



CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

1131 Back Bay Drive, Newport Beach, 92660
Annual Board Meeting at the Back Bay Bistro,
Newport Dunes Resort
March 25, 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 the Minutes

SUMMARY:

Review the draft meeting minutes from January 21, 2015 (handout at meeting).

RECOMMENDED ACTION:

Board to approve the draft minutes from the January 21, 2015 meeting

V. CURRENT BUSINESS

A. BID Financial Reports (Giulioni)

SUMMARY:

1. Discussion and analysis of the BID financials for January and February 2015.
2. Restaurant Week financial overview

RECOMMENDED ACTION:

1. Board to accept and file the BID financials for January and February 2015.
2. None

B. President's Report (Walker)

SUMMARY:

- 1 Strategic plan update

- 1 Membership Advisory Committee update
- 1 Board member application process

RECOMMENDED ACTION:

None

C. Marketing and Industry Update (Peak)

SUMMARY:

- 1 Dine Newport Beach Restaurant Week recap report
- 1 Website update
- 1 Public relations update
- 1 Consumer & stakeholder communications

RECOMMENDED ACTION:

None

D. Annual Report (Walker / Peak)

SUMMARY:

- 1 Proposed FY 2014-15 Annual Report (handout at meeting)
- 1 Proposed FY 2015-16 Annual Plan (handout at meeting)
- 1 Proposed FY 2015-16 Budget (handout at meeting)

RECOMMENDED ACTION:

Board to approve the proposed FY 2014-15 Annual Report, FY 2015-16 Annual Plan and the FY 2015-16 Budget for submittal to the City Council.

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 the Minutes

ITEM SUMMARY: Review the draft meeting minutes from January 21, 2015 (handout at meeting).

RECOMMENDED ACTION: Board to approve the draft minutes from the January 21, 2015 meeting

CEQA Compliance:



NEWPORT BEACH

ITEM TITLE: BID Financial Reports (Giulioni)

ITEM SUMMARY:

1. Discussion and analysis of the BID financials for January and February 2015.
2. Restaurant Week financial overview

RECOMMENDED ACTION:

1. Board to accept and file the BID financials for January and February 2015.
2. None

CEQA Compliance:

ATTACHMENTS:

Description

[NBRA BID Financial Reports for January & February 2015](#)

Restaurant Association Business Improvement District
Balance Sheet
 As of February 28, 2015

	Feb 28, 15
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-1,016.04
1010 · Bank Balance	85,769.87
Total Checking/Savings	84,753.83
Accounts Receivable	
1310 · Accounts Receivable	
Bad Debt A/R	-9,055.17
1310 · Accounts Receivable - Other	-5,384.27
Total 1310 · Accounts Receivable	-14,439.44
Total Accounts Receivable	-14,439.44
Other Current Assets	
1320 · Undeposited Funds	-400.00
1400 · Receivable - Riot Creative Imag	500.00
1410 · Receivable - RW Sponsorship	1,500.00
1420 · Receivable - RW Participation	1,317.60
Total Other Current Assets	2,917.60
Total Current Assets	73,231.99
Other Assets	
AR Clearing	-1,929.96
Total Other Assets	-1,929.96
TOTAL ASSETS	71,302.03
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	-1,000.00
Total Accounts Payable	-1,000.00
Total Current Liabilities	-1,000.00
Total Liabilities	-1,000.00
Equity	
3900 · Retained Earnings	18,406.30
Net Income	53,895.73
Total Equity	72,302.03
TOTAL LIABILITIES & EQUITY	71,302.03

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 03/10/15
 Cash Basis

Restaurant Association Business Improvement District Profit & Loss January through February 2015

	Jan - Feb 15
Ordinary Income/Expense	
Income	
4000 · NBRA Income	
4010 · Member Assessment	2,793.37
4015 · Late Fees	-2,887.33
Total 4000 · NBRA Income	-93.96
4500 · NBRW Income	
4520 · Restaurant Week Event Participation	11,337.80
Total 4520 · Restaurant Week	11,337.80
Total 4500 · NBRW Income	11,337.80
Total Income	11,243.84
Gross Profit	11,243.84
Expense	
6000 NBRA Expenses	
6170 Media Advertising Campaign	3,706.72
6190 Website Database Maintenen	28.34
6230 Phone Reservation System	202.68
6240 Public Relations	3,385.79
6290 Marketing Consultation	6,000.00
6310 Operational Reimbursement	1,206.75
6350 · Bank Service Charges	16.04
Total 6000 NBRA Expenses	14,546.32
7000 NBRW Expenses	
7100 Campaign Marketing Expense	31,570.10
7150 Campaign Operational expe	3,200.00
Total 7000 NBRW Expenses	34,770.10
8000 Prior Year Expense	
Bad Debt(Assessment Write-off)	-11,037.62
Bad Debt(Finance Chg Write-off)	-9,230.83
Total 8000 Prior Year Expense	-20,268.45
Total Expense	29,047.97
Net Ordinary Income	-17,804.13
Net Income	-17,804.13

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Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 02/28/2015

	<u>Feb 28, 15</u>
Beginning Balance	99,542.76
Cleared Transactions	
Checks and Payments - 10 items	-49,575.88
Deposits and Credits - 16 items	21,791.54
Total Cleared Transactions	<u>-27,784.34</u>
Cleared Balance	<u><u>71,758.42</u></u>
Uncleared Transactions	
Checks and Payments - 2 items	-731.50
Deposits and Credits - 9 items	14,742.95
Total Uncleared Transactions	<u>14,011.45</u>
Register Balance as of 02/28/2015	<u><u>85,769.87</u></u>
New Transactions	
Deposits and Credits - 2 items	1,597.00
Total New Transactions	<u>1,597.00</u>
Ending Balance	<u><u>87,366.87</u></u>

Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 02/28/2015

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						99,542.76
Cleared Transactions						
Checks and Payments - 10 items						
General Journal	01/08/2015	AJE13		X	-13,227.60	-13,227.60
General Journal	01/09/2015	AJE14		X	-5,000.00	-18,227.60
General Journal	01/15/2015	AJE15		X	-16.04	-18,243.64
General Journal	01/23/2015	AJE27		X	-6,270.00	-24,513.64
General Journal	01/28/2015	AJE28		X	-6,549.00	-31,062.64
General Journal	02/04/2015	AJE29		X	-2,795.00	-33,857.64
General Journal	02/09/2015	AJE31		X	-12,468.60	-46,326.24
General Journal	02/24/2015	AJE32		X	-1,202.68	-47,528.92
General Journal	02/26/2015	AJE34		X	-1,787.50	-49,316.42
General Journal	02/27/2015	AJE26		X	-259.46	-49,575.88
Total Checks and Payments					-49,575.88	-49,575.88
Deposits and Credits - 16 items						
General Journal	01/01/2015	AJE18		X	758.75	758.75
General Journal	01/01/2015	AJE18		X	1,900.00	2,658.75
Deposit	01/19/2015			X	1,466.00	4,124.75
Deposit	01/21/2015			X	570.00	4,694.75
Deposit	01/22/2015			X	729.00	5,423.75
Deposit	01/26/2015			X	1,084.75	6,508.50
Deposit	01/26/2015			X	5,350.00	11,858.50
Deposit	01/27/2015			X	1,132.00	12,990.50
Deposit	01/28/2015			X	360.00	13,350.50
Deposit	01/29/2015			X	622.00	13,972.50
Deposit	02/02/2015			X	3,244.00	17,216.50
Deposit	02/03/2015			X	1,446.00	18,662.50
General Journal	02/04/2015	AJE30		X	16.04	18,678.54
Deposit	02/06/2015			X	63.00	18,741.54
Deposit	02/13/2015			X	2,050.00	20,791.54
General Journal	02/26/2015	AJE33		X	1,000.00	21,791.54
Total Deposits and Credits					21,791.54	21,791.54
Total Cleared Transactions					-27,784.34	-27,784.34
Cleared Balance					-27,784.34	71,758.42
Uncleared Transactions						
Checks and Payments - 2 items						
General Journal	08/05/2014	FC14...			-331.50	-331.50
Sales Receipt	11/18/2014	1	Bistro Le Crillon		-400.00	-731.50
Total Checks and Payments					-731.50	-731.50
Deposits and Credits - 9 items						
General Journal	08/05/2014	FC14...			1,558.45	1,558.45
General Journal	11/18/2014	AJE2	Bistro Le Crillon		800.00	2,358.45
Deposit	02/09/2015				4,055.00	6,413.45
Deposit	02/10/2015				285.00	6,698.45
Deposit	02/17/2015				1,351.25	8,049.70
Deposit	02/23/2015				55.00	8,104.70
Deposit	02/25/2015				3,500.00	11,604.70
Deposit	02/26/2015				2,554.25	14,158.95
Deposit	02/27/2015				584.00	14,742.95
Total Deposits and Credits					14,742.95	14,742.95
Total Uncleared Transactions					14,011.45	14,011.45
Register Balance as of 02/28/2015					-13,772.89	85,769.87
New Transactions						
Deposits and Credits - 2 items						
Deposit	03/03/2015				935.00	935.00
Deposit	03/05/2015				662.00	1,597.00
Total Deposits and Credits					1,597.00	1,597.00
Total New Transactions					1,597.00	1,597.00

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Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 02/28/2015

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Clr</u>	<u>Amount</u>	<u>Balance</u>
Ending Balance					<u>-12,175.89</u>	<u>87,366.87</u>

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Restaurant Association Business Improvement District

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Expenses by Vendor Detail

Cash Basis

July 2014 through February 2015

Date	Source Name	Memo	Account	Paid Amount
AAA Flag & Banner Mfg. Co., Inc.				
02/09/2015	AAA Flag & Banner Mfg. Co., Inc.	Street Pole Banners	7100 Campaign Marketing E...	8,283.60
Total AAA Flag & Banner Mfg. Co., Inc.				8,283.60
Adsavvy, Inc.				
02/04/2015	Adsavvy, Inc.	Distribution of NBRA marketing...	7100 Campaign Marketing E...	1,000.00
Total Adsavvy, Inc.				1,000.00
Bank of America				
01/15/2015	Bank of America	Bank Service Charge	6350 · Bank Service Charges	16.04
Total Bank of America				16.04
California Restaurant Association				
10/24/2014	California Restaurant Association	ASDUES09/01/2014 to 08/31/2...	6240 Public Relations	300.00
Total California Restaurant Association				300.00
CBS Radio				
01/09/2015	CBS Radio	Restaurant Week On-Air Prom...	7100 Campaign Marketing E...	5,000.00
Total CBS Radio				5,000.00
Corona del Mar BID				
07/15/2014	Corona del Mar BID	transfer member pmt to NBRA ...	Suspense	331.50
Total Corona del Mar BID				331.50
Dining Out				
09/11/2014	Dining Out	Summer/Fall 2014 DiningOut ...	6170 Media Advertising Cam...	9,000.00
01/23/2015	Dining Out	Full Page Ad	7100 Campaign Marketing E...	2,000.00
Total Dining Out				11,000.00
Firebrand Media, LLC				
02/04/2015	Firebrand Media, LLC	Advertising and promo card ins...	7100 Campaign Marketing E...	1,795.00
02/09/2015	Firebrand Media, LLC	Advertising inserts in Laguna B...	7100 Campaign Marketing E...	1,630.00
02/09/2015	Firebrand Media, LLC	E-Newsletter Blasts	7100 Campaign Marketing E...	75.00
02/09/2015	Firebrand Media, LLC	Advertising inserts in Newport ...	7100 Campaign Marketing E...	1,930.00
Total Firebrand Media, LLC				5,430.00
Golden Communications, Inc.				
07/17/2014	Golden Communications, Inc.	June	6190 Website Database Mai...	169.00
10/29/2014	Golden Communications, Inc.	Monthly Maintenance / Adminis...	6190 Website Database Mai...	169.00
10/29/2014	Golden Communications, Inc.	Monthly Maintenance / Adminis...	6190 Website Database Mai...	169.00
Total Golden Communications, Inc.				507.00
Locale Magazine				
01/28/2015	Locale Magazine	Full Page Ad, Side Banner Ad, ...	7100 Campaign Marketing E...	2,499.00
Total Locale Magazine				2,499.00
Los Angeles Times				
01/23/2015	Los Angeles Times	Full Page Ad	7100 Campaign Marketing E...	1,520.00
Total Los Angeles Times				1,520.00
Marinella Len				
02/26/2015	Marinella Len	Design, Revisions, Production, ...	7100 Campaign Marketing E...	1,787.50
Total Marinella Len				1,787.50
Michelle St. Amour				
02/24/2015	Michelle St. Amour	Restaurant Recruitment for 20...	7150 Campaign Operational...	1,000.00
Total Michelle St. Amour				1,000.00
Newport Beach & Company				
08/04/2014	Newport Beach & Company	Polly Peak Consulting	6290 Marketing Consultation	5,000.00
08/04/2014	Newport Beach & Company	Marketing agency fee	6290 Marketing Consultation	1,000.00
08/04/2014	Newport Beach & Company	Operating Expenses	6310 Operational Reimburse...	776.46
08/04/2014	Newport Beach & Company	Liability Insurance	6310 Operational Reimburse...	142.30
09/26/2014	Newport Beach & Company	Polly Peak Consulting	6290 Marketing Consultation	5,000.00
09/26/2014	Newport Beach & Company	Marketing agency fee	6290 Marketing Consultation	1,000.00
09/26/2014	Newport Beach & Company	Operating Expenses	6310 Operational Reimburse...	776.46
09/26/2014	Newport Beach & Company	Liability Insurance	6310 Operational Reimburse...	142.30
12/02/2014	Newport Beach & Company	Polly Peak Consulting	6290 Marketing Consultation	5,000.00
12/02/2014	Newport Beach & Company	Marketing agency fee	6290 Marketing Consultation	1,000.00
12/02/2014	Newport Beach & Company	Operating Expenses	6310 Operational Reimburse...	776.46
12/02/2014	Newport Beach & Company	Liability Insurance	6310 Operational Reimburse...	142.30
12/02/2014	Newport Beach & Company	Polly Peak Consulting	6290 Marketing Consultation	5,000.00
12/02/2014	Newport Beach & Company	Marketing agency fee	6290 Marketing Consultation	1,000.00
12/02/2014	Newport Beach & Company	Operating Expenses	6310 Operational Reimburse...	776.46
12/02/2014	Newport Beach & Company	Liability Insurance	6310 Operational Reimburse...	142.30
12/02/2014	Newport Beach & Company	Polly Peak Consulting	6290 Marketing Consultation	5,000.00
12/02/2014	Newport Beach & Company	Marketing agency fee	6290 Marketing Consultation	1,000.00
12/02/2014	Newport Beach & Company	Operating Expenses	6310 Operational Reimburse...	776.46

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Cash Basis

Restaurant Association Business Improvement District
Expenses by Vendor Detail
 July 2014 through February 2015

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
12/02/2014	Newport Beach & Company	Liability Insurance	6310 Operational Reimburse...	142.30
12/23/2014	Newport Beach & Company	Marketing Director Fee, Market...	6290 Marketing Consultation	5,000.00
12/23/2014	Newport Beach & Company	Marketing Director Fee, Market...	6290 Marketing Consultation	1,000.00
12/23/2014	Newport Beach & Company	Marketing Director Fee, Market...	6310 Operational Reimburse...	776.46
12/23/2014	Newport Beach & Company	Marketing Director Fee, Market...	6310 Operational Reimburse...	142.30
01/08/2015	Newport Beach & Company	Marketing Director Fee, Market...	6290 Marketing Consultation	5,000.00
01/08/2015	Newport Beach & Company	Marketing Director Fee, Market...	6290 Marketing Consultation	1,000.00
01/08/2015	Newport Beach & Company	Marketing Director Fee, Market...	6310 Operational Reimburse...	776.46
01/08/2015	Newport Beach & Company	Marketing Director Fee, Market...	6310 Operational Reimburse...	142.30
01/08/2015	Newport Beach & Company	Dine NB Launch Event, Dine N...	6170 Media Advertising Cam...	3,706.72
01/08/2015	Newport Beach & Company	Dine NB Launch Event, Dine N...	6240 Public Relations	2,285.79
01/08/2015	Newport Beach & Company	Dine NB Launch Event, Dine N...	6310 Operational Reimburse...	138.92
01/08/2015	Newport Beach & Company	Dine NB Launch Event, Dine N...	6190 Website Database Mai...	28.34
01/08/2015	Newport Beach & Company	Dine NB Launch Event, Dine N...	6310 Operational Reimburse...	149.07
Total Newport Beach & Company				54,740.16
Noble Studios				
09/30/2014	Noble Studios	NBRA Website Design	6180 Website Development	23,000.00
Total Noble Studios				23,000.00
Orange Coast Magazine				
01/23/2015	Orange Coast Magazine	Full Page Color Ad	7100 Campaign Marketing E...	2,750.00
Total Orange Coast Magazine				2,750.00
Riviera Magazine/Modern Luxury				
01/28/2015	Riviera Magazine/Modern Luxury	Riviera - Orange County - Janu...	7100 Campaign Marketing E...	1,300.00
Total Riviera Magazine/Modern Luxury				1,300.00
Speak Up Newport				
01/28/2015	Speak Up Newport	Table for 10 at Mayor's Dinner	6240 Public Relations	1,100.00
Total Speak Up Newport				1,100.00
Sprint				
02/24/2015	Sprint	Outstanding Phone Bill	6230 Phone Reservation Sys...	202.68
Total Sprint				202.68
Vertical Marketing Network, LLC				
01/28/2015	Vertical Marketing Network, LLC	Share the Dish Rules Develop...	7150 Campaign Operational...	1,650.00
02/09/2015	Vertical Marketing Network, LLC	Share the Dish Rules Develop...	7150 Campaign Operational...	550.00
Total Vertical Marketing Network, LLC				2,200.00
TOTAL				123,967.48