



CITY OF NEWPORT BEACH RESTAURANT ASSOCIATION AGENDA

1600 Newport Center Drive, Suite 120, Newport
Beach & Company Offices
Regular Board Meeting
July 22, 2015 9:30 AM

BUSINESS IMPROVEMENT DISTRICT BOARD MEMBERS

Jim Walker, Director
Sheri Drewry, Director
Alexandra Robinson, Director
Antonio Bevacqua, Director
Joe Campbell, Director
Stephen Joyce, Director
Dan Miller, Director
Cindy O' Shea, Director
Mario Marovic, 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 May 27, 2015 meeting minutes.

RECOMMENDED ACTION:

Board to approve the minutes from the May 27, 2015 meeting.

V. CURRENT BUSINESS

A. Election of BID Officers for FY 2015-2016

SUMMARY:

Board to accept nominations for serving FY 2015-2016 for President, Vice-President, Treasurer and Secretary

RECOMMENDED ACTION:

Board to elect officer for FY 2015-2016

B. BID Financial Reports

SUMMARY:

Discussion and analysis of the BID financials for May and June 2015.

RECOMMENDED ACTION:

Board to accept and file the financials for May and June 2015

C. NBRA BID Report (Walker & Peak)

SUMMARY:

1. Strategic Plan Update for FY 2015-2016
2. Member survey update
3. Update on restaurants affected by construction on West Coast Highway
4. Minimum wage forum

RECOMMENDED ACTION:

None

D. Marketing Report (Peak)

SUMMARY:

- Summer Marketing Campaign
- Promotions & Newsletter
- New Website Features
- Fall Marketing Campaign
- Industry Update

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: Review the draft May 27, 2015 meeting minutes.

RECOMMENDED ACTION: Board to approve the minutes from the May 27, 2015 meeting.

ATTACHMENTS:

Description

[Draft Meeting Minutes from May 27, 2015](#)



**Newport Beach Restaurant Association
Business Improvement District**

Board Meeting Minutes – May 27, 2015

**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 9:41 a.m.

II. ROLL CALL

Directors Present:

Jim Walker

Joe Campbell

Dan Miller

Cindy O'Shea

Cathy Pavlos

Ronald Schwartz

The Bungalow Restaurant

Ruby's Diner

Village Inn

Whole Foods Market & Back Bay Tavern

Provenance

Muldoon's Irish Pub

Quorum Achieved

Directors Absent:

Sheri Drewry

Stephen Joyce

Thomas Giulioni

Alexandra Robinson

John Robinson

Wilma's Patio

Newport Beach Tennis Club

Back Bay Bistro

Park Avenue Café

Amelia's

BID Administrator Present:

Polly Peak, Marketing Consultant

Newport Beach & Company

Guests Present:

Doug McClain

Jim Mosher

Terry Solon

Chris Trela

Newport Beach & Company

Newport Beach Resident

NBRA Member, McDonald's

Newport Beach Independent

III. PUBLIC COMMENTS ON AGENDA ITEMS

None

IV. APPROVAL OF MINUTES

- President Walker requested a motion to approve the minutes from the April 22, 2015 meeting.
- Ms. Peak clarified that Director A. Robinson's first name was incorrect in a section of the minutes and should be amended to Alexandra Robinson.

MOTION: Director Campbell moved to approve the amended April 22, 2015 meeting minutes. Director O'Shea seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Campbell, Miller, O'Shea, Pavlos, Schwartz

V. CURRENT BUSINESS

A. BID FINANCIAL REPORTS

- President Walker reviewed the BID financials for March & April 2015.

MOTION: Director Miller moved to accept and file the March & April, 2015. Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Campbell, Miller, O'Shea, Pavlos, Schwartz

PRESIDENT'S REPORT

- President Walker reported on the following items:
 - Update on the Strategic Plan 2014-2015 Key Initiatives.
 - Membership Advisory Committee - The City will be sending out the survey letter in the coming months to all members requesting more information about the business such as category, number of employees, occupancy, etc.
 - Staff is planning NBRA member neighborhood mixers in the next fiscal year in order to connect with the NBRA members in on a local level and better educate the members on industry issues and NBRA services and benefits.
 - Photo shoot of the NBRA FY 2015-2016 Board of Directors will take place on Monday, June 8 at 4:30pm in the Newport Beach & Co office. A reception following the shoot will recognize past board members for their service and welcome incoming board members.
 - Issues surrounding restaurants affected by the West Coast Highway construction.
- NBRA member Terry Solon discussed how the highway construction has adversely affected his business on Coast Highway, and suggested that the NBRA fees for the coming year be waived.
 - President Walker clarified that the NBRA does not have the authority to waive those fees without consent of City Council, but provided other options to work with the City and the OC Sanitation Department to possibly compensate NBRA members and other business for losses incurred during the construction project.
 - It was suggested that NBRA gather more data and information from businesses in the construction zone, and then notify City Council of this issue and ask for assistance.
- President Walker discussed the proposed statewide increase in minimum wage issue, and how it will be affecting restaurants throughout the state.
 - It was suggested that NBRA get more organized politically and work closer with the California Restaurant Association. Also possibly work with the NB and CDM chambers to conduct a minimum wage forum.

B. MARKETING REPORT

- Ms. Peak provided an update on the following items:
 - Monthly promotions and consumer newsletter
 - Spring | Summer marketing campaign
 - Online website and social media metrics
 - Industry Update
 - Western Foodservice & Hospitality Expo August 23-25 in LA.
- Ms. Peak distributed a 2015-2016 Planning Timeline for the NBRA that includes, NBRA Meeting, marketing campaigns, events, newsletter distribution schedules, PR Campaigns, etc.

VI. NBRA BID ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)

None

VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None

VIII. ADJOURNMENT

The meeting adjourned at 10:37 a.m.

The next board meeting will be Wednesday, July 22, 2015 at 9:30 a.m. at Newport Beach and Company.



NEWPORT BEACH

ITEM TITLE: BID Financial Reports

ITEM SUMMARY: Discussion and analysis of the BID financials for May and June 2015.

RECOMMENDED ACTION: Board to accept and file the financials for May and June 2015

ATTACHMENTS:

Description

[NBRA BID Financial Reports for May 2015](#)

[NBRA BID Financial Reports for June 2015](#)

Restaurant Association Business Improvement District
Balance Sheet
As of May 31, 2015

	May 31, 15
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-1,347.54
1010 · Bank Balance	88,135.16
1260 · City Appropriation Acct Jan 10	1,558.45
Total Checking/Savings	88,346.07
Accounts Receivable	
1310 · Accounts Receivable	
Bad Debt A/R	-8,195.17
1310 · Accounts Receivable - Other	-5,384.27
Total 1310 · Accounts Receivable	-13,579.44
Total Accounts Receivable	-13,579.44
Other Current Assets	
1320 · Undeposited Funds	400.00
Total Other Current Assets	400.00
Total Current Assets	75,166.63
Other Assets	
AR Clearing	-1,929.96
Total Other Assets	-1,929.96
TOTAL ASSETS	73,236.67
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	15,948.70
Net Income	58,287.97
Total Equity	74,236.67
TOTAL LIABILITIES & EQUITY	73,236.67

Restaurant Association Business Improvement District
Profit & Loss
 May 2015

	May 15
Ordinary Income/Expense	
Income	
4000 · NBRA Income	
4010 · Member Assessment	2,853.50
4015 · Late Fees	1,319.25
Total 4000 · NBRA Income	4,172.75
Total Income	4,172.75
Gross Profit	4,172.75
Expense	
6000 NBRA Expenses	
6290 Marketing Consultation	6,000.00
6310 Operational Reimbursement	918.76
Total 6000 NBRA Expenses	6,918.76
7000 NBRW Expenses	
7100 Campaign Marketing Expense	2,000.00
Total 7000 NBRW Expenses	2,000.00
8000 Prior Year Expense	
Bad Debt(Assessment Write-off)	0.00
Bad Debt(Finance Chg Write-off)	0.00
Total 8000 Prior Year Expense	0.00
Total Expense	8,918.76
Net Ordinary Income	-4,746.01
Net Income	-4,746.01

Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 05/31/2015

	May 31, 15
Beginning Balance	91,545.84
Cleared Transactions	
Checks and Payments - 3 items	-8,928.76
Deposits and Credits - 15 items	5,534.58
Total Cleared Transactions	-3,394.18
Cleared Balance	88,151.66
Uncleared Transactions	
Checks and Payments - 1 item	-400.00
Deposits and Credits - 3 items	383.50
Total Uncleared Transactions	-16.50
Register Balance as of 05/31/2015	88,135.16
New Transactions	
Checks and Payments - 1 item	-7,105.01
Deposits and Credits - 4 items	650.42
Total New Transactions	-6,454.59
Ending Balance	81,680.57

Restaurant Association Business Improvement District
Reconciliation Detail
1010 · Bank Balance, Period Ending 05/31/2015

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						91,545.84
Cleared Transactions						
Checks and Payments - 3 items						
General Journal	05/08/2015	AJE66		X	-6,918.76	-6,918.76
Check	05/11/2015			X	-10.00	-6,928.76
General Journal	05/12/2015	AJE67		X	-2,000.00	-8,928.76
Total Checks and Payments					-8,928.76	-8,928.76
Deposits and Credits - 15 items						
Deposit	04/07/2015			X	300.00	300.00
Deposit	04/16/2015			X	544.00	844.00
Deposit	04/17/2015			X	95.00	939.00
Deposit	04/23/2015			X	95.00	1,034.00
Deposit	04/24/2015			X	63.33	1,097.33
Deposit	04/27/2015			X	574.67	1,672.00
Deposit	04/30/2015			X	63.33	1,735.33
Deposit	05/01/2015			X	1,551.00	3,286.33
Deposit	05/04/2015			X	95.00	3,381.33
Deposit	05/04/2015			X	190.00	3,571.33
Deposit	05/05/2015			X	1,345.75	4,917.08
Deposit	05/07/2015			X	87.08	5,004.16
Deposit	05/08/2015			X	142.50	5,146.66
Deposit	05/11/2015			X	142.50	5,289.16
Deposit	05/11/2015			X	245.42	5,534.58
Total Deposits and Credits					5,534.58	5,534.58
Total Cleared Transactions					-3,394.18	-3,394.18
Cleared Balance					-3,394.18	88,151.66
Uncleared Transactions						
Checks and Payments - 1 item						
Sales Receipt	11/18/2014	1	Bistro Le Crillon		-400.00	-400.00
Total Checks and Payments					-400.00	-400.00
Deposits and Credits - 3 items						
Deposit	05/14/2015				166.25	166.25
Deposit	05/18/2015				71.25	237.50
Deposit	05/21/2015				146.00	383.50
Total Deposits and Credits					383.50	383.50
Total Uncleared Transactions					-16.50	-16.50
Register Balance as of 05/31/2015					-3,410.68	88,135.16
New Transactions						
Checks and Payments - 1 item						
General Journal	06/10/2015	AJE68			-7,105.01	-7,105.01
Total Checks and Payments					-7,105.01	-7,105.01
Deposits and Credits - 4 items						
Deposit	06/02/2015				500.00	500.00
Deposit	06/04/2015				63.33	563.33
Deposit	06/05/2015				31.67	595.00
Deposit	06/09/2015				55.42	650.42
Total Deposits and Credits					650.42	650.42
Total New Transactions					-6,454.59	-6,454.59
Ending Balance					-9,865.27	81,680.57

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Restaurant Association Business Improvement District

06/11/15

Expenses by Vendor Detail

Cash Basis

July 2014 through May 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
City of Newport Beach (Revenue)				
04/01/2015	City of Newport Beach (Revenue)	Water Bill Inserts for Restaura...	7100 Campaign Marketing E...	210.26
Total City of Newport Beach (Revenue)				210.26
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
05/12/2015	Dining Out	Display Ad - Spring 2015 - Dini...	7100 Campaign Marketing E...	2,000.00
Total Dining Out				13,000.00
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
03/13/2015	Los Angeles Times	Second Invoice for Print and Di...	7100 Campaign Marketing E...	3,085.00
03/20/2015	Los Angeles Times	Digital Ads for NB Restaurant ...	7100 Campaign Marketing E...	2,500.01
Total Los Angeles Times				7,105.01
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

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06/11/15

Cash Basis

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

Date	Source Name	Memo	Account	Paid Amount
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
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
03/13/2015	Newport Beach & Company	Dine Newport Beach Restaura...	7100 Campaign Marketing E...	5,138.46
03/13/2015	Newport Beach & Company	Dine Newport Beach Restaura...	7150 Campaign Operational...	209.52
05/08/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
05/08/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	918.76
Total Newport Beach & Company				67,006.90
Noble Studios				
09/30/2014	Noble Studios	NBRA Website Design	6180 Website Development	23,000.00
Total Noble Studios				23,000.00
OCWeekly,LP				
03/13/2015	OCWeekly,LP	1/2 Page Ad, Full Page Ad, So...	7100 Campaign Marketing E...	3,000.00
Total OCWeekly,LP				3,000.00
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				147,029.49

Restaurant Association Business Improvement District
Balance Sheet
As of June 30, 2015

	<u>Jun 30, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-1,161.29
1010 · Bank Balance	82,066.21
1260 · City Appropriation Acct Jan 10	1,558.45
Total Checking/Savings	<u>82,463.37</u>
Accounts Receivable	
1310 · Accounts Receivable	
Bad Debt A/R	-8,195.17
1310 · Accounts Receivable - Other	-5,384.27
Total 1310 · Accounts Receivable	<u>-13,579.44</u>
Total Accounts Receivable	-13,579.44
Other Current Assets	
1320 · Undeposited Funds	400.00
Total Other Current Assets	<u>400.00</u>
Total Current Assets	69,283.93
Other Assets	
AR Clearing	-1,929.96
Total Other Assets	<u>-1,929.96</u>
TOTAL ASSETS	<u>67,353.97</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	-1,000.00
Total Accounts Payable	<u>-1,000.00</u>
Total Current Liabilities	<u>-1,000.00</u>
Total Liabilities	-1,000.00
Equity	
3900 · Retained Earnings	15,948.70
Net Income	52,405.27
Total Equity	<u>68,353.97</u>
TOTAL LIABILITIES & EQUITY	<u>67,353.97</u>

3:04 PM
07/09/15
Cash Basis

Restaurant Association Business Improvement District
Profit & Loss
June 2015

	<u>Jun 15</u>
Ordinary Income/Expense	
Income	
4000 · NBRA Income	
4010 · Member Assessment	817.31
4015 · Late Fees	218.75
Total 4000 · NBRA Income	<u>1,036.06</u>
Total Income	<u>1,036.06</u>
Gross Profit	1,036.06
Expense	
6000 NBRA Expenses	
6290 Marketing Consultation	6,000.00
6310 Operational Reimbursement	918.76
Total 6000 NBRA Expenses	<u>6,918.76</u>
Total Expense	<u>6,918.76</u>
Net Ordinary Income	<u>-5,882.70</u>
Net Income	<u><u>-5,882.70</u></u>

2:16 PM

07/09/15

Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 06/30/2015

	<u>Jun 30, 15</u>
Beginning Balance	88,151.66
Cleared Transactions	
Checks and Payments - 2 items	-7,107.29
Deposits and Credits - 9 items	1,255.59
Total Cleared Transactions	<u>-5,851.70</u>
Cleared Balance	<u>82,299.96</u>
Uncleared Transactions	
Checks and Payments - 1 item	-400.00
Deposits and Credits - 1 item	166.25
Total Uncleared Transactions	<u>-233.75</u>
Register Balance as of 06/30/2015	<u>82,066.21</u>
New Transactions	
Checks and Payments - 1 item	-9,668.76
Deposits and Credits - 1 item	335.00
Total New Transactions	<u>-9,333.76</u>
Ending Balance	<u>72,732.45</u>

Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 06/30/2015

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						88,151.66
Cleared Transactions						
Checks and Payments - 2 items						
General Journal	06/10/2015	AJE68		X	-7,105.01	-7,105.01
Check	06/11/2015			X	-2.28	-7,107.29
Total Checks and Payments					-7,107.29	-7,107.29
Deposits and Credits - 9 items						
Deposit	05/18/2015			X	71.25	71.25
Deposit	05/21/2015			X	146.00	217.25
Deposit	06/02/2015			X	500.00	717.25
Deposit	06/04/2015			X	63.33	780.58
Deposit	06/05/2015			X	31.67	812.25
Deposit	06/09/2015			X	55.42	867.67
Deposit	06/16/2015			X	142.50	1,010.17
Deposit	06/18/2015			X	79.17	1,089.34
Deposit	06/29/2015			X	166.25	1,255.59
Total Deposits and Credits					1,255.59	1,255.59
Total Cleared Transactions					-5,851.70	-5,851.70
Cleared Balance					-5,851.70	82,299.96
Uncleared Transactions						
Checks and Payments - 1 item						
Sales Receipt	11/18/2014	1	Bistro Le Crillon		-400.00	-400.00
Total Checks and Payments					-400.00	-400.00
Deposits and Credits - 1 item						
Deposit	05/14/2015				166.25	166.25
Total Deposits and Credits					166.25	166.25
Total Uncleared Transactions					-233.75	-233.75
Register Balance as of 06/30/2015					-6,085.45	82,066.21
New Transactions						
Checks and Payments - 1 item						
General Journal	07/01/2015	AJE73			-9,668.76	-9,668.76
Total Checks and Payments					-9,668.76	-9,668.76
Deposits and Credits - 1 item						
Deposit	07/06/2015				335.00	335.00
Total Deposits and Credits					335.00	335.00
Total New Transactions					-9,333.76	-9,333.76
Ending Balance					-15,419.21	72,732.45

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Restaurant Association Business Improvement District

07/09/15

Expenses by Vendor Detail

Cash Basis

July 2014 through June 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
City of Newport Beach (Revenue)				
04/01/2015	City of Newport Beach (Revenue)	Water Bill Inserts for Restaura...	7100 Campaign Marketing E...	210.26
Total City of Newport Beach (Revenue)				210.26
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
05/12/2015	Dining Out	Display Ad - Spring 2015 - Dini...	7100 Campaign Marketing E...	2,000.00
Total Dining Out				13,000.00
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
03/13/2015	Los Angeles Times	Second Invoice for Print and Di...	7100 Campaign Marketing E...	3,085.00
03/20/2015	Los Angeles Times	Digital Ads for NB Restaurant ...	7100 Campaign Marketing E...	2,500.01
Total Los Angeles Times				7,105.01
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

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Restaurant Association Business Improvement District

07/09/15

Expenses by Vendor Detail

Cash Basis

July 2014 through June 2015

Date	Source Name	Memo	Account	Paid Amount
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
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
03/13/2015	Newport Beach & Company	Dine Newport Beach Restaura...	7100 Campaign Marketing E...	5,138.46
03/13/2015	Newport Beach & Company	Dine Newport Beach Restaura...	7150 Campaign Operational...	209.52
05/08/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
05/08/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	918.76
06/10/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
06/10/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	918.76
Total Newport Beach & Company				73,925.66
Noble Studios				
09/30/2014	Noble Studios	NBRA Website Design	6180 Website Development	23,000.00
Total Noble Studios				23,000.00
OCWeekly,LP				
03/13/2015	OCWeekly,LP	1/2 Page Ad, Full Page Ad, So...	7100 Campaign Marketing E...	3,000.00
Total OCWeekly,LP				3,000.00
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				153,948.25