



BUSINESS IMPROVEMENT DISTRICT

Advisory Committee Meeting - Agenda

Thursday, July 22, 2010 at 7:30 a.m.

Corona del Mar Chamber of Commerce offices - 2855 E. Coast Hwy, CdM

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|---|------------------------------|------|
| 1. Call to order | | 7:30 |
| 2. Approval of Minutes | | 7:33 |
| 3. Public comments & Introductions | | |
| • Special Presentation for Mark Schulein | | 7:35 |
| 4. City Council Report | Nancy Gardner/Ed Selich | 7:45 |
| 5. Vision Plan Update | Bernie Svalstad | 7:55 |
| • Tree wells / Artificial Turf | Tom Nicholson/Scott Palmer | |
| • CDM Plaza Maintenance | | |
| • Update Vision Plan | | |
| 6. Administration & Financial Report | Scott Palmer/Bernie Svalstad | 8:10 |
| 7. CDM Décor | | |
| • Dekra-lite – Discussion re: approval of banners for Christmas Walk. | | |
| • Dekra-lite – Christmas Decorations Contract Approval | | |
| 8. Marketing Discussion | | 8:20 |
| • VIP update | | |
| 9. EDC Report | Katie Bowden | 8:35 |
| • City Way-finding Sign Program | | |
| 9. City Report | Katie Bowden | 8:45 |
| • BID Structure Report | | |
| 10. CdM Chamber Report | Linda Leonhard | 8:55 |
| • BID Contract Approval | | |
| 12. Adjourn Meeting | | 9:00 |

Next BID Meeting: August 26, 2010