



## Meeting Minutes

### Corona del Mar Business Improvement District -General Assembly March 25, 2010

**Board Members Present:**

Bernie Svalstad / Tom Nicholson/ BJ Johnson/ Ali Zadeh/ Jim Walker/ Scott Laidlaw

**Staff / Volunteers Present:**

Nancy Gardner /Scott Palmer / Katie Bowden / Linda Leonhard / Karen Tringali / Wade Roberts

**Guest(s):**

Amy Senk (Corona del Mar Today) / Stacey Jordan (Dekra-Lite) / Robert Fish (Farmers & Merchants Bank)/ Bill Edwards (Planet Design)

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**I. Call to Order at 7:35 AM**

**II. Minutes:** February BID Minutes - **Approved.**

**III. Public Comments**

A. Presentation by Farmers & Merchants Bank

1. Presentation of new design, reminiscent of the historic FMB building in Long Beach.
2. Anticipates completion of renovations and a grand opening before the end of the year.
3. Bernie to meet with Bill Edwards to discuss the CdM Vision Plan, as there are some opportunities to incorporate sidewalk and street furniture elements in the redevelopment.

**IV. City Council Report**

A. Special Event Advisory Committee

1. Recommended City Council criteria for evaluating special events requesting over \$20,000 in City support.
2. Applicants must apply 6 months in advance of their event on an annual basis. Committee will evaluate applications according to the criteria and make recommendations to Council.
3. Received Council feedback at the March 23 Study Session. Will bring forward the application and criteria for Council's approval on April 13. Committed to reviewing any applications received by May 10 in time for consideration by City Council on June 22, prior to the start of the 2010-2011 fiscal year.

B. PCH/ Marguerite Banner Sign. Next steps for the BID include developing a concept, obtaining cost estimates, meeting with the City's Traffic Engineer, and a potential matching funds request from the City.

C. Benches. Nancy met with Tony Brine, Traffic Engineer, regarding the additional bench request near Starbucks. The proposed location will not work, but a bench further down (in front of Full Circle Fitness) is permissible. Katie to coordinate the new bench placement.

## V. Vision Plan Update

### A. Tree Wells/ Artificial Turf

1. BID wants to request an extension to the 60-day temporary encroachment permit for the sample tree wells installed with artificial turf. Katie to coordinate.
2. Wade circulated a list of tree well planting suggestions that are low maintenance and do not require an amount of water that can endanger the health of the tree. Those tree wells that are planted & maintained by adjacent businesses look great. BID could extend the artificial turf option to those businesses not interested in planting & maintaining their adjacent tree wells.
3. Cost of artificial turf is \$200 per well. The turf will need a minimal amount of maintenance and will need to be replaced occasionally. Tree grates are expensive (\$500-600 per well), but look nice/ urban, provide additional walking space on cramped sidewalks, and will not need replacing as often as live or artificial plantings. Scott Laidlaw to research tree grate options for presentation at next meeting.

### B. Dekra-Lite Proposal - Banners.

1. Presented mock-ups for a Coastline Car Classic and CdM 5K banner. The Board liked the designs and were also interested in Christmas Walk banner and spring and summer themed decorative banners.
2. Katie explained Council Policies for banners on streetlights. Banners advertising events are restricted to 30 days. Decorative banners can be installed on a year-round rotation by the BID. Decorative banners cannot have any messages, with the exception of generic geographic designations (e.g. "Welcome to Corona del Mar").

### C. Hanging Baskets.

1. Abandoned the idea to install hanging baskets on all streetlight poles in the Village. The Board agreed that they are too expensive and don't make the visual impact hoped for. May still consider Ron's idea for hanging near Village bus stops only.
2. Directed staff to return the baskets loaned by the Balboa Village BID for trial installation.

## VI. Administrative Report

- A. Financial Report. The BID has \$63,567 in cash on hand. Total income for the year is \$144,508. Net income is -\$36,714.
- B. Revised FY 2009-2010 Budget. Revised to include \$6,500 for the CdM 5K banners to be installed in May. As revised, the BID would have an end of year balance of \$25,800 to carry forward to the next fiscal year. **Approved.**
- C. Proposed FY 2010-2011 Budget. Includes 2 banner placements and a date change-out for the 2010 CdM 5K banners for \$15,000. Budget also includes the installation of holiday décor and banners (\$26,400), an engineering study for the lane reduction at "Restaurant Row" (\$25,000) and street furniture/ bike racks (\$25,000). Priorities were shifted to the banner placements, lane reduction study, and bike racks through a reduction in budgeted amounts for hanging baskets and tree wells. **Approved.**

**VII. Marketing Discussion.** Kick-start to the CdM VIP card campaign begins April 1 with a cover feature and insert in the CdM Business Directory. Linda will visit all CdM businesses to promote the Program. 2 Daily Pilot ads are also scheduled. Linda has started a social media campaign. The Residents Association distributed cards to their members and the CVB has distributed a large number of cards. Linda is currently researching card/ display holders.

**VIII. Annual Meeting.** Meeting date set for April 15, 2010, beginning at 5 pm. The BID has asked Steve Badum to speak about projects in the CdM area. Katie/Leigh DeSantis to speak on economic development. The Resident Association will focus presentations on "Discovering something new about your home town".

Informational tables will be set up again this year. Scott, Linda and Tom will man the BID table. Ali and Linda will coordinate a "Town Hall" banner sign at Sherman Gardens.

**IX. City Report.** 4 Board positions are up for re-election in the upcoming fiscal year, including Bernie, Mark, Ali, and Scott's positions. Nomination forms will be sent out the membership. There will be a discussion on revisions to the by-laws on the next meeting agenda. Revisions will allow the BID Board to select nominees for City Council appointment to the BID Board (in accordance with state law), foregoing the existing election process prescribed by the current by-laws.

**X. CdM Chamber Report.** Newsletters will be sent tomorrow with Annual Meeting announcement. The Quiet Woman's beautification article will appear in the following issue of the newsletter. Linda is currently focused on the upcoming CdM 5K event.

**XI. EDC Discussion.** On April 7, the EDC Executive Committee will be evaluating the merit of the BIDs' approach to install approved directional wayfinding signs in a "piecemeal" fashion if partially funded by the BIDs.

**XII. Meeting adjourned 9:28 AM. Thank You.**

**Next BID Committee Meeting: April 22, 2010**