



CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

1600 Newport Center Drive, Suite 120, 92660
SPECIAL MEETING
April 22, 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:

Review the draft minutes from the March 25, 2015 meeting.

RECOMMENDED ACTION:

Board to approve the draft meeting minutes.

V. CURRENT BUSINESS

A. President's Report (Jim Walker)

SUMMARY:

Membership Advisory Committee Update

RECOMMENDED ACTION:

None

B. Board of Directors Nominees (Polly Peak)

SUMMARY:

Review the applications for the fiscal year 2015-2016 NBRA BID Board of Directors

RECOMMENDED ACTION:

Board to recommend for City Council appointment of up to 11 nominees to serve on the NBRA BID

Board of Directors for fiscal year 2015-2016.

C. Annual Marketing & Administration Contract (Jim Walker)

SUMMARY:

Review the marketing, public relations and BID administration proposal from Newport Beach & Company for fiscal year 2015-2016 services.

RECOMMENDED ACTION:

Board to review and recommend the City enter into an agreement with Newport Beach & Company for the fiscal year 2015-2016 NBRA BID marketing and administration services.

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 Mintues

ITEM SUMMARY: Review the draft minutes from the March 25, 2015 meeting.

RECOMMENDED ACTION: Board to approve the draft meeting minutes.

CEQA Compliance:

ATTACHMENTS:

Description

[Draft Meeting Minutes from March 25](#)



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes – March 25, 2015

**Back Bay Bistro at The Newport Dunes Resort
1131 Back Bay Drive
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

President Walker called the meeting to order at 9:41 a.m.

II. ROLL CALL

Directors Present:

Jim Walker
Thomas Giulioni
John Robinson
Ronald Schwartz
Alexandra Robinson
Joe Campbell
Sheri Drewry
Stephen Joyce

The Bungalow Restaurant
Back Bay Bistro
Amelia's
Muldoon's Irish Pub
Park Avenue Café
Ruby's Diner
Wilma's Patio
Newport Beach Tennis Club

Quorum Achieved

Directors Absent:

Dan Miller
Cindy O'Shea
Cathy Pavlos

Village Inn
Whole Foods Market & Back Bay Tavern
Provenance

BID Administrator Present:

Polly Peak, Marketing Consultant

Newport Beach & Company

City Representative Present:

Mary Locey, Public Information Specialist

City of Newport Beach

Guests Present:

Chris Trela

Newport Beach Independent

III. PUBLIC COMMENTS ON AGENDA ITEMS

IV. APPROVAL OF MINUTES

President Walker requested a motion to approve the minutes from the January 21, 2015, meeting.

MOTION: Director Giulioni moved to approve the minutes from the January 21, 2015 Board meeting. Director Campbell seconded the motion.

The motion carried by the following vote:

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

V. CURRENT BUSINESS

A. BID FINANCIAL REPORTS

- Director Giulioni reviewed the BID financials for the period ending February 2015.
- Ms. Peak presented a financial overview of the Restaurant Week event.

MOTION: Director Giulioni moved to accept and file the January/February financials. Director Schwartz seconded the motion.

The motion carried by the following vote:

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

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 Giulioni reported on the Membership Advisory Committee progress.
 - The City will send out a survey letter to all members requesting more information about the business such as category, number of employees, occupancy, etc.
 - Ms. Locey will forward the final draft of the survey letter to the city attorney's office for approval before sending it out to the membership.
 - The survey will also include a deadline and information about the benefits of the membership with NBRA.
 - The survey will be deployed by mail, email and will be available to be completed online.
 - Phase two of the survey will include personal outreach to restaurants for the requested information.
- President Walker and Ms. Locey reviewed the Board Member Application Process. The deadline to re-apply for the NBRA Board of Directors is April 1, 2015.
- There will be a special NBRA Board Meeting scheduled for April 22, 2015, to vote on board applications.
- President Walker raised the issue of funding for the NBRA BID.
 - With the expenses needed to run and administer the BID, the current funding model allocates less than \$50,000 for actual marketing and advertising.

- President Walker suggested that the NBRA BID request more funding from the city and develop a plan on how the BID would utilize the additional funding.
- President Walker will meet with Gary Sherwin and Ms. Peak to develop a proposed plan for additional funding for the NBRA BID in order to provide increased marketing and promotion for Newport Beach restaurants.

C. MARKETING & INDUSTRY UPDATE

- Ms. Peak presented a recap on Dine Newport Beach Restaurant Week.
 - Marketing & PR campaign generated over 55 million impressions and had a total media value of over \$500,000.
 - OpenTable reported an 106% increase in diners year over year.
 - Restaurant Week generated \$4.67 million in consumer spending.
- Ms. Peak provided updates on the following:
 - February, March and Easter restaurant promotions
 - DineNB.com website and social media channel metrics and goals
 - PR and communications metrics and goals
 - Stakeholder and consumer communications
- Industry updates:
 - CRA Lobby Day on Tuesday, April 7, 2015
 - NRA Show May 16-19, 2015

D. ANNUAL REPORT

- Ms. Peak reviewed the draft 2014-2015 Annual Report, the draft 2015-2016 Annual Plan and the proposed 2015-2016 Operating Budget.

MOTION: Director Giulioni moved to approve the NBRA BID 2014-2015 Annual Report and 2015-2016 Annual Plan and to submit it to City Council for approval. Director Walker seconded the motion.

The motion carried by the following vote:

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

MOTION: Director Drewry moved to approve the NBRA BID 2015-2016 Operating Budget and to submit it to City Council for approval. Director J. Robinson seconded the motion.

The motion carried by the following vote:

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

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 reported on the upcoming Celebrate Community event happening June 26-28, 2015, and will send out more detailed information about the event to the Board.
- Ms. Locey will email information about re-applying for the NBRA BID Board.

- Ms. Locey reminded the board that to renew the NBRA BID there will be an intent to renew with City Council on May 12 and a public hearing on May 26, 2015.

VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Mr. Trela commented that he has had a far better experience working with Newport Beach & Company on NBRA promotions and events than in previous years.

VIII. ADJOURNMENT

The meeting adjourned at 11:07 a.m.

The next board meeting will be Wednesday, April 22, 2015 at 9:30am.

Draft



NEWPORT BEACH

ITEM TITLE: Board of Directors Nominees (Polly Peak)

ITEM SUMMARY: Review the applications for the fiscal year 2015-2016 NBRA BID Board of Directors

RECOMMENDED ACTION: Board to recommend for City Council appointment of up to 11 nominees to serve on the NBRA BID Board of Directors for fiscal year 2015-2016.

ATTACHMENTS:

Description

[Applications for the NBRA BID FY 2014-15 Board of Directors](#)

Submit by Email

Print Form

APPLICATION FOR APPOINTIVE POSITION

RECEIVED

2015 APR -1 PM 3: 40

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 _____

OFFICE OF
THE CITY CLERK
CITY OF NEWPORT BEACH

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 (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)

Residence Address (required): Cell phone: 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.

i do not posses any conflict for any financial interest from serving on this board

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
Hotel MANAGEMENT SCHOOL			1998

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
MISERICORDIA of MANTECATINI	AMBULANCE SERVICE	1997-2002

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
CANALETTO RIST.	RESTAURANT	G.M.	2011 PRESENT
PATINA GROUP	RESTAURANT.	MANAGER	2009-2011

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

- Name Address Phone No.
- 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 over (15) years working as both a culinary professional and general manager at canaletto ristorante in newport beach. I am very active and desire to be more active within our community serving on the NBRA 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

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:
(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)

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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
Orange Coast College			1974
University of the Pacific	Chemistry		1976

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
OC Burn Assn	Boardmember	1985

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
Rubys Diners Inc	Restaurant	Owner	1982 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 better serve the restaurant guests who frequent the area and to help Newport Beach remain a top choice for our residences and visitors

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 SUBMITT

Signature  Date

Submit by Email

Print Form

APPLICATION FOR APPOINTIVE POSITION

2014 MAR 18 AM 8:55

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

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Residence District No. _____

Verified by _____

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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
Glendale Community College	under-grad	none	1980

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
NBRA BID	Vice-President	2003-2005
NBRA BID	President	2009-2012
Balboa Island BID	President	2004-2013
Balboa Island Merchant's Association	President	2013-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
Wilma's Patio Restaurant, Inc.	Restaurant	Owner	2012-Present
Wilma's Patio Restaurant, Inc	Restaurant	General Manager	1983-2012

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.

I have been involved with the NBRA BID and Balboa Island BID, Balboa Island Merchant's association for many years. I feel it is very important to be involved. It is a privilege to serve and it is important for my business as well.

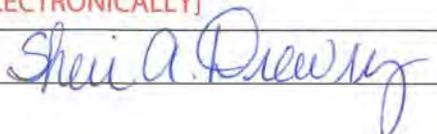
I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]



Signature

Sheri A. Drewry



Date

3/14/2014

Submit by Email

Print Form

APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

Residence District No. _____

Verified by _____

2014 MAR -5 PM 4:29

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CITY OF NEWPORT BEACH

CITY OF NEWPORT BEACH

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Newport Beach, CA 92660
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Fax (949) 644-3039

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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
University of Colorado, Boulder	History		1979
University of Connecticut, Storrs	History	BA	1981
University of Bridgeport, Bridgeport, CT	Law	JD	1983

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
Newport Beach Tennis Club	Tennis Club	Owner	10/99 - 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 believe that my knowledge of the restaurants in Newport Beach and my being a real estate attorney would lend to successfully serving on this 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

Apr 5, 2014

RECEIVED
APPLICATION FOR APPOINTEE POSITION

Submit by Email

Print Form

FOR OFFICE USE ONLY
Residence District No. 6
Verified by WR

2015 APR -9 PM 12: 40

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CITY OF NEWPORT BEACH

CITY OF NEWPORT BEACH

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

I am a business and commercial property owner in the city. I don't think that it will be a conflict. However, I do own 3 restaurants and bars in Newport Beach.

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
University Of Southern California	Masters in Business Admin.	MBA	2000
University of Southern California	Business Entrepreneurship	BS	1996

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
Owner and Operator of My Restaurants Group	Restaurants and Bars	Owner/Operator	January 1996 to Pres.

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.

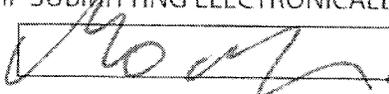
I am an owner and operator of 8 different restaurants and bars throughout Orange County (3 of which are located in Newport Beach). I could bring a unique "hands on" experience to the board. I not only am an owner and operator, but I also have an MBA in Business Finance.

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

APPLICATION FOR APPOINTIVE POSITION

Submit by Email

Print Form

FOR OFFICE USE ONLY

Residence District No. _____

Verified by _____

2015 APR -1 PM 3:40

RECEIVED
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: (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
Ecole hotelière de Rouen	Hotel Restaurant	professional	1978

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Chambre Rest		12 years
Escfca		10 years
CMAA		16 years

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
NEWPORT DUNES	RESORT	EXEC CHIEF	2013-14
St Francis Yacht Club	Yacht Club	" "	2010-13
Center Club	city club	" "	1988-2005

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

- Name THOMAS GIULIONI Address [REDACTED] Phone No. [REDACTED]
- Name ANDY THEODOROU Address [REDACTED] Phone No. [REDACTED]

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.

30 years Culinary Professional

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

[Signature]

Date

MARCH 31 2015

APPLICATION FOR APPOINTIVE POSITION

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2014 MAR 20 AM 8:09

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

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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)

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None

University of Phoenix	Business	MBA	2006
St. Mary's College of CA	Psychology	BS	2001

Balboa Island Merchant Association	Secretary	06/12-current

Occupational History. Begin with your present or most recent position. List all positions separately held for the last five years.

CLK Island Properties	Restaurant	COO	12/11-Present
Montage Resorts LLC	Hospitality	General Manager	04/09-12/11
La Casa del Camino	Hospitality	F/B Director	06/09-12/09
P.F. Chang's China Bistro	Restaurants	Operating Partner	11/05-05/09

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 NBRA represents a unique and passionate group of restauranteurs/hospitality professionals who believe in developing the community as well as their own personal business interests. This passion aligns with my personal focus on fostering development and relationships outside of my business and developing a unified culture of growth and interdependence amongst all Newport Beach merchants.

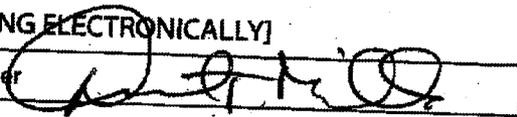
I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]



Signature

Daniel T. Miller



Date

3/19/2014

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OFFICE OF
THE CITY CLERK
CITY OF NEWPORT BEACH

CITY OF NEWPORT BEACH
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NO YES (If yes, attach separate sheet with explanation)

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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
NYU	Marketing	Certificate in progress	2009
Cal State Univ. Fullerton	Communications	B.A.	1989

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Currant Newport Beach Restaurant Assoc.	BOD	9/2013- present
Second Harverst Food bank	Ambassador	2010- 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
Whole Foods Market	Gourmet Grocery, restaurant	Marketing Team Leader	8/2012- present
Ableton Inc	software	Account Manager/ Sal/Mrkt	2007-2011

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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.

As a current board member of the NBRA and of the Newport Beach community, I want to be part of the growth of Newport Beach and ignite the community.

My position at Whole Foods Market is to bring the community together through good food, healthy options, building partnerships with local suppliers, creating growth, and enriching our customers lives.

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

APPLICATION FOR APPOINTIVE POSITION

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2014 MAR 24 PM 3:40

CITY OF NEWPORT BEACH

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

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 CITY OF NEWPORT BEACH

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 (Last) (First) (Middle)

Cell phone

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Business Address: Business Phone:

Email Address:

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NO YES (If yes, attach separate sheet with explanation)

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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
Chapman University	Bus. Mgmt & Mktg	Bachelor of Science	2008

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Newport Beach Restaurant Association	Board Member	~ 2004 - 2006
Marine Avenue Business Improvement Distrtic (BIMI)	Board Member	~ 2008 - 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
POSH Events	Catering & Event Planning	Owner	2003 - current
HOM Real Estate Group	Real Estate Sales	Agent	2005 - 2014

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.

My family has been in the restaurant industry within Newport Beach for over 50 years, so I've grown up with a love for food and a habit for dining out. Over the past decade, I have created my own event planning and catering business. I am now in the process of opening up a restaurant of my own on Balboa Island, and I would love to be involved with the Restaurant Association. The food industry is so much fun, because it effects almost every resident in the surrounding area. Newport Beach has a growing array of wonderful selections and we should take advantage of promoting one another. Healthy competition between like eateries only spurs the excitement of diners and results in heigtened sales for every establishment.

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

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APPLICATION FOR APPOINTIVE POSITION

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Newport Beach, CA 92660
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Cell phone

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 NO YES (If yes, attach separate sheet with explanation)

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N/A

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
England.			1963
O.C. College	Petroleum Technology	AA	1969

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Mature Ave B.I.D.	B.M	2000-2013
Vista N.B. Inc	B.M	2007-2012
Various City of N.B. Advisory Boards.	B.M	2000, 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
Amelias	Restaurant	owner.	1976-2014

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

APPLICATION FOR APPOINTIVE POSITION

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2015 MAR 31 AM 8:28

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CITY OF NEWPORT BEACH

CITY OF NEWPORT BEACH
100 Civic Center Drive
Newport Beach, CA 92660
City Clerk (949) 644-3005
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Name and Location of Colleges/Universities Attended	Major	Degree	Last Year Attended
Peter Neptune School of Wine	N/A	WSET II	2014
CCSU	Fine Arts	BA	2000
University of Central Lancashire	Fine Arts	BA	1998

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
OCC School of Sailing	Volunteer	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
CUCINA enoteca	Restaurant	Regional Director	Present
Shutters on the Beach	Hospitality	GM	2010 - 2014
David Burke Group	Hospitality	AGM	2003 - 2008
Plaza Hotel	Hospitality	Director of Purchasing	2000 - 2003

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 results driven, service minded professional who has worked in many different markets under the food and beverage broly. I would like to bring my deep love for hospitality, passion for my community, an authentic entrepreneur spirit and a strong financial acumen to help propel and continue the growth of the Newport Beach Restaurant Association.

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 _____

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2011 MAR 18 AM 8:11
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CITY OF NEWPORT BEACH

CITY OF NEWPORT BEACH

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Newport Beach, CA 92660
City Clerk (949) 644-3005
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Residence Address (required): Zip Code:

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Business Address: Business Phone:
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Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
University of California, Los Angeles	Political Science	B.A. Degree	1967
California Western School of Law, San Diego	Law	Juris Doctor	1970

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Newport Beach Restaurant Association BID Advisory Board	Board Member	2012 - present
Board of Trustees, Laguna Playhouse	President of the Board - 2006	Trustee 1999 - 2010
Orange County Trial Lawyers Association	President - 1977	1973 - present
Consumer Attorneys of California	Parliamentarian - 1978	1973 - 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
Muldoon's Irish Pub	Restaurant	Owner/President	1974 - present
Law Offices of Ronald B. Schwartz, A.P.C.	Law Offices, A.P.C.	CEO	1975 - 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 developed, owned and operated Muldoon's Irish Pub for the past 39 years. It is a family operation and may be the last independently owned and operated restaurant in Newport Center/ Fashion Island. I have observed over four decades the evolution of business in Newport Beach, and particularly in Newport Center/ Fashion Island.

In 2012, I joined the NBRA BID Advisory Board . I also continue to practice law full time at our own building on Newport Center Drive, which hopefully, will add to the perspective and depth of the Restaurant Board.

I have a long history of leadership in the legal profession as an officer of preeminent consumer legal organizations both in Orange County and Statewide. I also served the community for over a decade as member of the Board of Trustees and President of the Laguna Moulten Playhouse in Laguna Beach. I look forward to having the opportunity to serve and contribute to a vibrant restaurant and hospitality business segment in Newport Beach.

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

March 17, 2014

APPLICATION FOR APPOINTIVE POSITION

RECEIVED

2015 MAR 30 AM 9:37

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: Newport Beach Restaurant Association

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 CDM Business Phone: 949 673 6585

[REDACTED] Email Address: JimWalker835@gmail

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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[Empty box for financial interests]

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

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Firm or Organization	Type of Business	Title	Dates of Employment

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Signature Date



NEWPORT BEACH

ITEM TITLE: Annual Marketing & Administration Contract (Jim Walker)

ITEM SUMMARY: Review the marketing, public relations and BID administration proposal from Newport Beach & Company for fiscal year 2015-2016 services.

RECOMMENDED ACTION: Board to review and recommend the City enter into an agreement with Newport Beach & Company for the fiscal year 2015-2016 NBRA BID marketing and administration services.

ATTACHMENTS:

Description

[Newport Beach & Company Scope of Services](#)

[Newport Beach & Company Cost Proposal](#)

EXHIBIT A – SCOPE OF SERVICES

SCOPE OF SERVICES MARKETING, PUBLIC RELATIONS & BID ADMINISTRATION

1. Scope of Services: Goals, Provisions & Responsibilities

1.1 Consultant shall provide the NBRA BID Board with planning, development, implementation and delivery of the annual marketing and public relations plan. This comprehensive plan shall address the following components:

- 1.1.1 Brand Management;
- 1.1.2 Advertising;
- 1.1.3 Promotions;
- 1.1.4 Website and Social Media;
- 1.1.5 Public Relations and Media Relations;

1.2 Consultant shall oversee and coordinate all marketing efforts including working closely with and monitoring the work product of vendors and other subcontractors and sub consultants;

1.3 Consultant shall effectively communicate with the NBRA BID Board and its members and the City and provide updates as requested;

1.4 Consultant shall provide a dedicated professional to attend all NBRA BID Board meetings; prepare reports, and other documents as requested;

1.5 Consultant shall involve the NBRA BID Board in the selection and hiring processes as they relate to any dedicated professionals specifically retained and assigned to the NBRA BID Board and the City for purposes of this Project;

1.6 Consultant shall engage the NBRA membership through the monitoring of legislative and legal issues affecting restaurants and the restaurant industry;

1.7 Consultant shall provide BID Administration services;

1.8 City shall, upon request, provide Consultant with any documentation necessary to execute the services required in this Project.

2. Marketing Planning & Programming

2.1 Consultant shall, under the direction of the NBRA BID Board, develop and implement a marketing plan and program that fulfills the goals of the NBRA as detailed in its adopted 'Strategic Plan' and 'Annual Report;'

2.2 Consultant shall develop a plan that contains an implementation schedule, budget and measurable qualitative and quantitative goals, objectives and metrics;

2.3 Consultant shall prepare periodic reports to present to the NBRA BID Board and the City that detail the progress made in and achieving the established marketing goals and objectives;

EXHIBIT A – SCOPE OF SERVICES

2.4 Consultant shall fulfill tasks based on the direction of the NBRA BID Board that include, but are not limited to:

2.4.1 Advertising

2.4.1.1 Consultant shall be responsible for the creation and development of the NBRA BID marketing program campaign materials including graphic design, layout, content and photography;

2.4.1.2 Consultant shall select and manage all print and online placement in key media outlets to market Newport Beach restaurants and the dining destination in accordance with the NBRA BID budget;

2.4.2 Promotional Materials

2.4.2.1 Consultant shall design and print all requested collateral such as informational brochures, decals, promotional materials and member informational pieces in a manner providing a consistency in branding the NBRA;

2.4.3 Website

2.4.3.1 Consultant shall oversee the maintenance, update and oversight of the NBRA website (DineNB.com);

2.4.3.2 Consultant shall ensure that the website is regularly updated with relevant content including information of interest to NBRA members and items of interest to the local dining community and Newport Beach / Orange County visitors;

2.4.3.3 Consultant shall ensure that all member restaurants are listed, and their information remains current on the NBRA website;

2.4.3.4 Consultant shall provide regular metrics reports to the NBRA BID Board noting the progress made and a forecast of what will be accomplished in the coming months. This reporting will be inclusive of website activity and campaign results. The metrics shall include number of visitors, pageviews, and pages per visit, as well as Google analytics when applicable;

2.4.4 Social Media

2.4.4.1 Consultant shall maintain and routinely update NBRA's Facebook, Twitter, Instagram and all other social media channels deemed relevant by the NBRA Board and desired to be engaged by the Board;

2.4.4.2 Consultant shall develop social media campaigns and promotions that increase visibility for Newport Beach restaurants and dining experiences, as needed;

2.4.5 Communications

2.4.5.1 Consultant shall, write, edit and publish regular blog posts on the NBRA website on a monthly basis;

EXHIBIT A – SCOPE OF SERVICES

2.4.5.2 Consultant shall write and distribute a monthly e-newsletter to the consumer database of email subscribers;

2.4.5.3 Consultant shall write and distribute a quarterly e-newsletter to NBRA members providing information on promotional opportunities, industry insights and association news;

2.4.6 Events

2.4.6.1 Consultant shall plan and produce the NBRA annual meeting including selecting and securing a meeting location, overseeing preparing and distributing invitations to NBRA members and guests and developing the program;

2.4.6.2 Consultant shall produce, direct, provide support and coordinate activities, marketing, advertising and media relations as needed for Newport Beach Restaurant Week.

3. Public and Media Relations

3.1 Consultant shall develop a Public Relations plan that complements the NBRA's marketing program;

3.2 Consultant shall include in the plan specific objectives and tactics for an effective public and media relations campaign;

3.3 Consultant shall identify qualitative and quantitative methods for measuring the success or failure of the public and media relations campaign;

3.4 Consultant shall provide regular reports on PR metrics to the NBRA BID Board noting the progress made and a forecast of what will be accomplished in the coming months. This reporting will be inclusive of impressions, ad value, print circulation, media pitches, partner leads, media assists and media visits.

4. Research and Measurement

4.1 Consultant shall conduct or utilize existing research, as appropriate, to ensure that the marketing plan and strategy are effective and producing quantifiable results;

4.2 Examples include, but are not limited to, membership surveys, customer satisfaction surveys, website and social media analytics, and hospitality industry research, etc;

4.3 Consultant shall prepare reports and present findings to the NBRA BID Board and adjust the marketing program if necessary based on research results.

5. Membership and Community Events

5.1 Consultant shall maintain existing NBRA memberships in a variety of professional restaurant, tourism and community associations and, based on the NBRA

EXHIBIT A – SCOPE OF SERVICES

BID Board's direction, develop new partnership opportunities that will enhance the reach and promotion of dining in Newport Beach;

5.2 Consultant shall oversee the NBRA's participation in local events and activities that support the goals and mission of the NBRA BID;

5.3 Consultant shall serve as the NBRA representative while attending local community events to distribute Dine Newport Beach marketing materials and promote the Newport Beach dining experience.

6. BID Administration

6.1 Consultant shall serve as the liaison to the City as it relates to the activities of the BID and act as the primary contact between the BID and the City;

6.2 Consultant will ensure that Board and membership meetings are noticed and executed according to the Ralph M. Brown Act and any other applicable laws or City policies. This includes preparing agendas and meeting minutes, as well as maintaining BID records;

6.3 Consultant shall assist the BID in the preparation of the annual report and budget for review and approval by the BID Board and City Council as required by State law, including providing information for staff reports and public notices;

6.4 Consultant shall facilitate and provide follow-up for all Board, membership and subcommittee meetings;

6.5 Consultant will assist in the preparation of all BID communication materials including, but not limited to the annual report, member mailings, emails and member surveys.

7. Reporting and Deliverables

7.1 Consultant shall provide regular reports to the NBRA BID Board noting the progress and a forecast of what will be accomplished in the month(s) ahead. This update shall, at a minimum be delivered in a presentation; however the NBRA BID Board reserves the right to request a full written report;

7.2 Upon Agreement execution and upon each term renewal, Consultant shall provide the NBRA BID Board with an annual calendar of the Marketing Plan containing specific dates/deadlines including advertising campaigns and advertising buys;

7.3 Upon Agreement execution and upon each term renewal, Consultant shall confirm the NBRA strategic goals and develop a tailored Marketing Plan with key performance metrics and goals for website, social metrics and public relations.

**EXHIBIT B
SCHEDULE OF BILLING RATES**

Consultant shall provide the NBRA BID with Marketing, Public Relations and BID Administration Services during the Agreement term and shall receive compensation in an amount not to exceed **\$89,845**. An estimated budget break down is provided in the table below:

EXPENDITURES FROM NBRA ANNUAL BUDGET	
CONSULTANT FEES	TOTAL
Marketing Director	\$60,000
BID Administration	\$6,000
Operating Expenses	\$10,000
Liability Insurance	\$1,845
Marketing Agency Fee	\$12,000
<i>“Consultant Fees” include service and support from the following Consultant positions and functions: President & CEO: Vision and Strategic Direction -- SVP & Chief Marketing Officer: Marketing Plan, Team Deployment, Strategic Planning -- VP of Brand Management: Brand Creative, Graphic Design, Collateral Development -- VP of Marketing Development - Project Management, Advertising, Promotions -- Director of Online Marketing - Website, Digital Advertising, Social Media, E-communications – Director of Public Relations - Media Relations, Communications Public Relations -- Marketing Contractor for Dine Newport Beach - Day to Day program Execution, Restaurant Relations, Liaison to Marketing Team</i>	
Total Annual Fees and Operating Expenses	\$89,845
	TOTAL
TOTAL ANNUAL EXPENSES	\$89,845