans a final quantity estimate will be prepared to be included in the contract document portion of the specifications for all construction work as shown on the final plans and a final cost estimate will be prepared for the City's use.

**Task 7: Project Management, Meetings and Coordination:**

Provide an allowance of 40 hours for project management, meetings and coordination with client and consultants for the project as needed.

**REIMBURSABLES**

**Task 8: Reimbursables:**

Generally we will use the City's account with Mouse Graphics for reproduction and deliveries. However, for times when this is inconvenient we will provide an allowance for reimbursables to include CADD plotting, reproduction and deliveries and will be billed at our cost plus 10 percent.

**LANDCAPE ARCHITECTS SERVICES**

**Task 9: Landscape and Hardscape Plan:**

Through our subconsultant, prepare Landscape and Hardscape Plans for the new enhancement area along the southwesterly side of Coast Highway between Begonia Avenue and Carnation Avenue due to the sidewalk expansion at the intersection of Coast Highway and MacArthur Boulevard. The base sheet utilized for these plans will be based on the Topographic Survey and proposed improvement plans as stated above. This task will also include project management, meetings, coordination, specifications and estimates as required by the Landscape Architect.

**ADDITIONAL SERVICES**

Services which are not specifically identified herein as services to be performed by Walden & Associates, or its consultants, are considered "Additional Services" for purposes of this Agreement. Client may request that Walden & Associates perform services which are Additional Services. However, Walden & Associates is not obligated to perform such Additional Services unless an amendment to this Agreement has been fully executed setting forth the scope, schedule and fee for such Additional Services. In the event Walden & Associates performs requested Additional Services before receipt of such executed Amendment, Client acknowledges its obligation to pay for such services at Walden & Associates' standard rates, within 30 days of receipt of Walden & Associates' invoice. All Additional Services shall be billed in accordance with the current Standard Fee Schedule.



**EXCLUSIONS**

Consulting services relating to any of the following items are specifically excluded from this contract.

- . Soils engineering, testing and reports
- . Title Reports, recorded documents, etc.
- . Legal descriptions, sketches and/or exhibits of any nature
- . Structural Engineering design, details or calculations
- . Construction staking or certifications
- . Offsite improvements except as defined herein
- . Composite Utility Plan
- . Electrical, telephone, lighting, gas, and cable T.V. utility design
- . Traffic signals will not require modifications
- . Horizontal Control Plan (HCP)
- . Water Quality Management Plan (WQMP)
- . Storm Water Pollution Prevention Plan (SWPPP)
- . Construction Traffic Control Plan (CTCP)
- . Surveying or mapping except as defined herein
- . Hydrology Study or Hydraulic Analysis
- . Erosion Control Plan
- . Sewer/Water/Fire Line Plans, Designs, or Studies
- . Landscape lighting planning or design
- . Traffic Studies
- . Environmental Assessment/Biological/Cultural documents of any nature
- . Any tasks or services not specifically included under "Scope of Services"

**ASSUMPTIONS**

Consultant's obligations hereunder are based upon the following understandings:

- . Proposed drainage to match existing drainage pattern, no new storm drain is anticipated; therefore no hydrology or hydraulics are anticipated to be required.
- . Adequate storm drain, sewer and water facilities are existing and any relocations of appurtenances can be shown on the Street Improvement Plan and no separate plans will be required.
- . City will provide all available As-Built and Record Drawings for use in design.
- . There is adequate right-of-way for all proposed improvements and no additional right-of-way will be required.
- . All right-of-way, easements, vacations, license agreements, etc are existing and no legal descriptions, sketches and/or exhibits will be required.
- . Minor signing and striping will be shown on Street Improvement Plan and no separate plan will be prepared.
- . Construction Staking will be the Contractor's responsibility or it can be provided by Walden & Associates under separate contract.
- . Traffic Control Plans will be the Contractor's responsibility or it can be provided by Walden & Associates under separate contract.
- . Stormwater Pollution Prevention Plan (SWPPP), if required, will be the Contractor's responsibility or it can be provided by Walden & Associates under separate contract.
- . Coast Highway is owned by the City and processing through Caltrans will not be required.



**CLIENT RESPONSIBILITIES**

- . Client shall pay all governmental fees and costs.
- . Client shall furnish all title reports, documents, and deeds to be used by Consultant as a basis for this project.
- . Client shall furnish all soils testing, reports, and documentation required for this project.
- . Client shall pay for all CADD plotting, sepia reproductions and deliveries required for this project.

**EXHIBIT "B"  
COMPENSATION**

Client agrees to compensate Consultant as indicated below:

<b><u>Task Description</u></b>	<b><u>Fee</u></b>
<b>DESIGN ENGINEERING</b>	
1 Topo Pick-up	\$ 2,400
2 Dry Utility Research	\$ 1,080
3 Street Improvement Plan	\$ 13,840
4 Precise Grading Plan	\$ 6,540
5 Specifications	\$ 4,620
6 Quantity and Cost Estimates	\$ 1,110
7 Project Management, Meetings and Coordination	\$ 5,760
8 Reimbursables	<u>\$ 1,000</u>
<b>Design Engineering Total</b>	<b>\$ 36,350</b>
 <b>LANDSCAPE ARCHITECT SERVICES</b>	
9 Landscape and Hardscape Plan	<u>\$ 19,750</u>
<b>Landscape Architect Total</b>	<b>\$ 19,750</b>
 <b>Design Engineering and Landscape Architect Services Total</b>	 <b>\$ 56,100</b>

Progress billings will be forwarded to the Client on a monthly basis. These billings will include the fees earned for the billing period plus all direct costs advanced by Consultant. The Client shall make every reasonable effort to review invoices within fifteen (15) working days from the date of receipt of the invoices and notify Consultant in writing of any particular item that is alleged to be incorrect.

The fees proposed herein shall apply until December 31, 2014.

Work shall commence upon receipt of a signed copy of a City Purchase Order (P.O.).



**City of Newport Beach - Corona del Mar Sidewalk/Street Improvements  
 Labor-Hour and Fee Proposal**

		Rates	\$170 /hr	\$150 /hr	\$135 /hr	\$115 /hr	\$115 /hr	\$185 /hr			
			Principal	Project Manager	Project Engineer	Design Engineer	Surveyor	Field Surveyor	Sub-Consultant	Total Task Hours	Total Task Cost
<b>TASK</b>	<b>DESIGN ENGINEERING</b>										
1	Topographic Pick-Up						8	8		16	\$ 2,400
2	Dry Utility Research				8					8	\$ 1,080
3	Street Improvement Plan	2	8	40	60					110	\$ 13,840
4	Precise Grading Plan	2	8	20	20					50	\$ 6,540
6	Specifications		2	32						34	\$ 4,620
7	Quantity and Cost Estimates		2	6						8	\$ 1,110
8	Project Management, Meetings and Coordination		24	16						40	\$ 5,760
9	Reimbursables										\$ 1,000
	<b>Subtotal</b>										\$ 36,350
	<b>LANDSCAPE ARCHITECT SERVICES</b>										
10	Landscape and Hardscape Plan								\$19,750		\$ 19,750
	<b>Subtotal</b>										\$ 19,750
	<b>Design Engineering and Landscape Architect Total</b>										\$ 56,100
	<b>Totals</b>		4	44	122	80	8	8		266	