



Corona del Mar Business Improvement District

Board Meeting Agenda

100 Civic Center Drive, Corona del Mar Conference Room (Bay 1E)
Regular Board Meeting
May 28, 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

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 the draft meeting minutes from prior meeting(s).

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. City Staff Report

SUMMARY:

Municipal Operations Co-Director George Murdoch will present an overview of the proposed street sweeping schedule.

RECOMMENDED ACTION:

None

C. Financial Report

SUMMARY:

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

RECOMMENDED ACTION:

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

D. Administration & Marketing Report

SUMMARY:

1. Update on the City Council approved BID annual renewal and board approval for FY 2015-16.
2. BID brochures
3. Presentation of upcoming beautification award ceremony.
4. Requests for bike racks, program inventory and review
5. BID exhibit booth at the Scenic 5K, board staffing and supplies

RECOMMENDED ACTION:

None

E. Gateway Project

SUMMARY:

Intersection improvement project at MacArthur & Coast Highway

- Review of City Council FY 2015-16 budget decisions regarding the Gateway project.

RECOMMENDED ACTION:

None

F. BID Project Updates

SUMMARY:

1. Marguerite & Coast Highway (Svalstad) - intersection landscape and hardscape improvement project.
 - o Summary report.
2. Tree Well Maintenance (Laidlaw) - tree well landscaping and irrigation.
 - o Board to review and discuss transferring additional funds from the Marguerite project budget to the landscaping budget for tree well maintenance.
3. Parking Management Plan (Walker/Laidlaw) - a parking plan and study for the business district.
 - o Status update.
4. Revitalization/Maintenance Items Updates (Laidlaw/Kianapur) - maintenance of existing street furniture and proposed new items.
 - o Update on a memorial benches and sidewalk memorial concept.
 - o Update on news rack ordinance change.

RECOMMENDED ACTION:

1. None
2. Board to approve a transfer of additional funds from the Marguerite project budget to the landscaping budget for tree well maintenance.
3. None
4. None

G. CdM Chamber Report

SUMMARY:

Corona del Mar Chamber of Commerce programs and community updates.

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.



NEWPORT BEACH

ITEM TITLE: Approval of Mintues

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

RECOMMENDED ACTION: Board to approve the draft meeting minutes.

ATTACHMENTS:

Description

[Draft April 23, 2015 Meeting Minutes](#)

Corona del Mar Business Improvement District

Board Meeting Minutes - April 23, 2015

City of Newport Beach City Hall, Corona del Mar Conference Room, 1st Floor, Bay E, 100 Civic Center Drive, Newport Beach, CA

I. Call to Order

Chairman Svalstad called the meeting to order at 7:34 a.m.

II. Roll Call

Chairman Svalstad called the roll, and everyone in the room did self introductions.

Board Members Present:

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

Board Members Absent:

Director Nicholson

City Representatives:

Mayor Edward Selich, Council Member Scott Peotter

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (CdM Chamber of Commerce)

Guests:

Mary Locey (City of Newport Beach Public Information Specialist), Scott LeFleur (CdM BID Applicant, Director of Sherman Gardens), Amy Senk (Corona del Mar Today), Amy Ritas, Michelle Peschel (CdM BID Applicant, Villa Real Estate) and Jim Mosher

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

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

The motion carried by the following roll call vote:

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

V. Current Business

a. City Council Report: Mayor Selich and Council Member Peotter both reported that the MacArthur entryway project was added to the 2015-2016 CIP budget checklist.

b. Financial Report: It was discussed that \$25,000 was moved from the Marguerite project to the MacArthur Gateway project which needs to be reflected in next month's financials.

MOTION: Treasurer Palmer made a motion to receive and file the financial report. Director Walker seconded the motion.

The motion carried by the following roll call vote:

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

c. Annual Report and FY 2015-16 Budget

Ms. Leonhard gave the report for the upcoming fiscal year followed by the fiscal year budget. Both are also included as handouts in the materials provided. As it relates to the funds allocated to marketing in the budget, Chairman Svalstad added that he would like someone to investigate leadership in a "Summer Extravaganza" that can be done in conjunction with the Chamber of Commerce. Past years, these funds have gone to the VIP program and seasonal newspaper holiday advertisements. Only half the funds were used this past fiscal year. Director Lim volunteered to assist with this project.

Mr. Mosher commented that the BID has not made progress on several items on the annual report and he feels that the same items were goals in the prior year's report including the website. Mr. Mosher also commented that there was a line item paying the Chamber of Commerce for use of their office space while meetings were no longer conducted there.

Ms. Leonhard reported that the Chamber of Commerce office serves as the physical address for the BID members, where all BID program materials are stored and handed out, as well as phone and office services are conducted. Ms. Leonhard made additional comment that the website developer she had moved forward with was not amenable with the City of Newport Beach contract requirements. As such, she will now enter discussions with additional web developers.

MOTION: Treasurer Palmer made a motion to approve the budget and move \$3,100 in funds from the contingency category to consulting under marketing and administrative services. Director Walker seconded the motion.

The motion carried by the following roll call vote:

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

d. BID FY 2015-2016 Board Nominations

Nominees Mr. Scott LeFleur and Ms. Michelle Peschel spoke briefly about why they wanted to serve on the CdM BID Board.

MOTION: Treasurer Palmer made a motion to nominate Mr. Bernie Svalstad, Mr. Scott Laidlaw, Ms. Jessica Prause, Mr. Jim Walker, Mr. Keith Dawson, Mr. Shawn Lim, Mr. Hamid Kianipur, Mr. Scott LeFleur, and Ms. Michelle Peshel for City Council appointment to the 2015-2016 Board.

The motion carried by the following roll call vote:

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

Treasurer Palmer departed at 8:17 a.m.

e. Administrative and Marketing Report (Leonhard)

Ms. Leonhard reported that the directory is completed and 12,000 directories have been printed and direct mailed. Ms. Leonhard said she will be updating the BID brochures to get ready for the new fiscal year billing. The brochures are also distributed throughout the year at various community events and workshops, included in the Chamber of Commerce packets, and to strategic community organizations.

Mayor Selich recommended that the Board do some research to further update the money the BID has put back into the district over the years on various projects. Ms. Leonhard stated she will next be working on the website project.

For upcoming events, Villa Real Estate will be receiving the next Business Beautification Award at 5:30 p.m. on May 28 at the Villa office during a community grand opening and Chamber organized event.

f. Gateway Project (Svalstad)

Chairman Svalstad reported that the City has agreed to place this item as an additional budget item to be voted on by the City Council on May 26, 2015, and it has received some good press. The plans are about 60% finished. The timeline is to complete the plans in the next few months and break ground in January 2016. The project is expected to take several months to complete.

MOTION: Director Walker made a motion to approve the City of Newport Beach invoice MP 25000102 in the amount of \$50,000 as the BID's portion of the project's design services. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

Mr. Jim Mosher commented that the BID had previously contributed toward the project, and this was now an additional contribution. He wanted to clarify if more contributions still were contemplated.

**g. BID Project Updates
SUMMARY**

1. Tree Well Maintenance (Laidlaw): Vice Chairman Laidlaw reported that Pinnacle Landscape is moving forward with the last round of approved restoration work. The Board reviewed and discussed the \$3,385 bid for back flow inspection services.

MOTION: Director Walker made a motion to approve a transfer of \$3,385 from the Marguerite project budget to the landscaping budget for back flow inspection services. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

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

2. Parking Management Plan (Walker/Laidlaw): The Board further discussed a parking plan for the business district. It was discussed that the Board needs to identify specific plans for how to handle parking in the village "hotspots". Another point, in addition to those discussed at the town meeting, is that many residents in CdM village (unlike other strip centers such as the one at MacArthur / Bison) walk to the businesses in the Village. It was brought up that Director Lim had done a study of his customers and determined that more than 50% of his patrons do not use vehicles to travel to his restaurant. A comment was made that on the agenda for the upcoming Newport Beach Planning Commission was a private company asking to deploy a small fleet of six person electric golf carts that can be called by cell phone to drive persons around from businesses and residents on the Peninsula.

3. Revitalization and Maintenance Items (Laidlaw/Kianipur). The Board discussed maintenance of existing street furniture and proposed new items. Mr. Kianipur recommended a stainless steel plaque for the memorial bench at Sherman Gardens because it would hold up to the elements better. The cost of a 3"x6" plaque would be about \$65-\$75, including hardware, and the cost of a 5"x7" plaque would be about \$75-\$85, including hardware.

Mr. Laidlaw stated that Hanley Investment Group would like a bench in front of the new building that they are erecting at 3500 E. Coast Highway and asked it to be placed on the agenda for the next meeting.

h. Corona del Mar Chamber Report (Leonhard)

Ms. Leonhard reported that the Chamber had a very successful Networking Speaker Lunch at Fig and Olive with 85 people and a wait list. Mr. Gregg Schwenk from the Newport Beach Film Festival was the speaker. Cirque de Soliel is doing a private event at Fashion Island for the Film Festival opening night. The Chamber's concentration is on the Scenic 5K set for June 6, 2015. The upcoming GAC meeting speaker is Mr. Murdoch speaking on behalf of the City's water division. There is a pop up mixer at Port Restaurant April 28, 2015 from 5:30 p.m. – 7:30 p.m.

VI. 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.

VII. Public Comments on Non-Agenda Items

None.

VIII. Next Meeting

The next BID meeting is scheduled for May 28, 2015.

IX. Adjournment

MOTION: Director Walker made a motion to adjourn the meeting. Vice Chairman Laidlaw seconded the Motion.

The motion carried by the following roll call vote:

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

The meeting adjourned at 9:03 a.m.



NEWPORT BEACH

ITEM TITLE: Financial Report

ITEM SUMMARY:

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

RECOMMENDED ACTION:

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

ATTACHMENTS:

Description

[April 2015 Financial Reports](#)

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

05/08/15

Cash Basis

	Jul '14 - Jun 15	Budget
Ordinary Income/Expense		
Income		
City Matching Funds	20,000.00	20,000.00
Late Fees	999.06	
Member Assessment	95,188.50	106,000.00
Reimbursed Expenses	0.00	0.00
Total Income	116,187.56	126,000.00
Expense		
Bad Debt Expense-Finance Chgs	0.00	0.00
Bad Debt Expense-Assessments	0.00	0.00
6100 · Administration		
Toll Free Phone Line	0.00	500.00
Meeting Facilities	3,000.00	3,600.00
BID Administrator	1,838.69	0.00
Mailings	175.20	0.00
Bank Service Charges	35.26	600.00
6100 · Administration - Other	2,290.35	
Total 6100 · Administration	7,339.50	4,700.00
Improvements		
Street Furniture	3,348.70	0.00
Gateway-MacArthur & PCH	0.00	50,000.00
Marguerite Project	0.00	32,240.00
Street Improvements	9,973.00	
Total Improvements	13,321.70	82,240.00
Maintenance		
Other Repairs	0.00	2,000.00
Centennial Plaza		
Backflow Valve	1,755.00	5,385.00
Treewells	0.00	0.00
Total Centennial Plaza	1,755.00	5,385.00
Cleaning	0.00	0.00
Landscape	9,360.00	15,500.00
Street Furniture	6,929.33	4,000.00
Total Maintenance	18,044.33	26,885.00
6500 · Marketing		
6510 · Member Window Decals	0.00	1,200.00
Collateral/Brochure	1,533.60	1,600.00
Marketing Campaigns	390.00	0.00
Consulting	2,038.75	2,000.00
Directory	0.00	7,500.00
Website	1,500.00	15,000.00
6500 · Marketing - Other	581.25	
Total 6500 · Marketing	6,043.60	27,300.00
Outreach		
Marguerite Programs	337.50	2,000.00
Beautification Award	651.25	575.00
Contributions	0.00	500.00
Program Solicitations	227.50	
Memberships	0.00	0.00
Postage & Delivery	0.00	1,200.00
Printing /Copies	7,813.55	12,000.00
Public Relations		
Miscellaneous Programs	0.00	0.00
Public Relations - Other	198.75	
Total Public Relations	198.75	0.00
Outreach - Other	384.70	
Total Outreach	9,613.25	16,275.00

2:16 PM
05/08/15
Cash Basis

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

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>
Special Events		
Banner Program	4,390.28	6,200.00
Christmas Walk	3,500.00	3,500.00
Dolphins	337.11	600.00
Holiday Decor	20,889.12	24,500.00
Annual Meeting	747.97	600.00
Special Events - Other	65.00	
Total Special Events	<u>29,929.48</u>	<u>35,400.00</u>
Total Expense	<u>84,291.86</u>	<u>192,800.00</u>
Net Ordinary Income	31,895.70	-66,800.00
Other Income/Expense		
Other Income		
Carry Over from FY14	0.00	66,800.00
Other Income	0.00	0.00
Total Other Income	<u>0.00</u>	<u>66,800.00</u>
Net Other Income	<u>0.00</u>	<u>66,800.00</u>
Net Income	<u><u>31,895.70</u></u>	<u><u>0.00</u></u>

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

	<u>\$ Over Budget</u>
Ordinary Income/Expense	
Income	
City Matching Funds	0.00
Late Fees	
Member Assessment	-10,811.50
Reimbursed Expenses	0.00
Total Income	<u>-9,812.44</u>
Expense	
Bad Debt Expense-Finance Chgs	0.00
Bad Debt Expense-Assessments	0.00
6100 · Administration	
Toll Free Phone Line	-500.00
Meeting Facilities	-600.00
BID Administrator	1,838.69
Mailings	175.20
Bank Service Charges	-564.74
6100 · Administration - Other	
Total 6100 · Administration	<u>2,639.50</u>
Improvements	
Street Furniture	3,348.70
Gateway-MacArthur & PCH	-50,000.00
Marguerite Project	-32,240.00
Street Improvements	
Total Improvements	<u>-68,918.30</u>
Maintenance	
Other Repairs	-2,000.00
Centennial Plaza	
Backflow Valve	-3,630.00
Treewells	0.00
Total Centennial Plaza	<u>-3,630.00</u>
Cleaning	0.00
Landscape	-6,140.00
Street Furniture	2,929.33
Total Maintenance	<u>-8,840.67</u>
6500 · Marketing	
6510 · Member Window Decals	-1,200.00
Collateral/Brochure	-66.40
Marketing Campaigns	390.00
Consulting	38.75
Directory	-7,500.00
Website	-13,500.00
6500 · Marketing - Other	
Total 6500 · Marketing	<u>-21,256.40</u>
Outreach	
Marguerite Programs	-1,662.50
Beautification Award	76.25
Contributions	-500.00
Program Solicitations	
Memberships	0.00
Postage & Delivery	-1,200.00
Printing /Copies	-4,186.45
Public Relations	
Miscellaneous Programs	0.00
Public Relations - Other	
Total Public Relations	<u>198.75</u>
Outreach - Other	
Total Outreach	<u>-6,661.75</u>

2:16 PM
05/08/15
Cash Basis

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

	<u>\$ Over Budget</u>
Special Events	
Banner Program	-1,809.72
Christmas Walk	0.00
Dolphins	-262.89
Holiday Decor	-3,610.88
Annual Meeting	147.97
Special Events - Other	
Total Special Events	<u>-5,470.52</u>
Total Expense	<u>-108,508.14</u>
Net Ordinary Income	98,695.70
Other Income/Expense	
Other Income	
Carry Over from FY14	-66,800.00
Other Income	0.00
Total Other Income	<u>-66,800.00</u>
Net Other Income	<u>-66,800.00</u>
Net Income	<u><u>31,895.70</u></u>

2:12 PM
05/08/15
Cash Basis

Corona del Mar Business Improvement District
Balance Sheet
As of April 30, 2015

	<u>Apr 30, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	123,192.93
Total Checking/Savings	<u>123,222.93</u>
Accounts Receivable	
1200 · Accounts Receivable	
Bad DebtA/R	-50,196.14
1200 · Accounts Receivable - Other	-994.52
Total 1200 · Accounts Receivable	<u>-51,190.66</u>
Total Accounts Receivable	<u>-51,190.66</u>
Total Current Assets	<u>72,032.27</u>
TOTAL ASSETS	<u><u>72,032.27</u></u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	40,200.32
Net Income	31,831.95
Total Equity	<u>72,032.27</u>
TOTAL LIABILITIES & EQUITY	<u><u>72,032.27</u></u>