



# CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

Newport Beach Tennis Club, 2601 Eastbluff Drive, Newport Beach, CA  
92660

Wednesday, March 23, 2016 - 9:30 AM

## ***Newport Beach Restaurant Business Improvement District Members:***

**Jim Walker, President**  
**Ronald Schwartz, Vice President**  
**Dan Miller, Treasurer**  
**Joe Campbell, Director**  
**Sheri Drewry, Director**  
**Stephen Joyce, Director**  
**Mario Marovic, Director**  
**John Robinson, Director**  
**Christopher Roman, Director**  
**(Vacant) Director**  
**(Vacant) Director**

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The Newport Beach Restaurant Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Newport Beach Restaurant Business Improvement District agenda 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 Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Newport Beach Restaurant Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is 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, we will attempt to accommodate you in every reasonable manner. Please contact Mary Locey, Management Analyst, 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) 644-3031 or [mlocey@newportbeachca.gov](mailto:mlocey@newportbeachca.gov).

### **NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT**

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

- I. **CALL MEETING TO ORDER**
- II. **ROLL CALL**
- III. **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 Newport Beach Restaurant Association Business Improvement District (NBRA BID). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The NBRA BID has the discretion to extend or shorten the speakers' time limit on agenda or non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

- IV. **Minutes of the January 27, 2016, NBRA BID Meeting**

**Approval of Minutes**

**Summary: Review the draft January 27, 2016 meeting minutes.**

Recommended Action:

Board to approve the January 27, 2016 meeting minutes.

[2016-0127-NBRA Bid Draft Meeting Minutes](#)

**V. CURRENT BUSINESS**

**1. BID Financial Reports (Miller)**

**Summary: Review of the BID financials ending February 2016.**

Recommended Action:

Board to accept and file BID financials ending February 2016.

[NBRA BID Financial Reports-February 2016](#)

**2. President's Report (Walker)**

**Summary:**

**1) Strategic Plan Update for Fiscal Year 2015-2016**

**2) Membership Advisory Sub-Committee Update and Recommendations**

**3) Board of Directors Applications**

**4) Proposed Special Meeting April 13, 2016**

Recommended Action:

1) None

2) Board to approve Membership Advisory Sub-Committee recommendations for changes in BID stakeholder & fee structure

3) None

4) Board to approve calendaring a special meeting of the NBRA BID on April 13, 2016

**3. Marketing Report (Peak)**

**Summary:**

- Newport Beach Restaurant Week Recap
- NBRA Year in Review

**Recommended Action:**

None

**VI. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEM)**

**VII. ADJOURNMENT**

*Next regular meeting scheduled for May 25, 2016*

**City of Newport Beach Restaurant  
Business Improvement District**

**Board Meeting Minutes – January 27, 2016**

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

**I. CALL MEETING TO ORDER**

The meeting was called to order at 9:34 a.m.

**II. ROLL CALL**

Directors Present:

Stephen Joyce  
Dan Miller  
John Robinson  
Christopher Roman  
Ronald Schwartz  
Jim Walker

Newport Beach Tennis Club  
The Village Inn  
Amelia's Restaurant  
CUCINA enoteca  
Muldoon's Irish Pub  
The Bungalow Restaurant

**Quorum Achieved**

Directors Absent:

Joe Campbell  
Sheri Drewry  
Mario Marovic

Ruby's Diner  
Wilma's Patio  
Dory Deli & Malarky's Irish Pub

BID Administrator Present:

Polly Peak

Newport Beach & Company

City Of Newport Beach Officials Present:

Keith Curry

City Council Member

Guests Present:

Jenny Wedge  
Alexandra Robinson  
Sam Tila  
Judith Marquez

Newport Beach & Company  
Amelia's Restaurant  
Royal Thai Cuisine  
Innovare Environmental

**III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS**

- Alexandra Robinson has officially resigned from the NBRA Board.
- Antonio Bevaqua is no longer with Canaletto, and is no longer on the NBRA Board.
- Judith Marquez presented information about Ocean Friendly Restaurant program through Surfrider Foundation and other restaurant environmental programs.
- Sam Tila commented that he didn't see as much promotion for restaurant week.
- Keith Curry conveyed the importance of showing value in all the NBRA programs and events to its stakeholders.

## IV. CURRENT BUSINESS

### 1. Approval of Minutes

President Walker requested a motion to approve the minutes from the November 18, 2015 meeting.

Motion: Director Miller moved to approve the November 2015 meeting minutes.  
Director Robinson seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman and Walker

### 2. BID Financial Reports

President Walker reviewed the BID financials ending December 2015.

- Tracking ahead on collections.
- Waiting on event grant from the City for Newport Beach Restaurant Week

Motion: Director Joyce moved to accept and file the financial reports.  
Director Miller seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman and Walker

### 3. President's Report

President Walker reported on the following items:

- The NBRA is on track with the 2015-2016 Strategic Plan goals.
- Requested to have more involvement from board members at NBRA events and meetings in the future in order to exhibit better representation of the local restaurant community.
- Discussed possibly producing an awards dinner that recognizes exceptional Newport Beach restaurants, and asked the board for input and feedback.
  - Need to set NBRA event apart from The Golden Foodie Awards.
  - Board members expressed interest in having some sort of event that spotlights Newport Beach Restaurants to the public.
  - Ms. Peak and Newport Beach & Co to provide event ideas and examples for discussion at the next meeting.
- Reviewed additional information with regards to the possible new fee structure based on categories of Private Clubs | Special Event Facilities.
- Recommended that the Membership Advisory Committee to meet with the City to clarify the process in proposing a new stakeholder structure and fees
- Reviewed the status of the Affiliate Program, and Ms. Peak made the following recommendations for approval by the board:
  - Revert the program back to a Partner Program as originally proposed.
  - Run the Partner Program through Dine Newport Beach in order to expedite the approval of partner and sponsor contracts.
  - Allow Ms. Peak to approve all new partners.
- Ms. Peak will create criteria and guidelines for potential partners.
- Partners will need to provide references

Motion: Director Schwartz moved to have the Membership Advisory Committee meet with city officials to discuss next steps in changing the BID structure. Director Miller seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman, Schwartz and Walker

Motion: Director Joyce moved to approve the Partner Program as recommended. Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Joyce, Miller, Robinson, Roman, Schwartz and Walker

#### **4. Marketing Report**

Ms. Peak provided updates on Newport Beach Restaurant Week:

- Event is still ongoing but early results show that the event is driving diners to the participating restaurants.
- Creative campaign has been well received and has helped to increase the email subscriber list by 100%.
- Mid event metrics show significant increases over last year.
- Reviewed highlights from the Restaurant Week kick-off media reception.
- Participating restaurants and diners will be surveyed following the event to provide feedback.
- More detailed event results will be presented at the annual meeting.

Mayor's Dinner is next week and NBRA will be hosting a table.

Next meeting will be the Annual Meeting held at another location to be determined.

#### **V. BOARD/COMMITTEE/COMMISSION ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)**

None

#### **VIII. ADJOURNMENT**

The meeting adjourned at 10.52 a.m.

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The next board meeting will be Wednesday, March 23, 2016 at 9:30 a.m.

**Restaurant Association Business Improvement District**  
**Balance Sheet**  
As of February 29, 2016

	<u>Feb 29, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bill.com Money Out Clearing	-161.29
1010 · Bank Balance	119,749.67
1260 · City Appropriation Acct Jan 10	1,558.45
<b>Total Checking/Savings</b>	<u>121,146.83</u>
<b>Accounts Receivable</b>	
1310 · Accounts Receivable	
Bad Debt A/R	-8,195.17
1310 · Accounts Receivable - Other	-4,152.62
<b>Total 1310 · Accounts Receivable</b>	<u>-12,347.79</u>
<b>Total Accounts Receivable</b>	-12,347.79
<b>Other Current Assets</b>	
1320 · Undeposited Funds	400.00
<b>Total Other Current Assets</b>	<u>400.00</u>
<b>Total Current Assets</b>	109,199.04
<b>Other Assets</b>	
AR Clearing	-1,929.96
<b>Total Other Assets</b>	<u>-1,929.96</u>
<b>TOTAL ASSETS</b>	<b><u>107,269.08</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
3900 · Retained Earnings	68,353.97
Net Income	38,915.11
<b>Total Equity</b>	<u>107,269.08</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>107,269.08</u></b>

## Restaurant Association Business Improvement District Budget vs. Actual July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>4000 - NBRA Income</b>			
4010 - Member Assessment	130,879.68	109,000.00	21,879.68
4015 - Late Fees	6,300.75	0.00	6,300.75
4020 - City Matching Funds	20,000.00	20,000.00	0.00
<b>Total 4000 - NBRA Income</b>	<u>157,180.43</u>	<u>129,000.00</u>	<u>28,180.43</u>
<b>4500 - NBRW Income</b>			
4510 - Event Sponsorship	0.00	15,000.00	-15,000.00
4520 - Event Participation Fee-Rest Wk			
Event Participation	24,287.88	25,000.00	-712.12
<b>Total 4520 - Event Participation Fee-Rest Wk</b>	<u>24,287.88</u>	<u>25,000.00</u>	<u>-712.12</u>
4530 - City Grant	10,000.00	15,000.00	-5,000.00
<b>Total 4500 - NBRW Income</b>	<u>34,287.88</u>	<u>55,000.00</u>	<u>-20,712.12</u>
<b>Total Income</b>	<u>191,468.31</u>	<u>184,000.00</u>	<u>7,468.31</u>
<b>Gross Profit</b>	191,468.31	184,000.00	7,468.31
<b>Expense</b>			
<b>6000 NBRA Expenses - General</b>			
6160 Graphic Design / Branding	1,950.00	1,000.00	950.00
6170 Advertising / Media	36,883.00	31,000.00	5,883.00
6180 Website Development	4,950.00	3,000.00	1,950.00
6200 Digital Marketing / SEO	5,300.00	6,000.00	-700.00
6210 E-Newsletter / Blog	0.00	1,000.00	-1,000.00
6220 Social Media	0.00	1,200.00	-1,200.00
6240 Public Relations	1,100.00	1,000.00	100.00
6260 Annual Meeting	0.00	1,000.00	-1,000.00
6270 Community Event Particip.	1,950.00	2,000.00	-50.00
6290 Marketing Consultation	66,000.00	72,000.00	-6,000.00
6300 Administration / Billing	3,500.00	6,000.00	-2,500.00
6310 Operational Reimbursement	10,577.04	11,845.00	-1,267.96
6100 - Collateral Development	0.00	1,000.00	-1,000.00
6350 - Bank Service Charges	0.00	155.00	-155.00
6000 NBRA Expenses - General - Other	0.00	800.00	-800.00
<b>Total 6000 NBRA Expenses - General</b>	<u>132,210.04</u>	<u>139,000.00</u>	<u>-6,789.96</u>
<b>7000 Event Exp. Other (Rest Wk)</b>			
7100 Event Marketing Expenses	49,593.92	50,000.00	-406.08
7150 Event Operational Expenses	1,386.89	2,500.00	-1,113.11
7000 Event Exp. Other (Rest Wk) - Other	3,263.58	2,500.00	763.58

**Restaurant Association Business Improvement District**  
**Budget vs. Actual**  
 July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Total 7000 Event Exp. Other (Rest Wk)	54,244.39	55,000.00	-755.61
Total Expense	186,454.43	194,000.00	-7,545.57
Net Ordinary Income	5,013.88	-10,000.00	15,013.88
Other Sources/Uses			
Other Sources			
Retained Earnings (Carryover from Prior Years)	68,353.97	10,000.00	58,353.97
Total Other Sources	68,353.97	10,000.00	58,353.97
Net Other Sources/Uses	68,353.97	10,000.00	58,353.97
Total Equity	<u>73,367.85</u>	<u>0.00</u>	<u>73,367.85</u>

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## Restaurant Association Business Improvement District Expenses by Vendor Detail July 2015 through February 2016

03/11/16

Cash Basis

Date	Source Name	Memo	Account	Paid Amount
<b>Adsavvy, Inc.</b>				
01/21/2016	Adsavvy, Inc.	Distribution of NBRA marketing...	7150 Event Operational Exp...	1,000.00
Total Adsavvy, Inc.				1,000.00
<b>California Restaurant Association</b>				
11/06/2015	California Restaurant Association	CRA Membership Renewal for ...	6240 Public Relations	300.00
Total California Restaurant Association				300.00
<b>Desert Publications, Inc</b>				
08/26/2015	Desert Publications, Inc	NB Visitor Guide - Full Page Ad	Marketing & Promotions	5,000.00
Total Desert Publications, Inc				5,000.00
<b>Dining Out</b>				
08/26/2015	Dining Out	Full Page Restaurant Listing - ...	Marketing & Promotions	2,000.00
12/11/2015	Dining Out	Full Page Ad - Winter 2015/20...	6170 Advertising / Media	2,000.00
Total Dining Out				4,000.00
<b>Firebrand Media, LLC</b>				
08/26/2015	Firebrand Media, LLC	Newport Beach Magazine	Marketing & Promotions	1,250.00
10/21/2015	Firebrand Media, LLC	Newport Beach Magazine - Ru...	Marketing & Promotions	1,250.00
11/06/2015	Firebrand Media, LLC	FBM Digital Media Ad	6200 Digital Marketing / SEO	50.00
11/06/2015	Firebrand Media, LLC	Laguna Beach Magazine - Run...	6170 Advertising / Media	1,525.00
12/11/2015	Firebrand Media, LLC	FBM Digital Media Ad - NBI Br...	6200 Digital Marketing / SEO	50.00
12/11/2015	Firebrand Media, LLC	Laguna Beach Magazine Ad In...	7100 Event Marketing Expen...	595.00
01/21/2016	Firebrand Media, LLC	Newport Beach Magazine Full ...	7100 Event Marketing Expen...	1,295.00
Total Firebrand Media, LLC				6,015.00
<b>Locale Magazine</b>				
08/26/2015	Locale Magazine	Full Page Ad, FC - July 2015 - ...	Marketing & Promotions	2,499.00
10/21/2015	Locale Magazine	Full Page Ad, FC-October 201...	Marketing & Promotions	2,499.00
12/11/2015	Locale Magazine	Advertising in Orange County - ...	7100 Event Marketing Expen...	2,500.00
Total Locale Magazine				7,498.00
<b>Newport Beach &amp; Company</b>				
07/01/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
07/01/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	918.76
08/26/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
08/28/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
08/28/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	6,918.76
09/02/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
09/17/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
10/21/2015	Newport Beach & Company	Marketing Director Fee - Polly ...	BID Marketing Agent, Admin,...	7,486.00
10/21/2015	Newport Beach & Company	2015 Annual Marketing Outloo...	Signature Event Prod. & Mar...	750.00
11/06/2015	Newport Beach & Company	200 Restaurant Postcards from...	7150 Event Operational Exp...	170.64
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6290 Marketing Consultation	6,000.00
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6300 Administration / Billing	500.00
11/06/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6310 Operational Reimburse...	986.00
11/06/2015	Newport Beach & Company	Mail List Processing & Postage...	7150 Event Operational Exp...	216.25
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6290 Marketing Consultation	6,000.00
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6300 Administration / Billing	500.00
12/11/2015	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6310 Operational Reimburse...	986.00
01/22/2016	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6290 Marketing Consultation	6,000.00
01/22/2016	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6300 Administration / Billing	500.00
01/22/2016	Newport Beach & Company	Marketing Director Fee, Bid Ad...	6310 Operational Reimburse...	986.00
01/22/2016	Newport Beach & Company	Printing and delivery of 100,00...	7100 Event Marketing Expen...	5,570.88
02/24/2016	Newport Beach & Company	NB Restaurant Week Daily Pilo...	7100 Event Marketing Expen...	4,972.89
02/24/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
02/24/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6300 Administration / Billing	500.00
02/24/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	986.00
Total Newport Beach & Company				91,757.70
<b>Noble Studios</b>				
10/21/2015	Noble Studios	NBRA Group Dining Guide We...	Marketing & Promotions	2,640.00
12/21/2015	Noble Studios	NBRA Group Dining Guide We...	6180 Website Development	2,310.00
12/21/2015	Noble Studios	NBRA Fall Campaign Social Pr...	6200 Digital Marketing / SEO	5,200.00
Total Noble Studios				10,150.00
<b>OCWeekly,LP</b>				
08/26/2015	OCWeekly,LP	Ad Description: Full Page Eat ...	Marketing & Promotions	2,000.00
Total OCWeekly,LP				2,000.00
<b>Orange Coast Magazine</b>				
07/01/2015	Orange Coast Magazine	Full Page Color Ad	6170 Advertising / Media	2,750.00
11/06/2015	Orange Coast Magazine	Full Page Color Ad	6170 Advertising / Media	2,750.00
01/22/2016	Orange Coast Magazine	Full Page Ad - January Issue	7100 Event Marketing Expen...	2,750.00
Total Orange Coast Magazine				8,250.00
<b>Riviera Magazine/Modern Luxury</b>				

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03/11/16

Cash Basis

**Restaurant Association Business Improvement District**  
**Expenses by Vendor Detail**  
July 2015 through February 2016

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
08/26/2015	Riviera Magazine/Modern Luxury	Riviera - Orange County - July ...	Marketing & Promotions	3,000.00
	Total Riviera Magazine/Modern Luxury			3,000.00
<b>Robert Downs Photography Inc.</b>				
08/26/2015	Robert Downs Photography Inc.	NBRA Board Photos & Headsh...	Marketing & Promotions	800.00
	Total Robert Downs Photography Inc.			800.00
<b>Southern California Media Group</b>				
11/06/2015	Southern California Media Group	Guestbook OC	6170 Advertising / Media	620.00
01/22/2016	Southern California Media Group	Guestbook OC	6170 Advertising / Media	620.00
01/22/2016	Southern California Media Group	Special Pubs: 1x1" Orange Co...	6170 Advertising / Media	6,500.00
01/22/2016	Southern California Media Group	Guestbook OC	6170 Advertising / Media	620.00
	Total Southern California Media Group			8,360.00
<b>Speak Up Newport</b>				
01/21/2016	Speak Up Newport	Table for 2016 Mayor's Dinner	6270 Community Event Parti...	1,200.00
	Total Speak Up Newport			1,200.00
<b>TOTAL</b>				<b>149,330.70</b>

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03/11/16

**Restaurant Association Business Improvement District**  
**Reconciliation Summary**  
**1010 · Bank Balance, Period Ending 02/29/2016**

	<u>Feb 29, 16</u>
<b>Beginning Balance</b>	111,071.08
<b>Cleared Transactions</b>	
Checks and Payments - 2 items	-12,530.75
Deposits and Credits - 2 items	1,000.00
<b>Total Cleared Transactions</b>	<u>-11,530.75</u>
<b>Cleared Balance</b>	<b><u>99,540.33</u></b>
<b>Uncleared Transactions</b>	
Checks and Payments - 1 item	-400.00
Deposits and Credits - 23 items	20,609.34
<b>Total Uncleared Transactions</b>	<u>20,209.34</u>
<b>Register Balance as of 02/29/2016</b>	<b><u>119,749.67</u></b>
<b>New Transactions</b>	
Checks and Payments - 1 item	-37,123.73
Deposits and Credits - 9 items	3,222.50
<b>Total New Transactions</b>	<u>-33,901.23</u>
<b>Ending Balance</b>	<b><u>85,848.44</u></b>

## Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 02/29/2016

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						111,071.08
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Check	02/10/2016			X	-71.86	-71.86
General Journal	02/24/2016	AJE132		X	-12,458.89	-12,530.75
Total Checks and Payments					-12,530.75	-12,530.75
<b>Deposits and Credits - 2 items</b>						
Deposit	02/02/2016			X	500.00	500.00
Deposit	02/02/2016			X	500.00	1,000.00
Total Deposits and Credits					1,000.00	1,000.00
Total Cleared Transactions					-11,530.75	-11,530.75
Cleared Balance					-11,530.75	99,540.33
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Sales Receipt	11/18/2014	1	Bistro Le Crillon		-400.00	-400.00
Total Checks and Payments					-400.00	-400.00
<b>Deposits and Credits - 23 items</b>						
Deposit	11/23/2015				400.00	400.00
Deposit	11/23/2015				413.75	813.75
Deposit	11/23/2015				703.75	1,517.50
Deposit	01/11/2016				118.75	1,636.25
Deposit	01/11/2016				190.00	1,826.25
Deposit	01/12/2016				400.00	2,226.25
Deposit	01/14/2016				118.75	2,345.00
Deposit	01/21/2016				118.75	2,463.75
Deposit	01/25/2016				95.00	2,558.75
Deposit	01/25/2016				680.00	3,238.75
Deposit	01/28/2016				559.75	3,798.50
Deposit	02/02/2016				500.00	4,298.50
Deposit	02/02/2016				1,200.00	5,498.50
Deposit	02/09/2016				118.75	5,617.25
Deposit	02/09/2016				118.75	5,736.00
Deposit	02/09/2016				500.00	6,236.00
Deposit	02/10/2016				500.00	6,736.00
Deposit	02/10/2016				500.00	7,236.00
Deposit	02/16/2016				380.00	7,616.00
Deposit	02/18/2016				1,518.17	9,134.17
Deposit	02/19/2016				237.50	9,371.67
Deposit	02/19/2016				10,000.00	19,371.67
Deposit	02/25/2016				1,237.67	20,609.34
Total Deposits and Credits					20,609.34	20,609.34
Total Uncleared Transactions					20,209.34	20,209.34
Register Balance as of 02/29/2016					8,678.59	119,749.67
<b>New Transactions</b>						
<b>Checks and Payments - 1 item</b>						
General Journal	03/03/2016	AJE131			-37,123.73	-37,123.73
Total Checks and Payments					-37,123.73	-37,123.73
<b>Deposits and Credits - 9 items</b>						
Deposit	03/01/2016				142.50	142.50
Deposit	03/03/2016				95.00	237.50
Deposit	03/03/2016				400.00	637.50
Deposit	03/03/2016				400.00	1,037.50
Deposit	03/03/2016				400.00	1,437.50
Deposit	03/03/2016				500.00	1,937.50
Deposit	03/03/2016				500.00	2,437.50
Deposit	03/03/2016				500.00	2,937.50
Deposit	03/10/2016				285.00	3,222.50
Total Deposits and Credits					3,222.50	3,222.50

3:00 PM

03/11/16

# Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 02/29/2016

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Clr</u>	<u>Amount</u>	<u>Balance</u>
Total New Transactions					-33,901.23	-33,901.23
<b>Ending Balance</b>					<b>-25,222.64</b>	<b>85,848.44</b>



Account #: [REDACTED]

This statement: February 29, 2016  
 Last statement: January 29, 2016

Contact us:  
 800 773-7100

023 0830N  
 CITY OF NEWPORT BEACH  
 (RESTAURANT ASSOCIATION)  
 100 CIVIC CENTER DR  
 NEWPORT BEACH CA 92660

Orange CO Airport Office  
 18111 Von Karman Ave., Ste. 100  
 Irvine CA 92612

cnb.com

**Analyzed Business Checking**

Account Summary		Account Activity	
Account number	[REDACTED]	<b>Beginning balance (1/29/2016)</b>	\$111,071.08
Minimum balance	\$99,540.33	<b>Credits</b>	
Average balance	\$109,193.97	Deposits (0)	+ 0.00
Avg. collected balance	\$109,193.00	Electronic cr (1)	+ 1,000.00
		Other credits (0)	+ 0.00
		<b>Total credits</b>	+ \$1,000.00
		<b>Debits</b>	
		Checks paid (0)	- 0.00
		Electronic db (2)	- 12,530.75
		Other debits (0)	- 0.00
		<b>Total debits</b>	- \$12,530.75
		<b>Ending balance (2/29/2016)</b>	\$99,540.33

**ELECTRONIC CREDITS**

Date	Description	Credits
2-12	Preauthorized Credit TRANSFIRST LLC BKCD STLMT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC 021016	1,000.00

**ELECTRONIC DEBITS**

Date	Description	Debits
2-10	Preauthorized Debit TRANSFIRST LLC DISCOUNT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC DISCOUNT	71.86
2-24	Preauthorized Debit BILL.COM PAYABLES 015PDEUGFEFKSTQ RESTAURANT ASSOCIA CCD	12,458.89

**DAILY BALANCES**

Date	Amount	Date	Amount	Date	Amount	Date	Amount
1-29	111,071.08	2-10	110,999.22	2-12	111,999.22	2-24	99,540.33

Thank you for banking with Orange CO Airport Office



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

**NEWPORT BEACH RESTAURANT  
BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS ANNUAL MEETING**

Wednesday, March 23, 2016



**DINE**  
NEWPORT BEACH



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

## Meeting Agenda

- I. Call Meeting to Order
- II. Role Call
- III. Public Comments on Agenda and Non-Agenda Items
- IV. Current Business
  1. Approval of Minutes
  2. BID Financial Reports
  3. President's Report
  4. Marketing Report
- V. Future Agenda, Discussion or Report Items
- VI. Adjournment



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

## Overview

### Mission Statement

*The Newport Beach Restaurant Association is a not-for-profit and BID funded cooperative business group that leads the brand marketing of the city's restaurant and foodservice experience for the benefit of its investors, partners and community residents and visitors.*

- Founded in 1996, NBRA is Business Improvement District (BID)
- Comprised of over (400) restaurants & foodservice operators
- Activities Include:
  - Marketing, advertising, public relations and social media
  - Maintenance of online stakeholder directory
  - Promotion of stakeholder events, offers and public events
  - Education and training for stakeholders
  - Active in organizations deemed to promote dining in Newport Beach
  - Overall promotion of Newport Beach culinary community activities



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

# NBRA BID Strategic Plan Goals & Key Initiatives

## Marketing & Promotion

- ✓ New marketing & media partnerships investigation
- ✓ Enhanced website & social media engagement
- ✓ Targeted and measurable annual marketing strategy & plan

## Investor Communication & Education

- Educational program development based on investor needs
- ✓ Engaging Investor outreach strategy & program execution
- ✓ Ongoing calendar of events development



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

# NBRA BID Strategic Plan Goals & Key Initiatives

## **Community & Stakeholders Relations**

- ✓ Top foodservice issues identification and advocacy
- ✓ Clearinghouse set-up for charitable causes
- ✓ Targeted and measurable stakeholder communications with appropriate messaging (city departments and other industry partners)

## **Financial Resources & Administration**

- ✓ Updated rolling year strategic plan review
- ✓ Aligned program of work and budget allocations
- ✓ BID fee structure evaluation and approval



## **BID Re-Structure Recommendations**

- BID Stakeholders are defined as businesses selling prepared food and beverage items to the public within the Newport Beach city limits.
- BID stakeholders are assigned categories.
- Private facilities may participate in the BID as a Partner.
- Each category has a set annual fee.

Category	Annual Fee
Full Service	\$600
Fast Casual	\$500
Grocery   Market	\$500
Coffee   Tea   Specialty Shop	\$150
Desserts   Bakery   Treats	\$150
Juice Bar   Smoothie Shop	\$150
Catering Company	\$150



# President's Report

## Membership Re-Structure Recommendations

- Effective FY 2016-2017
- Waive all past due assessments & late fees up to \$5,000 per business
- Assessment billed annually for existing businesses
- Assessment billed and pro-rated when a new business opens
- Late fees accrued at 25% per billing
- Late fee waived if paid within 14 days of 2nd billing

Billing Schedule	Month
First Billing – Annual Assessment	July
2nd Billing	September
3rd Billing	November
4th Billing	February
5th Billing	April



## **Board of Directors Applications**

- (11) Board Seats Available
- 1 year term July 2016 – June 2017
- Appointed by NB City Council
- Meetings Held Every Other Month
  - July 27, 2016
  - September 28, 2016
  - November 16, 2016
  - January 25, 2017
  - March 22, 2017
  - May 24, 2017
- Must be in good standing & attend a minimum of 3 meetings
- Apply online at [NewportBeach.ca.gov](http://NewportBeach.ca.gov)
- Applications due by Friday, April 8, 2016



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

## President's Report

### **Proposed Special Meeting – April 13, 2016**

- Review Applications for NBRA Board Members
- Review Newport Beach & Co Annual Contract
  - BID Marketing
  - BID Administration
  - BID Accounting
- Review NBRA FY 2016-2017 Budget

## 2016 Newport Beach Restaurant Week

- Celebrated 10 Year Anniversary
- Integrated Marketing Campaign
- Foodie Quiz Email Capture Promotion
- PR | Media Influencer Outreach
- Social Media Engagement
- Media Kick-off Event
- Concierge Outreach
- Community Relations
- Restaurant Promotion



# NB NEWPORT BEACH RW RESTAURANT WEEK

## Advertising

### Advertising Campaign

- Print
- Digital
- Radio
- Email
- Outdoor
- Broadcast



facebook.

greer's   
THE LATEST IN FASHION DINING & TRENDS

104.3MYfm

eventful

PANDORA  
internet radio

Google Display Network

*Daily Pilot*

DININGOUT

NEWPORT BEACH  
Magazine

OrangeCoast  
MAGAZINE

LAGUNA BEACH  
COASTLINE PILOT

LAGUNA BEACH  
Magazine

LIVING LIFE LOCAL  
LOCALE

# NB NEWPORT BEACH RW RESTAURANT WEEK



**NB NEWPORT BEACH RW RESTAURANT WEEK** JANUARY 18-31

lunches \$10 \$15 \$20 \$25

FEED YOUR *inner* **CARNIVORE**

dinners \$20 \$30 \$40 \$50

**SEIZE THE DISH AT DineNB.com**

PARTICIPATING RESTAURANTS • MENUS • RESERVATIONS

**NB RW**

**NEWPORT BEACH RESTAURANT WEEK**

**JANUARY 18-31**

FEED YOUR *inner* **INNER CIRCLE**

**SEIZE THE DISH AT DineNB.com**

**LEARN MORE**

**NB RW NEWPORT BEACH RESTAURANT WEEK** JANUARY 18-31

lunches \$10 \$15 \$20 \$25

FEED YOUR *inner* **FOOD CRITIC**

dinners \$20 \$30 \$40 \$50

<p>21 Oceanfront Restaurant</p> <p>3 Thury 3 Waterfront</p> <p>Anella's Seafood &amp; Italian Restaurant</p> <p>Andrea at Pelican Hill</p> <p>Avila's El Rancho - Corona del Mar</p> <p>Avila's El Rancho - Newport Beach</p> <p>AVO Bar + Kitchen</p> <p>Back Bay Bistro</p> <p>Back Bay Tavern</p> <p>Bayside Restaurant</p> <p>Billy's at the Beach</p> <p>Bluefin</p> <p>Bluewater Grill</p> <p>Campus Jax</p> <p>Canaletto Ristorante Veneto</p> <p>Citrus</p> <p>Coliseum Pool &amp; Grill</p> <p>Crow Burger Kitchen</p> <p>Cruisers Pizza Bar Grill</p> <p>Cucina Alessa</p> <p>CUCINA enoteca</p>	<p>Dory Deli</p> <p>FIG &amp; OLIVE</p> <p>Five Crowns Restaurant</p> <p>Fly TV Fish Oyster Bar &amp; Grill</p> <p>Hopdoddy Burger Bar</p> <p>Lighthouse Cafe</p> <p>Malley's Irish Pub</p> <p>Mariposa Restaurant</p> <p>Modo Mio Rustic Italian Kitchen</p> <p>Muldoon's Irish Pub</p> <p>Oak Grill</p> <p>Pelican Grill</p> <p>Pescadou Bistro</p> <p>Pizzeria</p> <p>Pizzeria Mozza</p> <p>Port Restaurant and Bar</p> <p>Provenance</p> <p>Red O Restaurant by Rick Bayless</p> <p>Rockin Baja Lobster Coastal Cantina</p> <p>Rothschild's Restaurant</p> <p>Roy's Pacific Rim Cuisine</p>	<p>Royal Thai Cuisine</p> <p>Rusty Pelican</p> <p>Sam &amp; Harry's Steakhouse</p> <p>Slapfish</p> <p>SOL Cocina</p> <p>Summer House</p> <p>Sushi Roku</p> <p>Tackle Box</p> <p>The Beachcomber At Crystal Cove</p> <p>The Bungalow Restaurant</p> <p>The Cannery Seafood of the Pacific</p> <p>The Crow Bar &amp; Kitchen</p> <p>The Ritz Prime Seafood</p> <p>The Village Inn</p> <p>The Winery Restaurant &amp; Wine Bar</p> <p>Tommy Bahama Island Grille</p> <p>True Food Kitchen</p> <p>Waterline Newport Beach</p> <p>Woody's Wharf</p>
--	---	--

**ENTER THE FEED YOUR CURIOSITY IN NEWPORT BEACH SWEEPSTAKES**

WHAT BEST DESCRIBES YOUR INNER FOODIE?

Take our quiz and find out for a chance to WIN A \$50 GIFT CARD for dining in Newport Beach.

#NBFW

FOR SWEEPSTAKES INFO, MENUS AND RESERVATIONS, **SEIZE THE DISH AT DineNB.com**

FEED YOUR *inner* **HEALTH NUT**

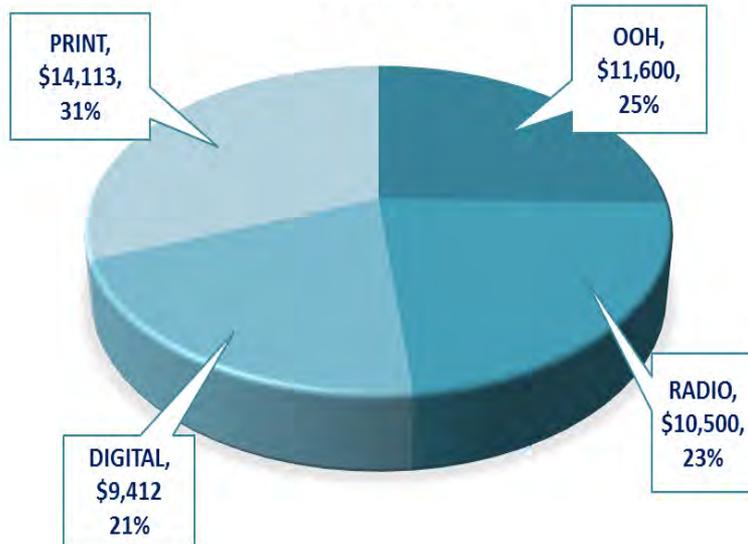
**NB NEWPORT BEACH RW RESTAURANT WEEK** JANUARY 18-31

**SEIZE THE DISH AT DineNB.com**

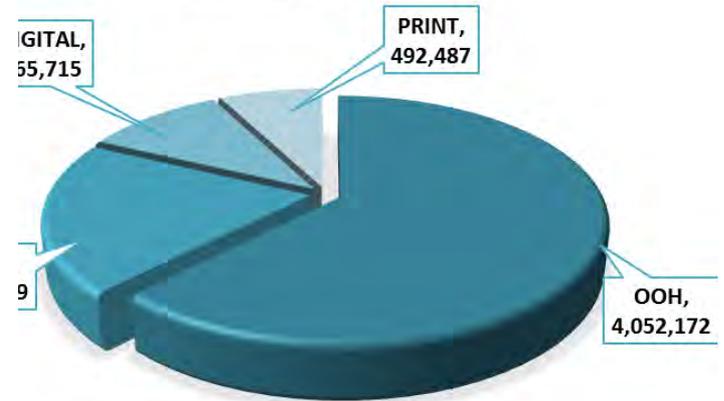
**LEARN MORE**

MEDIA	SPEND	IMPRESSIONS	ADDED VALUE	TOTAL VALUE
PRINT	\$14,113	672,687	\$1,200	\$15,313
OUT OF HOME	\$12,408	4,052,172	\$422	\$12,830
DIGITAL & RADIO	\$19,325	1,930,169	\$34,050	\$53,375
<b>TOTAL</b>	<b>\$45,846</b>	<b>6,655,028</b>	<b>\$35,672</b>	<b>\$81,518</b>

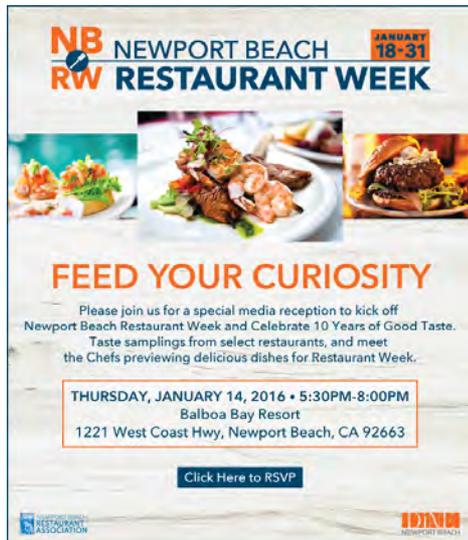
MEDIA MIX



IMPRESSIONS



	Results
Media at Kick-off Event	61 Media
Articles	75
Social Media Posts	481
Social Media Impressions	519,701
<b>Total Media Impressions</b>	<b>169,865,942</b>



**NB** NEWPORT BEACH  
**RW** RESTAURANT WEEK

Media Highlights



*Daily Pilot*



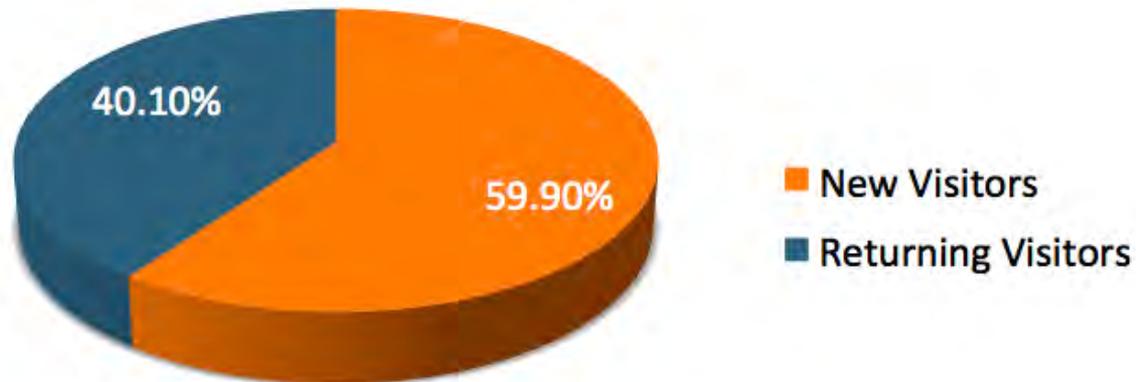
*Daily Breeze*  
www.dailybreeze.com The South Bay's choice for 111 years

**OCWEEKLY**



**DineNB.com – January**

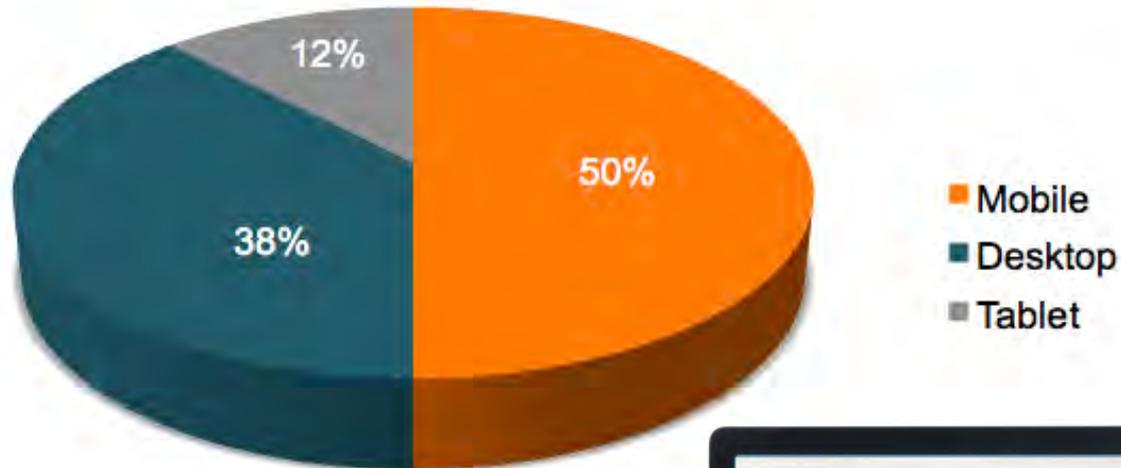
	2015	2016	YOY % Change
Website Visits	61,000	79,000	+30%
Unique Visitors	35,000	46,000	+32%
Pageviews	289,000	335,000	+16%
Bounce Rate	34%	24%	-30%
NBRW Video Views	-	16,000	



# NB NEWPORT BEACH RW RESTAURANT WEEK

## Event Recap

### Device By Visitor



## Top 25 Pages Viewed

1. [dinenb.com/restaurantweek](http://dinenb.com/restaurantweek)
2. Fig & Olive
3. Roy's
4. Cucina enoteca
5. Red O
6. Hopdoddy Burger Bar
7. 3 Thirty 3
8. Canaletto
9. Sushi Roku
10. [dinenb.com/restaurants](http://dinenb.com/restaurants)
11. Provenance
12. Pizzeria Mozza
13. Andrea
14. Summer House
15. Oak Grill
16. Slapfish
17. The Bungalow Restaurant
18. Bluefin
19. Bayside
20. True Food Kitchen
21. Pelican Grill
22. Crow Burger Kitchen
23. Rothschild's
24. 21 Oceanfront
25. Bluewater Grill

## Top 25 Cities for Website Traffic

1. Irvine
2. Los Angeles
3. Newport Beach
4. Costa Mesa
5. San Diego
6. Huntington Beach
7. Anaheim
8. Santa Ana
9. Laguna Niguel
10. Orange
11. Mission Viejo
12. Tustin
13. Aliso Viejo
14. Long Beach
15. Fountain Valley
16. Lake Forest
17. Ontario
18. San Clemente
19. Westminster
20. Garden Grove
21. Riverside
22. San Francisco
23. Fullerton
24. Rancho Santa Margarita
25. Yorba Linda

**79% of all NBRW Diners Reside Outside of Newport Beach**

**DINER LOCALE**

Orange County	75%
Los Angeles	9%
San Diego   IE	10%
California   Int'l	6%

**CONSUMER FIT**

**76%**

Ordered Items In Addition  
to NBRW Menu

**LIKELIHOOD TO RECOMMEND**

**98%**

Would Recommend to  
A Friend or Colleague

**OC DINERS**

Newport Beach	29%
Irvine	13%
Costa Mesa	12%
Huntington Beach	4%
Other	43%

**TRIED A NEW RESTAURANT**

**83%**

During A  
Prior NBRW

**OVERALL VALUE**

**94%**

Excellent  
Very Good | Good

	2014	2015	2016
Participating Restaurants	60	64	61
New Restaurants	-	15	17
OpenTable Restaurants	34	38	35
OpenTable Diners	2,455	5,081	5,941
City Grant Revenue	\$6,000	\$16,000	\$10,000
Participating Restaurant Revenue	\$19,924	\$29,100	\$28,700
OpenTable Revenue	-	-	\$1,300
Total Revenue	\$25,924	\$45,100	\$40,000
Event Expenses	\$82,826	\$49,446	\$57,856
In-Kind Support (VNB, DNB, Partners)	-	\$30,978	\$45,601
Advertising & PR Impressions	-	55,201,000	176,520,970
Estimated Consumer Spend*	-	\$2.6 million	\$3.1 million

\* Estimated spend based on OpenTable Data

**19% Growth in Event YOY**



## Website – DineNB.com

- Online Restaurant Guide
- Culinary Event Listings
- Stakeholder Offers & Promotions
- Relevant Content
- Advertising Opportunities



**Increase In  
Website Visits**

## Online Dining Guides

- Dock 'n Dine Guide
- Happy Hour Guide
- Live Entertainment Guide
- Group Dining Guide

## Tasting Notes Blog

- Food Blogger Round-Ups
- Culinary News
- Food Holiday Calendar
- Recipes



# NBRA Year in Review

## Destination & Brand Awareness Campaigns

- 2015 Spring/Summer Campaign
- 2015 Fall Campaign
- 2016 Restaurant Week Campaign





# NBRA Year in Review

## Advertising

- Regional & Local Magazines
- Local Newspapers
- Newport Beach Visitor Guide
- Regional & Local Radio
- OC GuestBook
- OC Official Map
- Google Ad Network



***Daily Pilot***

DINING OUT

**Orange Coast**  
MAGAZINE

**NEWPORT BEACH**  
Magazine

**OC WEEKLY**

**LAGUNA BEACH**  
Magazine

LIVING LIFE & LOCAL  
**LOCALE**



# NBRA Year in Review

## Weekly Dine NB Newsletters

- Content by Food Bloggers
- Spotlights NBRA Stakeholders
- Promotes Events & Offers
- Advertising Opportunities



**300 % Increase In  
Email Subscribers**

A screenshot of the Dine Newport Beach website. The header features the "DINE NEWPORT BEACH" logo, social media icons for Facebook, Twitter, Instagram, and YouTube, and a "View In Browser" link. Below the header are navigation tabs for "RESTAURANTS", "OFFERS", and "EVENTS". The main content area has an orange banner for "LOCAL FLAVOR" featuring a photo of a pizza. Below this is a section titled "10 NB Pizzas to Taste" with a short paragraph and a "READ MORE" link. At the bottom, there are two smaller sections: "NEIGHBORHOOD SPOTLIGHT" with a photo of an outdoor dining area and the text "Balboa Island Culinary Spotlight", and "EVENT" with a photo of craft beer glasses and the text "A&amp;O's Craft Brew Fest Weekend".



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

## NBRA Year in Review

### Newport Beach Restaurant Week

- Over (60) Participating Restaurants
- Celebrated 10 Year Anniversary
- 176 Million Consumer Impressions
- 19% Increase in Estimated Consumer Spend





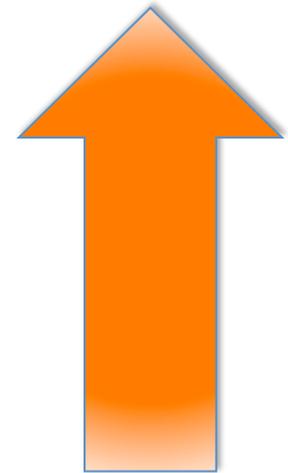
# NBRA Year in Review

## Media Relations

- Hosted National Food Media Fam in October
- Hosted (61) Media for NBRW Event
- Ongoing Outreach to Food & Lifestyle Media

## Social Media & Diner Engagement

- Find Your Inner Foodie Quiz
- Facebook Posts & Targeted Ads
- Local Instagram Content
- Twitter Promotions



**Increase In  
Diner Engagement**





## NBRA Year in Review

Metric	FY 15-16 Goal	FY 16-17 YTD	Goal vs. Actual
<b>WEBSITE</b>			
Visitors	115,000	132,645	115%
Pageviews	550,000	433,310	78%
Average Pages Per Visit	5	3.27	N/A
<b>SOCIAL MEDIA</b>			
Facebook Likes	4,500	4,575	102%
Twitter Followers	2,000	2,147	107%
Instagram Followers	1,200	1,473	122%
<b>PUBLIC RELATIONS</b>			
Impressions	100,000,000	169,865,942	170%
Ad Value	\$1,500,000	TBD	TBD
Media Visits	30	66	220%



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

## NBRA Year in Review

### Community Involvement & Stakeholder Support

- Speak-Up Newport Minimum Wage Forum
- City of Newport Beach FOG Inspections & Water Restrictions
- Surfrider Foundation Ocean Friendly Restaurant Program
- Newport Beach & Co. Annual Marketing Outlook Dinner
- NB Film Festival Restaurant Promotional Opportunities
- City of NB Mayor's Dinner
- NBRA | Dine NB Partner Program
- NBRA Annual Stakeholder Meeting

TASTE OF  
BALBOA



APRIL 19, 2015

*Golden Foodies*  
PEOPLE'S CHOICE FOOD AWARDS

SECOND ANNUAL

*Newport Beach*  
WINE & FOOD  
FESTIVAL  
*American & Southern Wine & Spirits*



NEWPORT BEACH  
RESTAURANT  
ASSOCIATION

SAVE THE DATE  
NEXT NBRA SPECIAL MEETING  
**Wednesday, April 13, 2016**

