



CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

Newport Beach & Company | 1600 Newport Center
Drive, Suite 120

January 21, 2015 9:30 AM

BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

Jim Walker, Chairman
Sheri Drewry, Vice Chairman
Thomas Giulioni, Treasurer
Alexandra Robinson, Secretary
Joe Campbell, Director
Stephen Joyce, Director
Dan Miller, Director
Cindy O' Shea, Director
Catherine Pavlos, Director
John Robinson, Director
Ronald Schwartz, Director

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 Committee. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Committee 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:

- 1 Review the draft September 24, 2014 meeting minutes.
- 1 Review the draft November 19, 2014 meeting minutes.

RECOMMENDED ACTION:

Approve the draft minutes from the September and November 2014 meetings.

V. CURRENT BUSINESS

A. BID Financial Reports - Thomas Giulioni

SUMMARY:

- 1 Discussion and analysis of the BID financials from November/December 2014 (Handout at meeting)
- 1 Update on past due accounts

RECOMMENDED ACTION:

Board to accept and file the November/December 2014 financials

B. President's Report

SUMMARY:

- 1 Strategic Plan Update

- 1 Membership Advisory Committee Update
- 1 Board Table for Mayor's Dinner on February 5, 2015
- 1 NBRA Annual Meeting March 25, 2015

RECOMMENDED ACTION:

Board to approve funds for a table at the Mayor's Dinner

C. Dine Newport Beach Restaurant Week

SUMMARY:

- 1 Marketing & Advertising
- 1 Social media Promotion
- 1 Public Relations

RECOMMENDED ACTION:

None

D. Marketing & Industry Update

SUMMARY:

- 1 Website
- 1 Restaurant Industry Update
- 1 Consumer & Stakeholder Communications

RECOMMENDED ACTION:

None

E. Guest Presentation

SUMMARY:

Steve Bender to present upcoming Newport Beach F&B Events:

- 1 Newport Beach Int'l Wine Competition
- 1 Kansas City BBQ Competition at the Newport "Beach" Party

RECOMMENDED ACTION:

None

VI. NBRA 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 agenda and non-agenda items generally considered to be within the subject matter jurisdiction of the Committee. Speakers must limit comments to 3 minutes. Before speaking, we invite, but do not require, you to state your name for the record. The Committee 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 NBRA BID is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the NBRA 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 NBRA BID and items not on the agenda but are within the subject matter jurisdiction of the NBRA BID . The NBRA 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 nbrabid@newportbeachca.gov.



NEWPORT BEACH

ITEM TITLE: Approval of Minutes

ITEM SUMMARY:

- 1 Review the draft September 24, 2014 meeting minutes.
- 1 Review the draft November 19, 2014 meeting minutes.

RECOMMENDED ACTION: Approve the draft minutes from the September and November 2014 meetings.

CEQA Compliance:

ATTACHMENTS:

Description

[November 19 Draft Meeting Minutes](#)

[September 24 Draft Meeting Minutes](#)



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes - November 19, 2014

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

I. CALL MEETING TO ORDER

President Walker called the meeting to order at 9:35 a.m.

II. ROLL CALL

Directors Present:

Jim Walker	The Bungalow Restaurant
Thomas Giulioni	Back Bay Bistro
John Robinson	Amelia's
Ronald Schwartz	Muldoon's Irish Pub
Sheri Drewry	Wilma's Patio
Dan Miller	Village Inn
Alexandra Robinson	Park Avenue Café
Joe Campbell	Ruby's Diner
Stephen Joyce	Newport Beach Tennis Club
Cathy Pavlos	Provenance

Quorum Achieved

Directors Absent:

Cindy O'Shea	Whole Foods Market & Back Bay Tavern
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BID Administrator Present:

Polly Peak, Marketing Consultant	Newport Beach & Company
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III. PUBLIC COMMENTS ON AGENDA ITEMS

None

IV. APPROVAL OF MINUTES

President Walker postponed approval of the meeting minutes from July 24, 2014, to next meeting.

V. CURRENT BUSINESS

A. BID Financial Reports for September/October 2014

- Director Giulioni reviewed the BID financials for the period ending October 31, 2014.

MOTION: Director Schwartz moved to accept and file the September/October financials. Director Campbell seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, Drewry, Miller, A. Robinson, Campbell, Joyce, Pavlos

B. President's Report

- President Walker provided an update on the where the NBRA is tracking with regards the NBRA Strategic Plan.
- President Walker and Director Miller reported on the Membership Advisory Committee progress. The group is looking at different ways to define the BID membership such as occupancy vs. employee numbers.
 - Directors Campbell and Joyce recommended establishing an Associate Membership for industry vendors (i.e. Sysco or Hornblower)
- The NBRA toll free number is no longer being used. and will be discontinued by the end of the year as planned.
- The city is setting up credit card processing for NBRA through TransFirst. Members will be able to pay their assessment fees and Restaurant week participation fees online using a credit card.
- The board discussed the Annual Membership Meeting in March, and provided ideas on structure and format for the meeting as follows:
 - Inviting the public for reception but only members for a pre-meeting.
 - Making sure the event will be cost proportionate.
 - Bringing a keynote speaker,
 - Bill Marvin from www.restaurantowner.com
 - Somebody on tour doing a cookbook signing
 - A selection of people from our community for a panel

C. Dine Newport Beach Restaurant Week

- Ms. Peak reported (35) restaurants have registered to participated, and (7) of those restaurants are past due on the NBRA fees. Goal is have a total of (70) restaurants involved in the event.
 - Ms. Peak announced that event will be funded only by the restaurant participation fees, grants for the event and event sponsorships.
 - Marketing budget for Restaurant Week is approximately \$45k - \$50k for 2015. Last year approximately \$65k-\$70k was spent for event marketing.
 - The new Restaurant Week ad campaign is called "Seize the Dish."
 - Ms. Peak reviewed the advertising, media and PR plan for the event.
 - A social media campaign will include an Instagram photo promotion .
 - Menus for participating restaurants are due December 12th.
 - The Restaurant Week portion of the website will launch December 15th.
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D. BID Marketing Report

- Ms. Peak reported that the new website has received two prestigious MarCom awards of excellence. One for design and one for the mobile site.
 - Ms. Peak provided the current website and social media channel metrics.
 - Updates on PR metrics, media highlights and coverage.
 - Updates on restaurant quarterly and monthly consumer newsletters.
 - CRA restaurant industry updates:
 - General discussion regarding minimum wage throughout California:
 - \$15/hr in San Francisco
 - \$11.50/hr in San Diego
 - \$13.25/hr in Los Angeles
 - Update on 2015 Food Events in Newport Beach
 - Taste of Balboa confirmed for March
 - Newport Beach Wine & Food Festival confirmed for October
 - Possible Fried Chicken Fest and a Sriracha Fest in 2015
 - Save the Date for the next NBRA BID Meeting – Wednesday, January 21, 2015 at 9:30am at Newport Beach & Company.
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VI. NBRA BID announcements or matters, which members would like placed on a future agenda for discussion, action or report (non-discussion items)

- Director Giulioni asked to have Steve Bender placed on the next agenda to speak about two new culinary events at The Dunes:
 - International Wine Festival on May 11, 2015
 - Kansas City BBQ Competition on June 24, 2015

VII. Public comments on non-agenda items

None

VIII. Adjournment

MOTION: President Walker moved to adjourn the meeting.
Director J. Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Giulioni, J. Robinson, Schwartz, Drewry, Miller, A. Robinson, Campbell, Joyce, Pavlos

The meeting adjourned at 10:40 a.m.

The next regular board meeting will be January 21, 2015.



**Newport Beach Restaurant Association (NBRA)
Board Meeting**

Wednesday, January 21, 2015 – 9:30 am

**Newport Beach & Co.
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660 949.467.2755**

Notice

The draft minutes from the September 24, 2014 NBRA meeting will be distributed at the meeting.



NEWPORT BEACH

ITEM TITLE: Guest Presentation

ITEM SUMMARY: Steve Bender to present upcoming Newport Beach F&B Events:

- 1 Newport Beach Int'l Wine Competition
- 1 Kansas City BBQ Competition at the Newport "Beach" Party

RECOMMENDED ACTION: None

CEQA Compliance: