



Corona del Mar Business Improvement District

Board Meeting Agenda

100 Civic Center Dr., Corona del Mar Conference Room, Bay 1E
Regular Board Meeting
June 25, 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 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. Financial Report (Svalstad)

SUMMARY:

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

RECOMMENDED ACTION:

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

C. Contract Renewal for Marketing and Administrative Services

SUMMARY:

Board to review the Corona del Mar Chamber of Commerce's proposal for BID marketing and administrative services for FY 2015-16.

RECOMMENDED ACTION:

Board to approve the Chamber's proposal and recommend the City enter into an agreement with the Chamber for the FY 2015-16 BID marketing and administrative services.

D. Administration and Marketing Report (Leonhard)

SUMMARY:

1. Board of Directors to acknowledge retiring board members.
2. Update on production of the BID member window decals and brochures.

RECOMMENDED ACTION:

None

E. BID Project Updates

SUMMARY:

1. Gateway Project (Walker) - Intersection improvement project at MacArthur & East Coast Highway, project status update.
2. Marguerite & East Coast Highway (Svalstad) - Intersection landscape and hardscape improvement project, project status update.
3. Tree Well Maintenance (Laidlaw) - Tree well landscaping and irrigation, project status update.
4. Parking Management Plan (Walker/Laidlaw) - A parking plan and study for the Business District, status update.
5. News Rack Replacement Project - Status update on the changes to the City's news rack ordinance for the Corona del Mar area.
6. Revitalization/Maintenance Items (Laidlaw/Kianapur) - Maintenance of existing street furniture and proposed new items. Board to review and approve funds for a memorial bench plaque or sidewalk memorial concept for installation at Sherman Library & Gardens and discuss an ongoing memorial program.
7. Bike Rack Program - Board to review and approve relocating two bike racks (one from Union Bank and one from Christopher & Co.) to be installed in front of El Cholo Restaurant. Board to identify budget funds and recommend the City contract for the relocation.

RECOMMENDED ACTION:

Items 1 through 5 - None.

Item 6 - Board to approve funds for a memorial bench plaque or sidewalk treatment to be installed in front of Sherman Library & Gardens.

Item 7 - Board to review and approve funds to relocate two bike racks (one from Union Bank and one from Christopher & Co.) to be installed in front of El Cholo Restaurant.

F. CdM Chamber Report (Leonhard)

SUMMARY:

Corona del Mar Chamber of Commerce programs and community updates.

RECOMMENDED ACTION:

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

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 Minutes

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

RECOMMENDED ACTION: Board to approve the draft meeting minutes.

ATTACHMENTS:

Description

[Draft CdM BID May 28, 2015 Meeting Minutes](#)

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

**May 28, 2015, 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 7:31am.

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:

Mayor Edward Selich, Council Member Scott Peotter

BID Consultants:

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

Guests:

George Murdoch (City of Newport Beach), Jim Auger (City of Newport Beach), Michelle Peschel (CdM BID Member FY2015-16, Villa Real Estate), Scott LeFleur (CdM BID Member FY2015-16, Sherman Gardens), Jim Mosher and Danielle Rivas

III. Public Comments on Agenda Items

None

IV. Approval of Minutes

MOTION: Director Walker made a motion to approve the April 23, 2015 Board Minutes. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

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

Treasurer Palmer abstained because he was not present for the entire April 23, 2015 meeting.

V. Current Business

a. City Council Report: Mayor Selich reported that the City Council approved the BID budget and all the BID's nominated Directors for the next year's Corona del Mar BID Board. He also reported that construction on the pocket park should be breaking ground soon.

b. City Staff Report: Municipal Operations Co-Director George Murdoch presented an overview of the proposed street sweeping schedule. The goal was to reduce sweeping time at no additional cost. The following schedule was proposed:

- East Corona del Mar:** Mon. 8:30am – 12:30pm to be changed to 8:30am – 11:30am
Wed. 8:30am – 12:30pm to be changed to 8:30am – 11:30am
- North West Corona del Mar:** Tues. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
Wed. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
- South West Corona del Mar:** Mon. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm
Tues. 8:30am – 12:30pm to be changed to 9:30am – 12:30pm

Director Walker addressed that the first block of Carnation between East Coast Highway and Fourth Street is currently two ways but to be changed to one way with the new recently approved MacArthur vision plan. As such, as a one-way street, it would be more efficient to sweep that small section of Carnation on one day. Mr. Murdoch agreed and stated that he would look into implementing this suggested change.

The BID also addressed that 12:30pm sweeping in North West CDM prevents some lunchtime parking in the village, and it would be beneficial to change the time on the first block of the flower streets adjacent to East Coast Highway to 11:30am and sweep this area first. Mr. Murdoch stated that it is too confusing for parking hours to change on different blocks of the same street, and it would require the change for all of North West CDM to implement this time change. Mr. Murdoch said that it is not possible to do this without increasing the cost spent on street sweeping, something not currently being proposed. He stated that the times currently proposed are likely the best improvement that can be made within the existing staffing and budget.

- c. **Financial Report:** It was discussed that several changes to line items in maintenance, improvements and marketing need to be made. Member assessments have increased over \$3,000 since the budget was printed. Chairman Svalstad reported that he has called about fifteen (15) delinquent accounts and hopes \$10,000 more will come in.

MOTION: Treasurer Palmer made a motion to receive and file the financial report. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

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

d. Administration and Marketing Report (Linda Leonhard)

1. City Council approved the BID renewal and all the BID's nominated members for FY 2015-16.
2. BID brochures are being prepared in time to be sent out with July BID billing. The brochures will feature the recently approved MacArthur Gateway project.
3. The beautification award will be presented to Villa Realty tonight. The event will be catered, and there will be entertainment.
4. Request for additional bike racks was discussed. Ms. Leonhard will work with Mary Locey to get an inventory on bike racks and determine if an existing bike rack can be moved to a new location.
5. The Annual Corona del Mar Scenic 5k will be Saturday June 6, 2015. The BID will be there with materials. Director Dawson volunteered to man the BID booth from 7am – 9am, and Mr. Scott LeFleur volunteered to man the booth from 9am – 11am.

e. Gateway Project (Svalstad)

Chairman Svalstad reported that the Gateway Project was approved by City Council. The BID thanked Mayor Selich and Council Member Peotter for their help in securing this approval.

**f. BID Project Updates
SUMMARY**

1. Marguerite & East Coast Highway (Svalstad): Intersection landscape and hardscape improvement project.
 - a. Chairman Svalstad reported that he had been trying to communicate with Mr. Herman to get a final drawing to present at a community meeting. He stated that the updated plan is getting a very positive reception from the community.
2. Tree Well Maintenance (Laidlaw) – tree well landscaping and irrigation.
 - a. Vice Chairman Laidlaw reported that the last round of maintenance the BID Board approved exceeded the contract amount in place with Pinnacle Landscape Company. Pinnacle had completed the majority of the work when they were notified by a City representative to stop work until the contract was revised.

MOTION: Director Palmer made a motion to approve additional funds up to a maximum of \$4,500 to Pinnacle Landscape Company in excess of their contract amount and to amend the contract to provide for these additional funds. Vice Chairman Laidlaw seconded the Motion.

The motion carried by the following roll call vote:

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

3. Parking Management Plan (Walker/Laidlaw): Director Walker discussed a company, Parch Valet Parking, that allows guests to contact the valet when they are getting ready to leave so that the valet can bring their car to the front and they can be notified when it will be there. This allows guests to wait at the restaurant for the amount of time it takes the valet to retrieve their car. This would allow for a smooth central valet parking system in the Corona del Mar Business District. Director Laidlaw stated that the owner of the parking lot on Narcissus behind the new 3500 E. Coast Highway building might be amenable to a parking lot lease. The parking lot currently has twenty-eight (28) spaces and could probably hold approximately forty (40) cars valet parked.
4. Revitalization and Maintenance Items (Laidlaw/Kianipur).
 - a. Director Kianipur addressed memorial benches and stated that he found another vendor with bronze plaques to affix to benches. He is identifying how these can be mounted with the correct hardware.
 - b. The BID noted that they are still waiting on City Staff to change the News Rack Ordinance for Corona del Mar to allow for changes to the existing news racks.

g. Corona del Mar Chamber Report (Leonhard)

Ms. Leonhard reported that the Chamber is officially looking for additional storage in the village, approximately 10' x 20'. Citibank will be closing their doors this summer, and Amir Rugs (which vacated when ACE Hardware expanded) is coming back in town and taking Eva Varro's current location. Other new businesses coming soon include Hanley Investments, Waterpointe Homes, a yogurt shop, dress boutique and a bakery (Sweet Lady Janes). Francis Orr will be closing by the end of June. It was discussed that new businesses should be sent a welcome letter from the BID. Additionally, Ms. Leonhard will request that the City add emails to the City Business License pages.

The Chamber luncheon will be held on June 16, 2015 at Fig and Olive. The featured speaker is author John Humphrey of "Footsteps of the Fearless" who will discuss what is behind business industry leaders' success. Stay tuned for the GAC speaker that will be the second Thursday of June. The Annual Corona del Mar Scenic 5k is June 6, 2015.

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 June 25, 2015.

IX. Adjournment

MOTION: Director Walker made a motion to adjourn the meeting. Secretary Prause seconded the Motion.

The motion carried by the following roll call vote:

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

The meeting adjourned at 9:03am.



NEWPORT BEACH

ITEM TITLE: Financial Report (Svalstad)

ITEM SUMMARY:

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

RECOMMENDED ACTION:

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

CEQA Compliance:

ATTACHMENTS:

Description

[CdM BID Financials-May 2015](#)

3:35 PM
06/11/15
Cash Basis

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

	<u>May 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	30.00
Bank Balance	62,331.95
Total Checking/Savings	<u>62,361.95</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>11,171.29</u>
TOTAL ASSETS	<u>11,171.29</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	40,200.32
Net Income	-29,029.03
Total Equity	<u>11,171.29</u>
TOTAL LIABILITIES & EQUITY	<u>11,171.29</u>

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

06/11/15

Cash Basis

	Jul '14 - Jun 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
City Matching Funds	20,000.00	20,000.00	0.00
Late Fees	1,386.84		
Member Assessment	99,348.00	106,000.00	-6,652.00
Reimbursed Expenses	0.00	0.00	0.00
Total Income	120,734.84	126,000.00	-5,265.16
Expense			
Bad Debt Expense-Finance Chgs	0.00	0.00	0.00
Bad Debt Expense-Assessments	0.00	0.00	0.00
6100 · Administration			
Toll Free Phone Line	0.00	500.00	-500.00
Meeting Facilities	3,300.00	3,600.00	-300.00
BID Administrator	1,838.69	0.00	1,838.69
Mailings	361.45	0.00	361.45
Bank Service Charges	35.26	600.00	-564.74
6100 · Administration - Other	3,246.60		
Total 6100 · Administration	8,782.00	4,700.00	4,082.00
Improvements			
Street Furniture	3,348.70	0.00	3,348.70
Gateway-MacArthur & PCH	50,000.00	50,000.00	0.00
Marguerite Project	0.00	32,240.00	-32,240.00
Street Improvements	9,973.00		
Total Improvements	63,321.70	82,240.00	-18,918.30
Maintenance			
Other Repairs	0.00	2,000.00	-2,000.00
Centennial Plaza			
Backflow Valve	5,140.00	5,385.00	-245.00
Treewells	0.00	0.00	0.00
Total Centennial Plaza	5,140.00	5,385.00	-245.00
Cleaning	0.00	0.00	0.00
Landscape	12,635.00	15,500.00	-2,865.00
Street Furniture	6,929.33	4,000.00	2,929.33
Total Maintenance	24,704.33	26,885.00	-2,180.67
6500 · Marketing			
6510 · Member Window Decals	0.00	1,200.00	-1,200.00
Collateral/Brochure	1,533.60	1,600.00	-66.40
Marketing Campaigns	8,203.55	12,000.00	-3,796.45
Consulting	2,263.75	2,000.00	263.75
Directory	7,500.00	7,500.00	0.00
Website	1,650.00	15,000.00	-13,350.00
6500 · Marketing - Other	581.25		
Total 6500 · Marketing	21,732.15	39,300.00	-17,567.85
Outreach			
Marguerite Programs	337.50	2,000.00	-1,662.50
Beautification Award	782.50	575.00	207.50
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	0.00	0.00	0.00
Public Relations			
Miscellaneous Programs	0.00	0.00	0.00
Public Relations - Other	198.75		
Total Public Relations	198.75	0.00	198.75
Outreach - Other	384.70		
Total Outreach	1,930.95	4,275.00	-2,344.05

3:39 PM
 06/11/15
 Cash Basis

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

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Special Events			
Banner Program	4,390.28	6,200.00	-1,809.72
Christmas Walk	3,500.00	3,500.00	0.00
Dolphins	393.36	600.00	-206.64
Holiday Decor	20,889.12	24,500.00	-3,610.88
Annual Meeting	747.97	600.00	147.97
Special Events - Other	65.00		
Total Special Events	<u>29,985.73</u>	<u>35,400.00</u>	<u>-5,414.27</u>
Total Expense	<u>150,456.86</u>	<u>192,800.00</u>	<u>-42,343.14</u>
Net Ordinary Income	-29,722.02	-66,800.00	37,077.98
Other Income/Expense			
Other Income			
Carry Over from FY14	0.00	66,800.00	-66,800.00
Other Income	0.00	0.00	0.00
Total Other Income	<u>0.00</u>	<u>66,800.00</u>	<u>-66,800.00</u>
Net Other Income	<u>0.00</u>	<u>66,800.00</u>	<u>-66,800.00</u>
Net Income	<u><u>-29,722.02</u></u>	<u><u>0.00</u></u>	<u><u>-29,722.02</u></u>

3:34 PM

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

06/11/15

Cash Basis

Date	Source Name	Memo	Account	Paid Amount
Bank of America - V				
07/15/2014	Bank of America - V		Bank Service Charges	11.60
Total Bank of America - V				11.60
City of Newport Beach /Revenue				
05/08/2015	City of Newport Beach /Revenue	Corona Del Mar Entry Plaza/Gateway Design Services	Gateway-MacArthur & PCH	50,000.00
Total City of Newport Beach /Revenue				50,000.00
Corona Del Mar Chamber				
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 Servi...	Meeting Facilities	300.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	Website	150.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	Beautification Award	130.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	Dolphins	75.00
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	Consulting	206.25
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	6500 · Marketing	281.25
12/02/2014	Corona Del Mar Chamber	"Contingency"	Public Relations	112.50
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	Printing /Copies	131.25
12/02/2014	Corona Del Mar Chamber	September Contract for Professional Marketing Servi...	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 & Administrative ...	Meeting Facilities	300.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Website	150.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Beautification Award	130.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	6100 · Administration	546.60
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Consulting	150.00
01/08/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	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 - N...	Meeting Facilities	600.00
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - N...	Website	300.00
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - N...	6100 · Administration	712.50
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - N...	Consulting	150.00
01/28/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - N...	Dolphins	56.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Meeting Facilities	300.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Website	150.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	6100 · Administration	712.50
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Consulting	150.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Beautification Award	131.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Dolphins	56.25
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	6500 · Marketing	112.50
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Public Relations	30.00
03/03/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - J...	Printing /Copies	20.40
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	Meeting Facilities	300.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	Website	150.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	6100 · Administration	318.75
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	Consulting	150.00
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	6500 · Marketing	187.50
03/13/2015	Corona Del Mar Chamber	Professional Marketing & Administrative Services - F...	Annual Meeting	75.00
05/08/2015	Corona Del Mar Chamber	Contract for Professional Fees - 2015 CDM Business...	Directory	7,500.00
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Meeting Facilities	300.00
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	6100 · Administration	956.25
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Website	150.00
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Consulting	225.00

3:34 PM

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

06/11/15

Cash Basis

Date	Source Name	Memo	Account	Paid Amount
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Dolphins	56.25
05/27/2015	Corona Del Mar Chamber	Contract for Professional Marketing & Administrative ...	Beautification Award	131.25
Total Corona Del Mar Chamber				34,217.20
Costa Mesa Nut & Bolt				
08/14/2014	Costa Mesa Nut & Bolt	Bike Rack parts	Street Furniture	829.42
Total Costa Mesa Nut & Bolt				829.42
D.C. Drain & Cleaning				
05/08/2015	D.C. Drain & Cleaning	Backflow Testing Along PCH (22 Backflow Devices)	Backflow Valve	3,385.00
Total D.C. Drain & Cleaning				3,385.00
Deb Piridy				
01/08/2015	Deb Piridy	Reimbursement for Dolphin Program	Dolphins	25.86
Total Deb Piridy				25.86
Dekra - Lite				
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, Ins...	Holiday Decor	3,499.04
12/23/2014	Dekra - Lite	Refurbish DÃ©cor, LED Mini Lights, Labor, Installatio...	Holiday Decor	17,390.08
12/23/2014	Dekra - Lite	Labor, Installation, Removal & Storage of Assorted B...	Banner Program	2,959.80
Total Dekra - Lite				25,279.40
DERO				
08/04/2014	DERO	Bike Rakes	Street Improvements	9,973.00
Total DERO				9,973.00
J.M.Rabun Company				
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
Newport Mesa Powder Coating				
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
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
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
Pinnacle				
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
05/08/2015	Pinnacle	Monthly Landscape Service (March)	Landscape	1,040.00
05/08/2015	Pinnacle	Irrigation Repairs in Planters Along PCH	Landscape	155.00
05/12/2015	Pinnacle	Monthly Maintenance Services (April)	Landscape	1,040.00
Total Pinnacle				13,350.00
Whittaker & Company				
08/20/2014	Whittaker & Company	Postage for CDM BID assessment invoices	Mailings	175.20
Total Whittaker & Company				175.20
Willdan Financial Services				
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
TOTAL				149,206.95



NEWPORT BEACH

ITEM TITLE: Contract Renewal for Marketing and Administrative Services

ITEM SUMMARY: Board to review the Corona del Mar Chamber of Commerce's proposal for BID marketing and administrative services for FY 2015-16.

RECOMMENDED ACTION: Board to approve the Chamber's proposal and recommend the City enter into an agreement with the Chamber for the FY 2015-16 BID marketing and administrative services.

CEQA Compliance:

ATTACHMENTS:

Description

[CdM Chamber Proposal for FY 2015-16](#)

**PROPOSAL FOR
PROFESSIONAL MARKETING AND ADMINISTRATIVE SERVICES
(FY 2015/16)**

SUBMITTED TO: Corona del Mar Business Improvement District / City of Newport Beach
SUBMITTED BY: Linda Leonhard, Corona del Mar Chamber of Commerce

Consultant shall continue to provide Professional Marketing & Administrative Services to the City of Newport Beach for the Corona del Mar Business Improvement District (BID) for fiscal year 2015/16 commencing on July 1, 2015 through June 30, 2016.

SCOPE OF WORK & ANNUAL FEE PROPOSAL

MARKETING & COMMUNICATIONS

1. Facility Fees (Storage, Phone, Physical Address and Periodic Meeting Space).

Consultant will provide the BID with storage, phone services, physical address and periodic meeting space at its current location 2855 E. Coast Hwy. Suite 101, Corona del Mar.

Annual \$3,500

2. Marketing & Communications. Consultant shall provide the BID with Marketing & Communication Services for the following current BID programs.

2.1 Business Beautification Award Program

Consultant will manage the BID's bi-monthly Business Beautification Award Program by identifying business locations within the District who have renovated, remodeled or enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Consultant shall bring nominations to the BID Board for vote, order and incur costs for awards, notify the award recipients and coordinate community award presentation & ceremony.

Annual \$600

2.2 Coast Hwy Dolphin Topiary Program

Consultant will coordinate and store the seasonal decorations of the Dolphin Topiaries at the intersection of Marguerite and Coast Highway. Consultant shall coordinate volunteer committee schedules, forward budget requests, and coordinate trimming of Dolphin Topiaries.

Annual \$600

2.3 Website Hosting & Maintenance

Consultant will provide monthly website hosting on current website and keep current domain names and emails until further development takes place. Website development shall fall under separate fee.

Annual \$2,500

2.4 Social Media & Member Communications

Consultant will maintain the current Social Media Platform on Facebook, launch monthly campaigns and continue to promote through social media and its databases. Consultant will provide public email notifications and communications with BID Members, Board Members and the community at large in regards to BID/City projects and notices. Significant new campaign development to fall under contingency, Marketing Campaigns or separate agreement.

Annual \$2,500

2.5 Marketing Ad Campaigns & New Programs

Consultant will produce the CdM BID Holiday Newspaper Ad Campaign and manage new marketing programs as directed.

Annual \$12,000

2.6 Member Decals

Consultant shall produce member annual static window decals to be supplied to BID members upon assessment payment.

Annual \$1,200

- 2.7 Corona del Mar Business District Membership Directory**
 Consultant will produce a cooperative annual promotional publication called “The Directory” which markets the Corona del Mar Business District and lists all BID Members and their contact information. The Directory shall include a separate full page ad for pertinent information on the Corona del Mar BID and include the BID logo on the outside cover. The Directory shall be mailed and circulated to 10,000-12,000 households in Corona del Mar and portions of Newport Coast. Publication shall be circulated throughout the year at community events and strategic distribution points.
 Annual \$7,500.
- 2.8 Tri-fold Brochure**
 Consultant shall produce the BID’s annual informational brochure to be included in assessment billing and displayed within the community. Brochure will include project updates, accomplishments and annual goals in existing brochure layout. Complete rebranding shall fall under separate fee.
 Annual \$1600
- 2.9 PR - Special Event Outreach**
 Consultant will provide exhibit space at three (3) annual Corona del Mar Signature Events (Scenic 5K, Corona del Mar Christmas Walk, Annual Town Meeting) for the BID to communicate and share programs, collateral and PR announcements within the community. Costs include Tent, table, Linen & chairs, set-up and breakdown, coordination of materials.
 Annual \$600
- 3.0 BID Cooperative Sponsorship – Christmas Walk**
 Consultant will provide the BID with marketing and public relations services at the sponsored event called the Christmas Walk. In return for the cooperative sponsorship, Consultant shall recognize the BID logo on all marketing collateral associated with the event. Consultant will also provide and coordinate a tented promotional exhibit space and coordinate all BID marketing display collateral and volunteer staff.
 Annual \$3,500

ADMINISTRATION / CONSULTING & REPORTING

- 1. Administrative Liaison and General Administration**
 Consultant shall serve as liaison between the City’s BID Administrative Staff and Board Members with ongoing communication.
- 2. Meeting Agendas, Packets & Action Item Notices**
 Consultant shall prepare meeting agendas and associated documents for meeting packets for distribution at monthly Board Meetings and Sub-Committee meetings subject to the Brown Act. Consultant shall provide the City with a list of action items directly following each Board Meeting and follow-up with Board on project status.
- 3. Annual Report, Budgets & Priorities**
 Consultant shall prepare BID Annual Report, budget and track annual timeline of BID priorities such as board renewals, annual meetings and project timelines.
- 4. Annual Town Meeting Coordination**
 Consultant shall coordinate Annual Town Meeting to include: Median Banner Permits, Coordination of food / beverage / supplies. Consultant shall prepare invitation & mailing to BID members and assist with agenda. Includes coordination of BID Exhibit Set-up and promotional material. Development of new materials, posters, & reimburseable costs such as food/beverage etc. shall fall under contingency or separate agreement.
- 5. Consulting / Reporting & Follow-up Relating to Services**
 Consultant will attend the BID’s monthly Advisory Board Meetings and will report on Contract services performed. Consultant shall conduct follow-up communications and administration relating to services.

Items 1-5: Annual 18,100

NEW WEBSITE – (CONTENT DEVELOPMENT / PROJECT MANAGEMENT / CONSULTING)

Annual \$6,000

