



Meeting Minutes

Corona del Mar Business Improvement District -General Assembly October 22, 2009

Board Members Present:

Bernie Svalstad / Mark Schulein / Tom Nicholson / BJ Johnson / Ali Zadeh / Jim Walker

Staff / Volunteers Present:

Ed Selich / Nancy Gardener / Scott Palmer / Katie Bowden / Linda Leonhard / Karen Tringali

Guest(s):

Amy Senk / Mark DuPont (Southwest Greens)

I. Call to Order at 7:32 AM: Welcome and introductions

II. Minutes: September BID Minutes approved

III. Public Comments

- A. Last EDC meeting: Reported on success of the CdM Classic Car Show and announced the CdM Christmas Walk.
1. Presentation by OC Business Service Center and OC One Stop: Valuable “free” resources for businesses and job seekers alike, paid for with federal taxes through the WIA/WIB.

IV. City Council Report

- A. Parking concept at “CdM elementary” lot. Neighbors are concerned about increased traffic on Dahlia.
1. Project still in preliminary stages. If anything comes of the proposal, there is still plenty of public discourse to be had.
- B. Parking study recommendations: Staff to come back to Council with more finely tuned pilot program proposal, which Nancy will take back to the affected community for discussion. Plans to send letters to all residences which would be affected with a residential parking permit.
1. Not a large parking problem in CdM. Problem is focused in a few key areas. The “solution” may push the parking problem elsewhere if not monitored and adjusted properly.
 2. Slow economy is helping the parking problem. However, study was performed before the recession.
 3. Discussion of new credit card meters in Laguna Beach.
- C. Fire rings: Nothing new to report.
- D. Budget update: \$6M shortfall this year; \$8M shortfall on an annual basis. Sales tax and TOT revenues are down more than expected.
1. Council direction: Keep CIP moving, be more efficient in staffing to keep City running smoothly.
 2. All “extra” projects and programs will be scrutinized. This may include future BID projects.

3. Question: Could BID receive interest from CdM Coast Hwy funds? This is a separate account accumulating interest.
- E. City hall: Now in Design Development phase. Council to approve EIR on November 24. Could have bid documents out by August 2010. Hope to start moving dirt in Jan/Feb. 2010.
 1. Cost: Estimates coming in high. Looking at different alternatives including value engineering, phasing (bridge & park), etc.
 2. Coffee shop: Questions regarding the process to bid on the operation. Non-compete deal with TIC.
- F. Barrett-Jackson car auction: Joint effort between Costa Mesa and Newport Beach to be held at Fairgrounds in June 2010. Newport to gain TOT from hotel guests.
- G. Dredging: Upper and lower bays moving along according to schedule.

V. Administrative Report

- A. Current position: \$89,932 in bank, with \$30,000 in outstanding member assessments. Cutting into carry-over funds from last year. Several back-dated Park West invoices to pay this period because bills were being sent to the wrong address.
- B. D & G Antique Restoration's request for waiver of finance charges: Sent to collections because over 2 years behind in BID payments. Owner claiming a hardship. City cannot waive collection charges owed to the collection agency. If BID "waives", they must assume payment on behalf of Owner.
 1. **MOTION**: If D & G pays past & current BID bills and finance charges within 30 days, BID will pay the 30% fee owed to the collection agency (\$545.10). **APPROVED**

VI. Vision Plan

- A. Artificial turf: Mark Dupont of Southwest Greens presented product samples and discussed installation techniques.
 1. Cost: \$200 per tree well if at least 50-75 wells. Doesn't recommend replacing all 180 tree wells. Could alternate with tree wells that are well planted and cared for.
 - Bernie asked for a meeting with the City to discuss irrigation of tree wells
 2. Test locations: **MOTION**: Install 2 test locations: One near Starbucks at Goldenrod and one near Centennial Plaza at Marguerite, each with a different product color. **APPROVED**
 3. Maintenance responsibility: City requires a letter from BID assuming maintenance liability.
 - **APPROVED**
- B. Benches: Jim Digrado working directly with the Traffic Engineer for placement at Starbucks.
- C. Streetlight project: Work has begun. Project on schedule for completion by end of November.
- D. Medians: Irvine Company contact may be interested in a trade of CdM King Palms for King Palms of the correct size for immediate planting in the Coast Highway medians. Katie to send info on CdM palms in yard.

VII. Marketing

- A. CdM Value Card program: Similar to Santa Monica VIP card. Planned "roll out" during the CdM Christmas Walk. May also utilize direct mailing, handouts, inserts in CdM business directories, etc.
 1. Committee to mail out notices and evaluate response from local businesses. If positive, Committee to move forward with purchasing the cards.
 2. **MOTION**: A \$5,000 expenditure on developing the initial phases of the VIP card if at least 25 businesses agree to participate in the program. If less than 25 businesses agree to participate, Committee will not move forward with the roll out. **APPROVED.**

VIII. BID Committee – Board Appointments

- A. Appointment of new director at next meeting.

B. Due to holidays, no November meeting. The next BID meeting will be December 3, 2009.

IX. City Report

- A. “Tools for Business Success” feature added to City’s website under “Business” heading, then “Economic Development”. The feature is a listing of all available resources (federal, state, local) to businesses. Most services are free or low-cost. Includes a link to the OC WIB and the OC Business Service Center/ One Stop.

X. CdM Chamber Report

- a. Volunteer needed to head up the Dolphin Decorating Committee.
- b. Sept/Oct Beautification Award to CdM Florist. Next newsletter to ask for nominations for next Beautification Award winner.
- c. CdM Chamber mixer next Tuesday (10/27) at Priestley Chiropractic.
- d. Newsletter to be published next week.
- e. 2010 CdM 5K art work currently being developed.

XI. Meeting adjourned 9:23 AM. Thank You.

Next BID Committee Meeting: December 3, 2009
Note change in meeting location:
260 Newport Center Drive, 5th floor conference room