



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

1600 Newport Center Drive, Suite 120, Newport Beach

Wednesday, July 27, 2016 - 9:30 AM

Newport Beach Restaurant Business Improvement District Members:

John DeFrenza, Director
Mario Marovic, Director
Bruno Massuger, Director
Matt Meddock, Director
Dan Miller, Director
Jordan Otterbein, Director
Catherine Pavlos, Director
Christopher Roman, Director
Brendon Salisbury, Director
Ronald Schwartz, Director
Jim Walker, Director

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.

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 AGENDA AND 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 Advisory Board of Directors (NBRA BID Board). 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 Board 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. CURRENT BUSINESS

1. Overview of NBRA BID Governance

Summary: Brief overview of NBRA BID governance and how the BID operates under the 1989 Law.

Recommended Action: None

2. Approval of Minutes

Summary: Board to review the draft minutes from the May 25 meeting.

Recommended Action: Board to approve the May 25 meeting minutes.

[Attachment-NBRA BID May 25 Draft Meeting Minutes](#)

3. NBRA BID Financial Reports (Miller)

Summary:

a. Update on BID billing and bookkeeping services.

b. Review of the BID financials ending June 2016.

Recommended Action: Board to accept and file the NBRA BID financial reports for the period ending June 2016.

[Attachment-June 2016 Financial Reports](#)

4. President's Report

Summary:

a. Update on BID amendment process

b. Update on strategic planning process and stakeholder survey.

Recommended Action: None

5. Election of NBRA BID Officers for FY 2016-2017

Summary: Board to accept nominations for serving fiscal year 2016-2017 as President, Vice President, Treasurer and Secretary.

Recommended Action: Board to elect officers for fiscal year 2016-2017.

6. Delinquent Stakeholder Accounts

Summary: Board to review options for the delinquent stakeholder balances and the previous request to City Council to waive all outstanding balances.

Recommended Action: Board to recommend for City Council consideration sending delinquent stakeholders to collections.

[Attachment-Delinquent Accounts](#)

7. Marketing Report (Peak)

Summary:

a. Overview of BID marketing agreement with Newport Beach & Company and proposal to amend agreement for a two-year term.

b. Overview of BID marketing for FY 2016-2017

Recommended Action: Board to recommend that the City amend the contract with Newport Beach & Company for marketing, communications, public relations and BID administration services to a two-year agreement expiring June 30, 2018.

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

VI. ADJOURNMENT

Next meeting September 28, 2016



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

Board Meeting Minutes – May 25, 2016

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

I. CALL MEETING TO ORDER

The meeting was called to order at 4:07 p.m.

II. ROLL CALL

Directors Present:

Joe Campbell
Sheri Drewry
Mario Marovic
Dan Miller
Ronald Schwartz
Jim Walker

Ruby's Diner
Wilma's Patio
Dory Deli & Malarky's Irish Pub
The Village Inn
Muldoon's Irish Pub
The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Stephen Joyce
Christopher Roman

Newport Beach Tennis Club
CUCINA enoteca

BID Administrator Present:

Polly Peak

Newport Beach & Company

City of Newport Beach Present:

Mary Locey
Anthony Nguyen

City of Newport Beach
City of Newport Beach

Guests Present:

Katy Dennis
Doug McClain
Jim Mosher
Steve Rosansky
Kimberly Tavares
Kiff Crandall

Newport Beach & Company
Newport Beach & Company
Resident
Newport Beach Chamber of Commerce
Newport Beach Chamber of Commerce
Robertson & Olsen

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

None.

IV. CURRENT BUSINESS

1. Approval of Minutes

President Walker requested a motion to approve the minutes from the May 4, 2016 special meeting.

Motion: Director Marovic moved to approve the May 4, 2016 meeting minutes.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Drewry, Marovic, Miller, Schwartz and Walker

2. BID Financial Reports

Ms. Peak gave any overview of the BID Financial reports ending April 2016. Director Walker asked for clarification several items on the reports and the ending balance compared to the bank statement.

Motion: Director Campbell moved to accept and file the financial reports.
Director Drewry seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Drewry, Marovic, Miller, Schwartz and Walker

3. NBRA BID Accounting & Financial Reporting Services

President Walker recused himself from the room. Mary Locey, City Management Analyst/BID Liaison, reported that the City conducted a request for qualifications (RFQ) for providing the BID bookkeeping services. Presentations were made to the Board by Lesley Swain, Polly Peak and Doug McCain from Newport Beach & Company and Steve Rosansky and Kimberly Tavares with the Newport Beach Chamber of Commerce. The Board deliberated on the presentations and cost of services. The City requested to have the bookkeeping services for both BIDs (NBRA and the Corona del Mar BID) either outsourced or retained by the City. In light of the fact that the CdM BID would reviewing proposals on May 26, the NBRA BID made two alternate motions.

MOTION: Director Schwartz moved to recommend:

- A. The City continue to provide the bookkeeping services and request that the City Council provide the NBRA BID \$30,000 per year in funding; or
- B. Enter into a contract with Newport Beach & Company to provide the bookkeeping services, attempt to negotiate the cost for those services, and request the City Council provide the NBRA BID \$40,000 per year in funding.

Director Marovic seconded the motion.

The motion carried by the following roll call vote:

Ayes: Campbell, Drewry, Marovic, Miller and Schwartz

4. Presidents Report

President Walker and Ms. Locey reported on the following steps for the NBRA BID and Amendment process:

- June 14, 2016 – City Council will review the final public hearing to renew the NBRA BID.
- June 28, 2016 – NBRA will proceed with a Resolution of Intent to Amend the NBRA BID stakeholder structure and waive all past due fees.

President Walker thanked outgoing Directors Campbell and Drewry for their service on the NBRA Board of Directors.

5. Strategic Plan 2016 Update

President Walker reviewed the scope of work and timeline proposed by Destination Consultancy Group for strategic planning for NBRA BID.

President Walker requested a motion to recommend that the City enter into a contract with Destination Consultancy Group for strategic planning services.

Motion: Director Campbell moved to approve the recommendation to City Council.
Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Campbell, Drewry, Marovic, Miller, Schwartz and Walker

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

VIII. ADJOURNMENT

The meeting adjourned at 5:26 p.m.

The next board meeting will be Wednesday, July 27, 2016 at 9:30 a.m. at Newport Beach & Co.

Restaurant Association Business Improvement District
Balance Sheet
As of June 30, 2016

	<u>Jun 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Bill.com Money Out Clearing	-161.29
1010 · Bank Balance	44,919.57
1260 · City Appropriation Acct Jan 10	1,558.45
Total Checking/Savings	<u>46,316.73</u>
Accounts Receivable	
1310 · Accounts Receivable	
Bad Debt A/R	-8,195.17
1310 · Accounts Receivable - Other	-4,152.62
Total 1310 · Accounts Receivable	<u>-12,347.79</u>
Total Accounts Receivable	-12,347.79
Other Current Assets	
1320 · Undeposited Funds	400.00
Total Other Current Assets	<u>400.00</u>
Total Current Assets	34,368.94
Other Assets	
AR Clearing	-1,929.96
Total Other Assets	<u>-1,929.96</u>
TOTAL ASSETS	<u>32,438.98</u>
LIABILITIES & EQUITY	
Equity	
3900 · Retained Earnings	68,353.97
Net Income	-35,914.99
Total Equity	<u>32,438.98</u>
TOTAL LIABILITIES & EQUITY	<u>32,438.98</u>

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>
Ordinary Income/Expense			
Income			
4000 - NBRA Income			
4010 - Member Assessment	133,391.77	109,000.00	24,391.77
4015 - Late Fees	6,868.75	0.00	6,868.75
4020 - City Matching Funds	20,000.00	20,000.00	0.00
4000 - NBRA Income - Other	300.00	0.00	300.00
Total 4000 - NBRA Income	<u>160,560.52</u>	<u>129,000.00</u>	<u>31,560.52</u>
4500 - NBRW Income			
4510 - Event Sponsorship	0.00	15,000.00	-15,000.00
4520 - Event Participation Fee-Rest Wk			
Event Participation	27,194.78	25,000.00	2,194.78
Total 4520 - Event Participation Fee-Rest Wk	<u>27,194.78</u>	<u>25,000.00</u>	<u>2,194.78</u>
4530 - City Grant	10,000.00	15,000.00	-5,000.00
Total 4500 - NBRW Income	<u>37,194.78</u>	<u>55,000.00</u>	<u>-17,805.22</u>
Total Income	<u>197,755.30</u>	<u>184,000.00</u>	<u>13,755.30</u>
Gross Profit	197,755.30	184,000.00	13,755.30
Expense			
6000 NBRA Expenses - General			
6160 Graphic Design / Branding	1,950.00	1,000.00	950.00
6170 Advertising / Media	52,123.00	31,000.00	21,123.00
6180 Website Development	4,950.00	3,000.00	1,950.00
6200 Digital Marketing / SEO	6,082.95	6,000.00	82.95
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	1,065.04	1,000.00	65.04
6270 Community Event Particip.	1,950.00	2,000.00	-50.00
6290 Marketing Consultation	90,000.00	72,000.00	18,000.00
6300 Adminstration / Billing	5,500.00	6,000.00	-500.00
6310 Operational Reimbursement	14,521.04	11,845.00	2,676.04
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
Total 6000 NBRA Expenses - General	<u>179,242.03</u>	<u>139,000.00</u>	<u>40,242.03</u>
7000 Event Exp. Other (Rest Wk)			
7100 Event Marketing Expenses	49,798.54	50,000.00	-201.46
7150 Event Operational Expenses	1,386.89	2,500.00	-1,113.11

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>
7000 Event Exp. Other (Rest Wk) - Other	3,263.58	2,500.00	763.58
Total 7000 Event Exp. Other (Rest Wk)	54,449.01	55,000.00	-550.99
66900 - Reconciliation Discrepancies	-20.75		
Total Expense	233,670.29	194,000.00	39,670.29
Net Ordinary Income	-35,914.99	-10,000.00	-25,914.99
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	32,438.98	0.00	32,438.98

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Restaurant Association Business Improvement District
Reconciliation Summary
1010 · Bank Balance, Period Ending 06/30/2016

	<u>Jun 30, 16</u>
Beginning Balance	58,523.13
Cleared Transactions	
Checks and Payments - 3 items	-16,545.23
Total Cleared Transactions	<u>-16,545.23</u>
Cleared Balance	<u>41,977.90</u>
Uncleared Transactions	
Checks and Payments - 1 item	-400.00
Deposits and Credits - 10 items	3,341.67
Total Uncleared Transactions	<u>2,941.67</u>
Register Balance as of 06/30/2016	<u>44,919.57</u>
Ending Balance	<u><u>44,919.57</u></u>

Restaurant Association Business Improvement District Reconciliation Detail

1010 · Bank Balance, Period Ending 06/30/2016

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						58,523.13
Cleared Transactions						
Checks and Payments - 3 items						
General Journal	06/08/2016	AJE 146		X	-7,486.00	-7,486.00
Check	06/10/2016			X	-9.23	-7,495.23
General Journal	06/24/2016	AJE 189		X	-9,050.00	-16,545.23
Total Checks and Payments					-16,545.23	-16,545.23
Total Cleared Transactions					-16,545.23	-16,545.23
Cleared Balance					-16,545.23	41,977.90
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 - 10 items						
Deposit	01/21/2016				118.75	118.75
Deposit	04/21/2016				500.00	618.75
Deposit	04/21/2016				500.00	1,118.75
Deposit	04/21/2016				500.00	1,618.75
Deposit	04/26/2016				568.50	2,187.25
Deposit	04/28/2016				500.00	2,687.25
Deposit	05/17/2016				23.75	2,711.00
Deposit	05/26/2016				23.75	2,734.75
Deposit	06/07/2016				267.92	3,002.67
Deposit	06/09/2016				339.00	3,341.67
Total Deposits and Credits					3,341.67	3,341.67
Total Uncleared Transactions					2,941.67	2,941.67
Register Balance as of 06/30/2016					-13,603.56	44,919.57
Ending Balance					-13,603.56	44,919.57

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

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Cash Basis

Date	Source Name	Memo	Account	Paid Amount
Adsavvy, Inc.				
01/21/2016	Adsavvy, Inc.	Distribution of NBRA marketing...	7150 Event Operational Exp...	1,000.00
Total Adsavvy, Inc.				1,000.00
California Restaurant Association				
11/06/2015	California Restaurant Association	CRA Membership Renewal for ...	6240 Public Relations	300.00
Total California Restaurant Association				300.00
City of Newport Beach (Revenue)				
04/15/2016	City of Newport Beach (Revenue)	Water Bill Inserts for Restaura...	7100 Event Marketing Expen...	204.62
Total City of Newport Beach (Revenue)				204.62
Desert Publications, Inc				
08/26/2015	Desert Publications, Inc	NB Visitor Guide - Full Page Ad	Marketing & Promotions	5,000.00
Total Desert Publications, Inc				5,000.00
Dining Out				
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
04/13/2016	Dining Out	Full Page Ad - Orange County ...	6170 Advertising / Media	2,000.00
Total Dining Out				6,000.00
Firebrand Media, LLC				
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
06/24/2016	Firebrand Media, LLC	FBM Digital Ads for October 20...	6200 Digital Marketing / SEO	150.00
Total Firebrand Media, LLC				6,165.00
Locale Magazine				
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
Newport Beach & Company				
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
03/03/2016	Newport Beach & Company	NBRW - Internet Advertisemen...	7100 Event Marketing Expen...	30,978.44
03/03/2016	Newport Beach & Company	NBRW - 2 Banner Graphics, 1...	7000 Event Exp. Other (Rest...	529.20
03/03/2016	Newport Beach & Company	Media Event - Posters, Vinyl B...	7100 Event Marketing Expen...	931.71
03/03/2016	Newport Beach & Company	Media Event - Posters, Vinyl B...	7000 Event Exp. Other (Rest...	2,734.38
03/03/2016	Newport Beach & Company	Media Event - Posters, Vinyl B...	6160 Graphic Design / Brand...	1,950.00
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6300 Administration / Billing	500.00
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	986.00
04/13/2016	Newport Beach & Company	1000 Postcard Invites & Post...	6260 Annual Meeting	498.04
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6300 Administration / Billing	500.00
04/13/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	986.00
05/10/2016	Newport Beach & Company	(12) AMEX Gift Cards and NB...	6200 Digital Marketing / SEO	632.95

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Cash Basis

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

<u>Date</u>	<u>Source Name</u>	<u>Memo</u>	<u>Account</u>	<u>Paid Amount</u>
05/10/2016	Newport Beach & Company	(12) AMEX Gift Cards and NB...	6260 Annual Meeting	567.00
05/10/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
05/10/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6300 Administration / Billing	500.00
05/10/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	986.00
06/08/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6290 Marketing Consultation	6,000.00
06/08/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6300 Administration / Billing	500.00
06/08/2016	Newport Beach & Company	Marketing Director Fee - Polly ...	6310 Operational Reimburse...	986.00
06/24/2016	Newport Beach & Company	Penske Business Media - Full ...	6170 Advertising / Media	5,000.00
Total Newport Beach & Company				165,523.42
Noble Studios				
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
OCWeekly,LP				
08/26/2015	OCWeekly,LP	Ad Description: Full Page Eat ...	Marketing & Promotions	2,000.00
Total OCWeekly,LP				2,000.00
Orange Coast Magazine				
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
Riviera Magazine/Modern Luxury				
08/26/2015	Riviera Magazine/Modern Luxury	Riviera - Orange County - July ...	Marketing & Promotions	3,000.00
Total Riviera Magazine/Modern Luxury				3,000.00
Robert Downs Photography Inc.				
08/26/2015	Robert Downs Photography Inc.	NBRA Board Photos & Headsh...	Marketing & Promotions	800.00
Total Robert Downs Photography Inc.				800.00
Southern California Media Group				
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
04/13/2016	Southern California Media Group	Guestbook OC: Balance of Co...	6170 Advertising / Media	4,340.00
06/24/2016	Southern California Media Group	Where OC Dine NB Ad	6170 Advertising / Media	3,900.00
Total Southern California Media Group				16,600.00
Speak Up Newport				
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
TOTAL				233,691.04



Account #: [REDACTED]

This statement: June 30, 2016
 Last statement: May 31, 2016

Contact us:
 800 773-7100

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

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

0830N

cnb.com

Analyzed Business Checking

Account Summary		Account Activity	
Account number	[REDACTED]	Beginning balance (5/31/2016)	\$58,523.13
Minimum balance	\$41,977.90		
Average balance	\$50,665.74	Credits	+ \$0.00
Avg. collected balance	\$50,665.00	Debits	
		Checks paid (0)	- 0.00
		Electronic db (3)	- 16,545.23
		Other debits (0)	- 0.00
		Total debits	- \$16,545.23
		Ending balance (6/30/2016)	\$41,977.90

ELECTRONIC DEBITS

Date	Description	Debits
6-8	Preauthorized Debit BILL.COM PAYABLES 015UVKVUJNGQE7X RESTAURANT ASSOCIA CCD	7,486.00
6-10	Preauthorized Debit TRANSFIRST LLC DISCOUNT CCD NB RESTAURANT 41399801200319 NB RESTAURANT ASSOC DISCOUNT	9.23
6-24	Preauthorized Debit BILL.COM PAYABLES 015QSLULTCGX8QN RESTAURANT ASSOCIA CCD	9,050.00

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
5-31	58,523.13	6-8	51,037.13	6-10	51,027.90	6-24	41,977.90

Thank you for banking with Orange CO Airport Office

Restaurant Association Business Improvement District A/R Aging Summary

As of May 31, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL	Assessment	Penalties	Total
6310 Deli	0.00	31.67	0.00	0.00	0.00	31.67	Prorated, new member assessment		
Al Cappuccino Coffee	0.00		0.00	0.00	380.00	380.00	285	95	380
Babettes Newport Beach, LLC	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Baja Fresh Grill #119	0.00		0.00	0.00	451.25	451.25	285	166.25	451.25
Baja Sharkeez	0.00		0.00	0.00	1,893.75	1,893.75	1201	692.75	1893.75
Barolo by the Sea, Inc.	0.00		0.00	0.00	47.50	47.50		47.5	47.5
Bayside Restaurant	0.00		0.00	0.00	7,048.23	7,048.23	4168.5	2879.73	7048.23
Bear Flag Fish Company	0.00		0.00	0.00	959.00	959.00	767	192	959
Bear Flag Fish Company (PCH)	0.00		0.00	0.00	580.50	580.50	387	193.5	580.5
Bear Flag Fish Company Lido	0.00		0.00	0.00	640.50	640.50	427	213.5	640.5
Bosscat Kitchen	0.00		0.00	0.00	1,000.50	1,000.50	667	333.5	1000.5
Bowl Of Heaven	0.00		0.00	0.00	520.50	520.50	347	173.5	520.5
Cafe 538 Newport, LLC	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
California Chicken Kitchen	0.00		0.00	0.00	194.50	194.50	194.5		194.5
CDM Yogurt	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Ciao Italian Restaurant	0.00		0.00	0.00	520.50	520.50	347	173.5	520.5
Coast Point Restaurant	0.00		0.00	0.00	3,643.25	3,643.25	2083	1217.25	3300.25
Damasq Cafe	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Donut Depot	0.00		0.00	0.00	285.00	285.00	190	95	285
East Balboa Cafe	0.00	0.00	39.58	0.00	0.00	39.58	Prorated, new member assessment		
El Pollo Loco / WKS Restaurant Corp.	0.00		0.00	0.00	1,467.50	1,467.50	915	457.5	1372.5
Farro Caffe & Rest Inc	0.00		0.00	0.00	433.75	433.75	260.25	173.5	433.75
Fashion Island Subway	0.00		0.00	0.00	285.00	285.00	190	95	285
Five Guys Burgers and Fries	0.00		0.00	0.00	592.50	592.50	339	253.5	592.5
Go Greek Yogurt	0.00		0.00	0.00	98.96	98.96	79.17	19.79	98.96
Go Greek Yogurt - CDM	0.00		0.00	0.00	98.96	98.96	79.17	19.79	98.96
Gourmet Hot Dogs	0.00		0.00	0.00	546.25	546.25	380	166.25	546.25
Hana Grill	0.00		0.00	0.00	380.00	380.00	285	95	380
Hope Subway Inc.	0.00		0.00	0.00	1,139.36	1,139.36	767.5	371.86	1139.36
Icicles Frozen Yogurt	0.00		0.00	0.00	285.00	285.00	190	95	285
Juice Served Here	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Juliette	0.00		0.00	0.00	2,551.25	2,551.25	1466	606.25	2072.25
Kiros' Catering, Inc	0.00		0.00	0.00	498.75	498.75	285	118.75	403.75

Restaurant Association Business Improvement District A/R Aging Summary

As of May 31, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL	Assessment	Penalties	Total
Lorenzo's Spaghetti Bender	0.00		0.00	0.00	3,663.75	3,663.75	2325	1338.75	3663.75
MacArthur Ventures LLC	0.00		0.00	0.00	475.00	475.00	380	95	475
Mayur (Saffron Inc.)	0.00		0.00	0.00	1,777.49	1,777.49	1212.5	493.74	1706.24
Modo Mio Cucina Rustica	0.00		0.00	0.00	760.50	760.50	507	253.5	760.5
Newport Beach Corner Cafe, Inc.	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Newport Pizza 854, Inc.	0.00		0.00	0.00	2,831.73	2,831.73	1538.5	847.23	2385.73
Original Pizza	0.00		0.00	0.00	96.75	96.75		96.75	96.75
Pain du Monde, Inc. - Bristol	0.00		0.00	0.00	790.50	790.50	527	263.5	790.5
Pain du Monde, Inc. - Coast Hwy.	0.00		0.00	0.00	976.50	976.50	651	325.5	976.5
Pain du Monde, Inc. - Newport Center	0.00		0.00	0.00	784.50	784.50	523	261.5	784.5
Palisades Cafe	0.00		0.00	0.00	98.96	98.96	79.17	19.79	98.96
Pandor	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Panera Bread	0.00		0.00	0.00	880.50	880.50	587	293.5	880.5
Panini Cafe	0.00		0.00	0.00	1,883.25	1,883.25	1195	688.25	1883.25
Parkstone Kitchen & Taps	0.00		0.00	0.00	78.75	78.75		78.75	78.75
Pinkberry Fashion Island	0.00		0.00	0.00	302.00	302.00	95	207	302
Pirozzi	0.00		0.00	0.00	47.50	47.50	Prorated, new member assessment		
Pizzabar	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Port Restaurant, The	0.00		0.00	0.00	1,121.75	1,121.75	691	430.75	1121.75
Porthole	0.00		0.00	0.00	174.17	174.17	126.67	47.5	174.17
PQ Newport Beach Bakery	0.00		0.00	0.00	1,611.00	1,611.00	1359	252	1611
Ritas Italian Ice	0.00		0.00	0.00	142.50	142.50	95	47.5	142.5
Rockfire Grill	0.00	0.00	39.58	0.00	0.00	39.58	Prorated, new member assessment		
Rockin Baja Lobster	0.00		0.00	0.00	760.50	760.50	507	253.5	760.5
Roll It Sushi and Teriyaki	0.00		0.00	0.00	717.50	717.50	510	207.5	717.5
Rudy's Pub & Grill	0.00		0.00	0.00	1,276.50	1,276.50	851	425.5	1276.5
Settebello CA LLC	0.00		0.00	0.00	1,156.50	1,156.50	771	385.5	1156.5
Sparkys Bikes & Ice	0.00		0.00	0.00	55.42	55.42	55.42		55.42
Stone Oven	0.00		0.00	0.00	546.25	546.25	380	166.25	546.25
Tacos & Co.	0.00		0.00	0.00	380.00	380.00	190	95	285
Tacos Cancun	0.00		0.00	0.00	1,221.23	1,221.23	742.5	478.73	1221.23
Tapas Grill	0.00		0.00	0.00	1,944.98	1,944.98	1117.5	827.48	1944.98
Tee Room Inc.	0.00		0.00	0.00	736.25	736.25	475	261.25	736.25

Restaurant Association Business Improvement District A/R Aging Summary

As of May 31, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL	Assessment	Penalties	Total
The Beach Barrel, LLC	0.00		0.00	0.00	205.83	205.83	158.33	47.5	205.83
The Counter	0.00		0.00	0.00	2,785.50	2,785.50	1657.5	529.5	2187
Vin Goat	0.00		0.00	0.00	380.00	380.00	285	95	380
Wild Strawberry Cafe	0.00		0.00	0.00	791.66	791.66	530.41	261.25	791.66
Wild Taco	0.00		0.00	0.00	580.50	580.50	387	193.5	580.5
Woody's Diner	0.00		0.00	0.00	673.50	673.50	339	334.5	673.5
	0.00	31.67	79.16	0.00	60,391.48	60,502.31	\$38,193.59	\$19,927.64	\$58,121.23



NEWPORT BEACH
RESTAURANT
ASSOCIATION

**NEWPORT BEACH RESTAURANT
BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS MEETING
Wednesday, July 27, 2016**





Meeting Agenda

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



NEWPORT BEACH
RESTAURANT
ASSOCIATION

Roll Call

NBRA BID Board of Directors

John DeFrenza

Mario Marovic

Bruno Massuger

Matthew Meddock

Jordan Otterbein

Cathy Pavlos

Christopher Roman

Brendon Salisbury

Ronald Schwartz

Jim Walker

Crocker's the Well Dressed Frank

Malarkey's | Dory Deli | Stag Bar + Kitchen

Back Bay Bistro

Sessions West Coast Deli

A Restaurant & Market

Provenance

CUCINA enoteca

The Cannery | El Cholo

Muldoon's Irish Pub

The Bungalow



NEWPORT BEACH
RESTAURANT
ASSOCIATION

NBRA BID Governance

Overview

- NBRA is a Business Improvement District (BID)
- All stakeholders are assessed an annual fee
- The BID Board of Directors is an advisory board to City Council
- The BID operates under the Brown Act.
 - All board meetings are open to the public
 - All meeting information is public
 - A quorum of (6) Directors is required to vote and conduct NBRA BID business
 - When communicating with the BID Board, all members should be blind copied (bcc'd) in email communications



NEWPORT BEACH
RESTAURANT
ASSOCIATION

NBRA BID Governance

NBRA BID Authorized Activities

1. Marketing, Advertising, Public Relations & Social Media
2. Maintenance of Online Stakeholder Directory
3. Promotion of Stakeholder events, offers and public events
4. Education and training for stakeholders
5. Memberships in various organizations deemed to promote dining in Newport Beach
6. Overall Promotion of Newport Beach Culinary Community Activities



NEWPORT BEACH
RESTAURANT
ASSOCIATION

NBRA BID Governance

FY 2016-2017 NBRA BID Board Meeting Schedule

Wednesday, July 27, 2016

Wednesday, September 28, 2016

Wednesday, November 16, 2016

Wednesday, January 25, 2017

Wednesday, March 22, 2017 (Annual Meeting)

Wednesday, May 24, 2017

Note: Board members are required to attend board meeting and any sub-committee meetings as needed. Members who fail to attend (3) or more meetings are subject to removal from the board.



NEWPORT BEACH
RESTAURANT
ASSOCIATION

NBRA BID Board Meeting

Approval of Minutes

NBRA BID Financial Reports

- Balance Sheet
- Budget vs. Actual Report
- Reconciliation Summary
- Reconciliation Detail
- Expenses by Vendor Detail
- Bank Statement

Update on BID Billing & Bookkeeping Services



BID Amendment Process Update

August 9th City Council Meeting

- Public hearing & second reading of the Ordinance to amend the NBRA BID stakeholder structure and fee schedule
- NBRA BID recommendation for delinquent accounts
- Stakeholder assessment invoices sent out in September
- Second billing of assessment invoices with 25% penalties sent out in November
- Third billing of assessment invoices with 50% penalties sent out in January



BID Amendment Recommendations

- Effective Fiscal Year 2016-2017
- BID stakeholders are defined as foodservice businesses within the Newport Beach City limits selling prepared food and beverage to the public.
- BID stakeholders are assigned a category with a set annual assessment fee.
- Assessment fee billed annually for existing businesses.
- Assessment fee billed and pro-rated when a new business opens.

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



NEWPORT BEACH
RESTAURANT
ASSOCIATION

Strategic Plan Update

August

Survey NBRA stakeholders & leadership for input on NBRA BID priorities

September

NBRA BID Board Workshop September 28th

- Present Survey Results to NBRA BID Board
- Discussion on current situation/challenges, mission/value proposition/goals confirmation
- New priority initiatives

November

Update current strategic plan with new three-year plan schematic for 2017-2020



DESTINATION
CONSULTANCY GROUP



NEWPORT BEACH
RESTAURANT
ASSOCIATION

Election of NBRA BID Officers

John DeFrenza

Mario Marovic

Bruno Massuger

Matthew Meddock

Jordan Otterbein

Cathy Pavlos

Christopher Roman

Brendon Salisbury

Ronald Schwartz

Jim Walker

Crocker's the Well Dressed Frank

Malarkey's | Dory Deli | Stag Bar + Kitchen

Back Bay Bistro

Sessions West Coast Deli

A Restaurant & Market

Provenance

CUCINA enoteca

The Cannery | El Cholo

Muldoon's Irish Pub

The Bungalow



Delinquent Stakeholder Accounts

Overview

- (72) Delinquent Stakeholder Accounts totaling \$58,121
- \$38,193 in assessments & \$19,927 in penalties

Options

1. Implement an amnesty program – Stakeholder pays the past due assessments, and penalties will be waived.
2. Request that all penalties are waived, but continue to try and collect original assessments.
3. In conjunction with #2, have all uncollected assessments sent to a collection agency.
4. Have all assessments and penalties sent to a collection agency.
5. Request that City Council forgive all delinquent accounts.
6. Continue to carry the outstanding debt.



NEWPORT BEACH
RESTAURANT
ASSOCIATION

BID Marketing & Administration

Newport Beach & Company Marketing Contract Includes:

- Marketing & Brand Management
- Advertising
- Promotions
- Website Maintenance
- Social Media Management
- Newsletters & Communications
- Restaurant Week Event Production
- Media Relations
- Community Relations
- Research & Reporting
- BID Administration





BID Marketing & Administration

Expenditures from NBRA Annual Budget	FY 2016-2017
BID Marketing, Communications & Public Relations	\$48,000
BID Administration	\$18,000
Operating Expenses & Insurance	\$12,000
Agency Fee	\$12,000
TOTAL CONSULTANT FEES	\$90,000

Service & Support Provided by:

- President & CEO
- SVP & Chief Marketing Officer
- Senior Director, Marketing & Strategic Planning
- Senior Director, Online Marketing & New Media
- Marketing Director
- Brand Management Director
- Digital Marketing Manager
- Media Relations & Communications Manager
- Business Development Manager
- Digital Marketing & Video Manager
- Marketing Manager
- Marketing Coordinator



Year Round Marketing & Promotion

- Website – DineNB.com
- Weekly Dine Newport Beach eNewsletter
- Digital Advertising – Facebook, Google Ad Network, etc.
- Print Advertising – DiningOut Magazine
- Where Guestbook – OC Hotel Rooms
- OCVA Map – Concierges & Visitor Centers
- PR & Media Relations – NB Culinary Community
- Social Media – Facebook, Twitter & Instagram



Marketing Campaigns

Fall Campaign (Oct-Nov)

- Feed Your Curiosity in Newport Beach

Newport Beach Restaurant Week (Dec-Jan)

- Seize the Dish in Newport Beach
- NBRW Dates:
 - Monday Start – Jan 16-29, 2017
 - Friday Start – Jan 13-27, 2017

Spring (May-June)

- Feed Your Curiosity in Newport Beach



NEWPORT BEACH RESTAURANT ASSOCIATION

SAVE THE DATE
NEXT NBRA BOARD OF DIRECTORS MEETING
Wednesday, September 28, 2016



DINE
NEWPORT BEACH