



# Meeting Minutes

## Corona del Mar Business Improvement District -General Assembly

### September 24, 2009

#### Board Members Present:

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

#### Staff / Volunteers Present:

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

#### Guest(s):

Amy Senk / Bill Dunlap / Cal Cosworth / Joe \_\_\_\_\_

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#### I. Call to Order at 7:30 AM

#### II. Minutes: August BID Minutes approved

#### III. Public Comments

- A. Port Theater. The owner met with city and seems to have details worked out although not yet presented to the city nor have permits been issued. Exterior progress is being made.
- B. Port Restaurant. Lost first round at Planning Commission. Working on next step.

#### IV. Parking Project Discussion.

- A. Discussed and presented concept of Dahlia and Fourth robotic parking structure
- B. Reconfiguration of Carnation Park would be benefit to local neighbors.
- C. Current concept would provide 234 spots with single level above grade structure.
- D. Cost analysis is still underway.
- E. **Motion PASSED** to support ongoing conceptual design and study.

#### V. City Council Report. Ed Selich

- A. CNB is forecasting a decline in revenue bigger than initially expected and budgeted for.
  - a. Sales taxes down more than projected.
  - b. "Money is going to be tight and however city will not lose focus on necessary long term projects due to short term financial crisis.
- B. City Hall / Civic Center
  - a. Final meetings with architects coming. Value engineering to refine costs.
  - b. November 24<sup>th</sup> to City Council for EIR approval.
- C. The big question will be to determine if to build all at once or in phases...

#### VI. Administrative Report

- A. Financial report documents passed out. **APPROVED**
- B. Current position is: \$88,000 in bank.
  - a. Half of collections are in. Better than expected. Appears that outreach is helping and / or people are becoming familiar with the upside of the BID and the benefits provided to the Village.
- C. Estimate of \$11,000 left at end of year.

- D. Marketing funds amount TBD
- E. Budgeted funds outstanding:
  - a. \$45,000 budgeted or tree wells
  - b. \$15,000 + \$2000 budgeted toward hanging baskets still committed at this time.
    - i. ~\$60,000 budgeted for improvements that can be reallocated.
- F. Light pole project has been paid per contract of \$102,787.
  - a. Installation to begin October 12, 2009 with completion expected by Nov 16.
  - b. May have some minor impact on traffic but primarily will be working in parking lane.

## VII. Vision Plan

- A. Benches:
  - Katie got the bench at Centennial Plaza refinished. Nice!
  - What about getting our bench back from Bayside and PCH???
- B. Hanging Baskets:
  - Decided by group that vibrant color is needed for successful baskets.
  - Will need to readdress the materials, bids, maintenance costs, etc before making any decisions to move forward.
- C. Tree replacement question: Katie. At Albertson's.
  - Trees for median: about \$50,000 to purchase.
  - Need source for larger trees
  - Money IS in the budget to plant them
- D. Tree wells.
  - Artificial Turf option. Looking into a sample test in one or two locations.
  - Ron Yeo not in favor of artificial turf
  - Consider planting live plants.
    1. Utilize businesses to design, plant, and maintain.
    2. Utilize contests, awards, docents, volunteers, memorials, Oasis, etc to keep maintenance up.
      - Tom: come up with "Reverse auctions" to sponsor tree wells.
      - Incorporate memorial signage, sponsors, etc.
      - Need to look into insurance, guidelines, etc.
      - Tom and Mark to discuss concept.
    3. Maintenance will be the biggest hurdle.

## VIII. Marketing

- a. Set up meeting for next few weeks for committee
- b. Work out year program
- c. What to do to help businesses into the 4<sup>th</sup> quarter
- d. Spring / summer sales driving ideas for 2010

## IX. BID Board

- 1. We need a board member
  - a. Person from Full Circle fitness is interested.
  - b. Can be owner/employee/etc of a company in current good standing with the BID.

## X. Dekra-Lite

- a. Contract signed
- b. All sides of the clock tower will be done for that additional \$400.00
- c. \$26,000 +400 = \$26,400 total committed funds
  1. This includes a \$850.00 negotiated discount.
- d. **Motion Approved** to accept bid.

## **XI. Chamber Report**

- A. Beautification Award.
  - a. CdM Florist for Sept/Oct
  - b. Next award TBD.
- B. Newsletter coming out ASAP
- C. Car show:
  - a. Huge success however conflict with PV concourse did not help.
  - b. Pediatric Cancer Research was beneficiary
- D. Chamber elections happen soon. Forms out. Voting in November.
- E. Government affairs meeting: Oct 8, 7:30 am. Dave Kiff attending.
- F. Christmas Walk planning underway. Event: December 6<sup>th</sup>.
- G. Restaurant Week: October 16-22
  - a. Tough sell this year.
  - b. 45 restaurants committed thus far
  - c. 70 is goal
- H. October 20<sup>th</sup>: Chamber Luncheon at 5 Crowns.
  - a. Dave Kiff. New city manager will be speaker

## **XII. Meeting adjourned 9:00 AM. Thank You.**

**Next BID Committee Meeting: October 22, 2009**