



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT BUSINESS IMPROVEMENT DISTRICT AGENDA

1600 Newport Center Drive, Suite 120

Wednesday, January 25, 2017 - 9:30 AM

Newport Beach Restaurant Business Improvement District Members:

Ronald Schwartz, President
Christopher Roman, Vice President
Dan Miller, Treasurer
Jordan Otterbein, Secretary
John DeFrenza, Director
Mario Marovic, Director
Bruno Massuger, Director
Matt Meddock, Director
Catherine Pavlos, Director
Brendon Salisbury, 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 (NBRA BID). Speakers must limit comments to three 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. CURRENT BUSINESS

1. Approval of Minutes (Schwartz)

Summary: Review the draft minutes from the November 16, 2016 meeting.

Recommended Action: Board to approve the November 16, 2016 meeting minutes.

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

2. NBRA BID Financial Reports (Swain)

Summary:

- a) Review of the NBRA BID financials ending December 2016.
- b) Update on NBRA BID assessment collections.

Recommended Action:

- a) Board to accept and file the NBRA BID financials ending December 2016.
- b) None

[Attachment - NBRA BID December 2016 Financial Reports](#)

3. President's Report (Schwartz)

Summary:

- a) Update on stakeholder survey and strategic planning process
- b) Feedback from the subcommittee on the Hospitality Training Program
- c) NBRA BID Annual Meeting, proposed for Wednesday, March 22
- d) NBRA BID Special Meeting, proposed for Wednesday, April 5

Recommended Action:

- a-b) None
- c) Board to set the NBRA BID's Annual Meeting for Wednesday, March 22
- d) Board to set a NBRA BID Special Meeting for Wednesday, April 5

4. Marketing Report (St. Amour)

Summary:

- a) Newport Beach Restaurant Week
- b) Update on marketing and promotions
- c) Update on public relations and social media

Recommended Action:

- a-c) None

5. Industry Update (Peak)

Summary: Update on industry and community events.

Recommended Action: None

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



City of Newport Beach
Restaurant
Business Improvement District



Board Meeting Minutes – November 16,
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 9.34 a.m.

II. ROLL CALL

Directors Present:

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

Muldoon’s Irish Pub
CUCINA enoteca
The Village Inn
A Restaurant & A Market
Crocker’s The Well Dressed Frank
Dory Deli, Malarky’s Irish Pub & Stag Bar + Kitchen
Sessions West Coast Deli
Provenance
The Cannery Restaurant & El Cholo
The Bungalow Restaurant

Quorum Achieved

Directors Absent:

Bruno Massuger

Back Bay Bistro

BID Administrator Present:

Polly Peak

Newport Beach & Company

Guests Present:

Mary Locey
Michael Pisani
Keith Hinckley
Michelle St. Amour
Katy Dennis
Lesley Swain
Jim Mosher

City of Newport Beach
City of Newport Beach
City of Newport Beach
Newport Beach & Company
Newport Beach & Company
Newport Beach & Company
Newport Beach Resident

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

- None

IV. CURRENT BUSINESS

1. Approval of Minutes

President Schwartz requested a motion to approve the minutes from the September 28, 2016, meeting.

Motion: Director Walker moved to approve the September 28, 2016 meeting minutes.
Director Roman seconded the motion.

The motion carried by the following vote:

Ayes: Schwartz, Roman, Miller, Otterbein, DeFrenza, Marovic, Meddock, Pavlos,
Salisbury & Walker

2. BID Financial Reports

- Ms. Swain provided an overview of the BID Financial reports ending October 2016 that were prepared by Newport Beach & Co.
- The assessment invoices went out on October 13, 2016, and over half of the annual fees have been collected to date
- An online payment portal was established and restaurants are now able to pay their fees by credit card online.
- A new invoice authorization system has been set up for the NBRA Treasurer and City Staff to review and approve invoices online.

President Schwartz requested a motion to approve the BID financial reports ending October 2016.

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

The motion carried by the following vote:

Ayes: Schwartz, Roman, Miller, Otterbein, DeFrenza, Marovic, Meddock, Pavlos,
Salisbury & Walker

3. President's Report

- City Council approved the amended contract with Newport Beach & Co. to extend it for two years until June 30, 2018, and added in strategic planning services to the agreement.
- President Schwartz and Ms. Peak provided an update on the strategic planning process and the NBRA stakeholder survey.
 - Surveys will go out to the NBRA stakeholders in March 2017.
 - Don Anderson with Destination Consultancy Group will conduct a strategic planning session with the board members in April 2017 (date TBD).
 - The new strategic plan will be presented at the May 2017 Board meeting.
- Ms. Dennis provided information on an upcoming Hospitality Training Program that Newport Beach & Co. is conducting on 12/1/16.
 - The subcommittee established to review the training program will attend the program, and will report back at the next board meeting.
- Ms. Peak reviewed the current schedule for assessment fee billings and collections, as well as proposed penalties for non-payment.
 - Director Walker suggested to have penalties for non-payment be clearly defined by the NBRA Board and communicated to stakeholders.
 - Director Marovic suggested that each past due stakeholder is contacted by email and/or phone prior to the third billing to help expedite the collection process.
 - Director DeFrenza suggested that NBRA categories be aligned with already existing business license categories.

- President Schwartz clarified that there is no opting out of the NBRA BID by restaurants under the current City ordinance.
- President Schwartz suggested that further discussion of the NBRA BID categories, fees and penalties can be included in the strategic planning session in April.
- Mr. Pisani and Mr. Hinckley from the City reviewed the mandatory commercial recycling laws affecting businesses throughout the state with new thresholds that will go into affect on 1/1/17.
 - President Schwartz suggested forming a Commercial Organics Recycling Committee to work with the City to help facilitate compliance and communicate to restaurant operators. Directors Salisbury, DeFrenza and Roman will serve on the committee.
 - A letter from the City is going out this week that includes details of the law, as well as compliance options.
 - More detailed information on the commercial organics recycling requirements is available on the City website.
- Ms. Peak provided an overview from the California Restaurant Association of new state & local laws affecting restaurants in 2017.

4. Marketing Report

- Ms. St. Amour provided the following update to the NBRA Board:
 - Reviewed the Dine Newport Beach newsletters and promotions, as well as the open rates for October and November.
 - Reviewed the current website and social media metrics.
- Newport Beach Restaurant Week (NBRW) will be January 16-29, 2017.
 - Registration for participating restaurants is going on now.
 - Promotional cards will be included in all of the City water bills in December and January.
 - There will be an Instagram promotional contest during Restaurant Week to help build social followers.
 - NBRW Media Event is scheduled for Thursday, January 12, 2017, at Marina Park.

5. Industry Update

- President Schwartz led a discussion on the issue with EMV chip readers and how it affects restaurant operators. Board members shared insights and best practices for this issue.
- Ms. Peak noted upcoming industry and community events for the California Restaurant Association and Newport Beach & Co.

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.

The next meeting will be Wednesday, January 25, 2017, at 9:30 a.m. at Newport Beach & Co.



**Newport Beach Restaurant Association
Statement of Financial Position**

	Month Ended December 2016
	<i>Current Year Balance</i>
Assets	
Current Assets	
Cash and Cash Equivalents	
NBRA Checking	185,695.73
NBRA City Appropriation	1,558.45
NBRA Bill.com Clearing	(161.29)
Undeposited Funds	4,598.00
Total Cash and Cash Equivalents	191,690.89
Accounts Receivable, Net	
Accounts Receivable	
Accounts Receivable	76,466.92
Allowance for Doubtful Accounts	(8,195.17)
Total Accounts Receivable	68,271.75
Total Accounts Receivable, Net	
	68,271.75
Prepaid Expenses	
	2,662.68
Total Current Assets	
	262,625.32
Total Assets	
	262,625.32
Liabilities and Net Assets	
Liabilities	
Short-term Liabilities	
Accounts Payable	
Accounts Payable	14,925.71
Total Accounts Payable	14,925.71
Total Short-term Liabilities	
	14,925.71
Total Liabilities	
	14,925.71
Net Assets	
Net Assets	
General Fund Balance	21,934.16
Total Net Assets	21,934.16
Net Income	225,765.45
Total Net Assets	
	247,699.61
Total Liabilities and Net Assets	
	262,625.32

Notes

Accounts to be reviewed and reconciled:
 NBRA City Appropriation Account
 Bill.com Clearing Account
 Allowance for Doubtful Accounts



Newport Beach Restaurant Association Statement of Activities

	FY2017 YTD 12/31/2016	Year Ending 06/30/2017	
	FY2017 Year to Date	FY2017 NBRA Budget	Remaining Amount
Operating Revenue			
Program Revenue			
Restaurant Association Fees	201,400.00	189,000.00	12,400.00
Restaurant Association Late Fees	19,878.62	6,500.00	13,378.62
Restaurant Association Special Events	27,200.00	25,000.00	2,200.00
City of Newport Beach Matching Funds	40,000.00	40,000.00	0.00
City of Newport Beach Grant Funds	9,000.00	10,000.00	(1,000.00)
Total Program Revenue	297,478.62	270,500.00	26,978.62
Total Operating Revenue	297,478.62	270,500.00	26,978.62
Expenses			
General and Administrative Expenses			
Operating Expenses			
Operating Expenses			
Office Supplies	878.40	0.00	878.40
Postage	310.20	0.00	310.20
Bank Fees	885.75	0.00	885.75
Membership Dues	300.00	500.00	(200.00)
Governance Meeting Expenses	0.00	2,000.00	(2,000.00)
Total Operating Expenses	2,374.35	2,500.00	(125.65)
Total Operating Expenses	2,374.35	2,500.00	(125.65)
Professional Fees			
Independent Contractors	0.00	8,000.00	(8,000.00)
Bloggers	4,000.00	12,000.00	(8,000.00)
Marketing Consultant Fees	31,000.00	60,000.00	(29,000.00)
BID Administration Fees	8,000.00	18,000.00	(10,000.00)
Financial Services Fees	3,000.00	18,000.00	(15,000.00)
Consultant Operational Reimbursement	7,486.00	12,000.00	(4,514.00)
Total Professional Fees	53,486.00	128,000.00	(74,514.00)
Total General and Administrative	55,860.35	130,500.00	(74,639.65)
Advertising Expenses			
Advertising - Consumer	14,156.82	50,000.00	(35,843.18)
Total Advertising Expenses	14,156.82	50,000.00	(35,843.18)
Marketing Expenses			
Community Relations			
Community Partner Events	875.00	2,500.00	(1,625.00)
Event Marketing Expenses	800.00	55,000.00	(54,200.00)
Event Operating Expenses	21.00	5,000.00	(4,979.00)
Research	0.00	4,000.00	(4,000.00)
Total Community Relations	1,696.00	66,500.00	(64,804.00)
Marketing Collateral			
Collateral Production Expenses	0.00	6,500.00	(6,500.00)
Total Marketing Collateral	0.00	6,500.00	(6,500.00)
Digital Marketing			
Social Media	0.00	2,000.00	(2,000.00)
Website Maintenance	0.00	5,000.00	(5,000.00)
Digital Advertising	0.00	7,000.00	(7,000.00)
Total Digital Marketing	0.00	14,000.00	(14,000.00)
Communications/Public Relations			
Media Relations	0.00	3,000.00	(3,000.00)
Total Communications/Public Relations	0.00	3,000.00	(3,000.00)
Total Marketing Expenses	1,696.00	90,000.00	(88,304.00)
Total Expenses	71,713.17	270,500.00	(198,786.83)
Net Income	225,765.45	0.00	225,765.45

Newport Beach Restaurant Association Bank Reconciliation Report

As Of 12/30/2016

Account: NBRA Checking - City National Bank

Statement Ending Balance	\$ 192,395.73
Deposits in Transit	\$ -
Outstanding Checks and Charges	\$ (6,700.00)
Adjusted Bank Balance	\$ 185,695.73
Book Balance	\$ 185,695.73
Adjustments*	\$ -
Adjusted Book Balance	\$ 185,695.73

Total Checks and Charges Cleared \$ 10,287.67 Total Deposits Cleared \$ 25,970.75

Deposits

Name	Memo	Date	Doc No	Cleared	In Transit
	12/01/2016 Credit Card Deposit	12/01/2016	CC Deposit Slip 12/01/201	\$ 2,100.00	
	12/02/2016 Credit Card Deposit	12/02/2016	CC Deposit Slip 12/02/201	\$ 900.00	
	12/05/2016 Credit Card Deposit	12/05/2016	CC Deposit Slip 12/05/201	\$ 1,600.00	
	NBRA Deposit Slip 12/06/2016	12/06/2016	NBRA Deposit Slip 12/06/2	\$ 1,642.50	
	12/07/2016 Credit Card Deposit	12/07/2016	CC Deposit Slip 12/07/201	\$ 750.00	
	NBRA Deposit Slip 12/07/2016	12/07/2016	NBRA Deposit Slip 12/07/2	\$ 4,860.50	
	12/08/2016 Credit Card Deposit	12/08/2016	CC Deposit Slip 12/08/201	\$ 500.00	
	12/09/2016 Credit Card Deposit	12/09/2016	CC Deposit Slip 12/09/201	\$ 1,000.00	
	12/13/2016 Credit Card Deposit	12/13/2016	CC Deposit Slip 12/13/201	\$ 500.00	
	12/14/2016 Credit Card Deposit	12/14/2016	CC Deposit Slip 12/14/201	\$ 4,830.25	
	12/15/2016 Credit Card Deposit	12/15/2016	CC Deposit Slip 12/15/201	\$ 2,000.00	
	NBRA Deposit Slip 12/16/2016	12/16/2016	NBRA Deposit Slip 12/16/2	\$ 3,850.00	
	12/19/2016 Credit Card Deposit	12/19/2016	CC Deposit Slip 12/19/201	\$ 187.50	
	12/20/2016 Credit Card Deposit	12/20/2016	CC Deposit Slip 12/20/201	\$ 650.00	
	12/27/2016 Credit Card Deposit	12/27/2016	CC Deposit Slip 12/27/201	\$ 600.00	
Total Deposits				\$ 25,970.75	\$ -

Checks and Charges

Name	Memo	Date	Check No	Cleared	Outstanding
Prestige Concepts Promotion and Events		11/14/2016	5004	\$ 682.39	
Newport Beach and Company		11/22/2016	5005	\$ 9,000.00	
Southern California Media Group		11/22/2016	5006		\$ 6,200.00
Richard J. Manning, Jr.		11/22/2016	5007		\$ 500.00
	11/16NBRA2CPFees	12/02/2016		\$ 605.28	
Total Checks and Charges				\$ 10,287.67	\$ 6,700.00



Account #: _____

This statement: December 30, 2016
 Last statement: November 30, 2016

Contact us:
 800 773-7100

023 0830L
 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 number	
Minimum balance	\$173,349.87
Average balance	\$185,993.48
Avg. collected balance	\$185,285.00

Account Activity

Beginning balance (11/30/2016)		\$176,712.65
Credits		
Deposits (3)	+ 10,353.00	
Electronic cr (12)	+ 15,617.75	
Other credits (0)	+ 0.00	
Total credits		+ \$25,970.75
Debits		
Checks paid (2)	- 9,682.39	
Electronic db (1)	- 605.28	
Other debits (0)	- 0.00	
Total debits		- \$10,287.67
Ending balance (12/30/2016)		\$192,395.73

DEPOSITS

Date	Description	Reference	Credits
12-6	Deposit		1,642.50
12-7	Deposit		4,860.50
12-16	Deposit		3,850.00

ELECTRONIC CREDITS

Date	Description	Credits
12-1	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	2,100.00
12-2	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	900.00
12-5	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	1,600.00
12-7	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	750.00
12-8	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	500.00
12-9	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	1,000.00
12-13	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	500.00
12-14	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	4,830.25
12-15	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	2,000.00



CITY OF NEWPORT BEACH
December 30, 2016

Page 2
Account #:

ELECTRONIC CREDITS (Continued)

Date	Description	Credits
12-19	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	187.50
12-20	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	650.00
12-27	Preauthorized Credit 2CPROCESSR PYMT PROC 84870014392254 CITY OF NEWPORT BE CCD	600.00

CHECKS PAID

Number	Date	Amount	Number	Date	Amount	Number	Date	Amount	Number	Date	Amount
5004	12-14	682.39	5005	12-6	9,000.00						

ELECTRONIC DEBITS

Date	Description	Debits
12-2	Preauthorized Debit 2CPROCESSR FEES SEP 84870014392254 CITY OF NEWPORT BE CCD	605.28

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount	Date	Amount
11-30	176,712.65	12-6	173,349.87	12-13	180,960.37	12-19	191,145.73
12-1	178,812.65	12-7	178,960.37	12-14	185,108.23	12-20	191,795.73
12-2	179,107.37	12-8	179,460.37	12-15	187,108.23	12-27	192,395.73
12-5	180,707.37	12-9	180,460.37	12-16	190,958.23		

Thank you for banking with Orange CO Airport Office

IMPORTANT NOTICE

Please examine your statement at once. You are in the best position to find errors or unauthorized transactions and you must tell us at once. If nothing is reported to us promptly this statement will be considered correct and any liability we may have to you may be limited.

In case of errors or questions about your electronic funds transfers: Call or write us at the telephone number or address shown on the front of this statement if you think your statement or receipt is wrong or you need more information about a transfer listed on the statement or receipt.

For Consumer accounts: We must hear from you no later than 60 days after we sent you the FIRST statement on which the problem or error appeared. (1) Tell us your name and account number. (2) Tell us the dollar amount of the suspected error. (3) Describe the error or the transfer you are unsure about, and explain as clearly as you can why you believe it is an error or why you need more information. We will investigate your complaint and will correct any error promptly. If we take more than 10 business days (20 business days for new accounts), we will credit your account for the amount you think is in error, so that you will have the use of the money during the time it takes us to complete our investigation.

For Business and other non-Consumer accounts: We must hear from you at once if there is an error on your account or you think a transaction is unauthorized. We will investigate promptly. Failure to contact us may prevent us from blocking further unauthorized transactions or recovering money for you. If we made an error we will correct your account at the conclusion of our investigation.

Direct Deposits: If you have arranged to have direct deposits (e.g. Social Security) made to your consumer account at least once every 60 days from the same person or company, you can call us at the telephone number on the front of this statement to find out whether the deposit has been made.

You may obtain a form to help you **balance your account** at www.cnb.com/reconcile or call us at the telephone number shown on the front of this statement to have a form mailed to you.

All items credited are subject to final payment. See your *Account Agreement and Disclosures* or *Treasury Management Disclosure and Agreement* and *Fee Schedules* for other terms and conditions applicable to your account.