



Corona del Mar Business Improvement District General Assembly Meeting Minutes May 27, 2010

Board Members Present:

Bernie Svalstad, Mark Schulein, Tom Nicholson, Jim Walker, Scott Laidlaw, Ali Zadeh

Staff / Volunteers Present:

Nancy Gardener / Scott Palmer / Katie Bowden / Amy Senk / Karen Tringali

Guest(s):

Lynn Campbell; Quiet Woman

I. Call to Order at 7:35 AM

II. Minutes: March BID Minutes approved

III. Public Comments

- A. Karen Tringali – CdMRA - results provided from the April Newsletter Survey. Findings:
 - a. List of businesses that would be an asset to the Village
 - b. Preferred format of a permanent banner holder at Marguerite and PCH.
- B. 18 new palm trees look outstanding!
 - a. CdM BID to send a thank you letter to the city council for their ongoing support.
- C. Tom Nicholson: discussed the potential of a new jeweler that may be coming to town. This is hinged upon the ability to navigate the city; and this was posed to Nancy and Katie. The city may be the determining factor of getting or losing this potentially great addition to CdM.
- D. Lynn Campbell of the Quiet Woman was presented the Beautification Award for the remodel of the QW and the addition of the new Little Woman.
 - a. She also provided her concerns regarding the city process BUT noted her sincere appreciation for the assistance provided by Katie. Well done.
 - b. She noted her perception of the “younger generation” vs. “the old boys club” at the city, and how the younger sect seem to be very different in their “mentality and mission” and were very helpful, where the “old boys club” is pervasive and are seemingly the crux of the issues as they are not focused on trying to expedite work or help the community.
 - c. Scott Laidlaw noted his vast experience with the city, and others, and noted that although public concept is that the city should be very helpful in pushing through projects in a down economy, the opposite has been the case. He noted the process has been worse the last two years for a number of reasons including projects being drawn out to keep city staff working...
 - d. Scott also noted that the opposite is happening in our neighbor, Costa Mesa, where they are outsourcing planning and building which has resulted in a much more effective and timely process. Suggested that CNB look at this model.

- e. Nancy noted her appreciation for these observations and recognized the issues being presented.

IV. City Council Report. Nancy Gardener

- A. Zoning code: “changes are coming; be aware and study up.”
 - a. June 3: first study session
 - b. Greg Ramirez in planning is in charge
 - c. Can find details online at the city’s website
- B. Grants are not going to be rubber stamped and will be reviewed prior to approval. Value must be provided to the city to decide upon.
- C. City manager is looking into options for making events more cost effective.

V. Vision plan update

A. Tree wells

- a. Artificial turf update at the next meeting
 - i. Nancy has received negative comments about the turf.
- b. Metal grates: custom can be obtained for under \$500 a unit.
 - i. Bernie noted his opposition to the metal grates
- c. Wade and John from Sherman Gardens are working on a floral palette that would be applicable to the tree wells, which can be provided to the community/businesses and through potential outreach campaigns to provide approved landscaping to the tree wells.

VI. Administrative and Financial Report

- A. Financial reports – **Approved.**
- B. Current status:
 - a. \$47,887 current cash on hand
 - b. \$11,000 outstanding payments. Seeing a considerable slow down to receipts.
 - c. \$202,000 spent. Have tapped into reserves by \$55,000
 - i. This is all within our projected budget for the fiscal year
- C. “Non payers” discussed. 4 primary reasons for non-payment of BID bill
 - a. Financial hardship
 - b. Against it.
 - c. “forgot” about it
 - d. Transient business
- D. Look into city including information about the BID membership requirement at time of business license application to resolve ignorance plea and/or the “surprise” of the requirement. Posed to Katie and Nancy.

VII. Marketing

- A. VIP program discussed.
 - a. Nominal response thus far
 - b. Somewhat of a conflict with the restaurants and their own promotional campaigns; this goes for other retailers as well.
 - c. Bernie and Linda to discuss.
 - d. Must be mutually beneficial to have any benefit and to accomplish this there must be much more buy in of the merchants in CdM. If not village-wide, it is not of much value to the consumer.
- B. New publication in CdM. The Independent.

- a. Amy's blog (CdM Today) will be associated with.

IX. BID Committee and Appointments

- 1. Board Appointments.
- 2. Approval will be solicited at next city council meeting. June 8th.
- 3. 4 positions open **All Approved.** Will begin term and new positions in July.
 - a. Bernie Svalstad –President
 - b. Tom Nicholson – Vice president
 - c. Tina Hoover - secretary
 - d. Jim Walker - treasurer

X. EDC report – Katie Bowden

- A. New code. Links to be sent out
- B. Wayfinding sign program.
 - a. Balboa Island BID had theirs installed already at their cost. They will be reimbursed by the city at the time of the city wide roll out of the entire program.
 - b. CdM will have 7 of the 14 total WF signs in Newport Beach.
- C. CdM Banners
 - a. CdM BID received three competitive bids for the banners for the Scenic 5k.
 - i. Décor Plan Inc: \$8175.60
 - ii. Pro Lighting: \$7665.80
 - iii. Dekra Lite \$6440.00 – **Approved and accepted.**
 - b. Future banner plans
 - i. Christmas Walk
 - ii. Car Show
 - iii. Holiday
 - iv. 5 k (up)
 - c. Katie: Per Steve Badum, it is ok to keep the banner brackets up ongoing as long as there are not long gaps between banner placements.
 - i. However, brackets will need to be assessed for integrity on a periodic basis.

XI. Meeting Adjourned

Next BID Committee Meeting: June 24th

Thank you