



Corona del Mar Business Improvement District General Assembly Meeting Minutes January 28, 2010

Board Members Present:

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

Staff / Volunteers Present:

Nancy Gardener / Scott Palmer / Katie Bowden / Linda Leonhard / Amy Senk / Ron Yeo

Guest(s):

Mark from Southwest Greens

I. Call to Order at 7:30 AM

II. Minutes: December BID Minutes approved

III. Public Comments

- A. Mark from Southwest Greens announced the completion of the artificial turf test at Goldenrod and PCH. He also discussed the challenges of getting the permit from the city.
- B. Bernie commented on some of the accomplishments of the BID in 2009 including the VIP card program, the hanging baskets and artificial turf tests, new palms commitment that will be installed soon, the street light improvements, etc.
- C. Announced that a high end dress store will be going into the long closed Cano's / Windows on the Bay.
- D. Restaurant Week has been very good this year and is coming to an end.

IV. City Council Report. Nancy Gardener

- A. CNB is still dealing with budgetary issues and the concern of the state taking funds.
- B. Staffing is down as a result of voluntary retirements. This is resulting in less staff at City and all of the issues that coincide with that.
 - a. Emergency resident issue handling will not be impacted
 - b. However, none resident emergency handling will be: example; the reduced speed of dealing with 100 downed trees from the storm.
- C. Traffic challenges as a result to current projects on Bayside. Upcoming projects on Carnation to coincide.

V. Vision plan update

- A. Benches
 - a. Nancy to discuss with tony Brine – Traffic Director to get final position and direction.
- B. Artificial Turf / tree wells
 - a. Test is in place. Permit is for 60 days. If we choose to extend this, it will require city permit authority.

- b. BID discussed next step which is to get local feedback for next 30 days and discuss at February BID meeting. Future direction will be determined at that time.
- c. Other considerations are to work with Oasis gardeners for potential install and maintenance, and to install a local content, donation, maintenance program for each tree well. All TBD.
- C. Hanging Pots. No current position. Will have to give back test pots to the Peninsula BID soon.
- D. Street light project
- E. News Stands
 - a. City can dictate style of stands that firms must use.
 - b. Tom will investigate the code amendments necessary and will speak to Ed about the history of this concept.
- F. Updated Vision Plan
 - a. We will spend approx 30 minutes at the February meeting to discuss and prioritize our upcoming projects goals within the scope of our expected BID funds.
 - b. Mark will articulate a worksheet based on outstanding BID Vision Plan goals and priorities based on past public survey responses and will submit to the group in advance of the meeting for review.
 - c. We can attach estimated costs to the list to determine viable projects to plan for.

VI. Administrative Report

- A. Financial report documents passed out.
- B. Scott presented info produced by the EDC on the estimated future CA financial position.
- C. Estimated annual BID operating funds approximately \$120,000
- D. Tom discussed the possibility of getting a local broker to present the current state of occupancy in Cdm. Good idea.
- E. There was a group discussion on the possibility of business development recruitment for businesses wanted and/or needed in Cdm.
 - a. There will be a specific meeting on Business Development on Tues Feb 16 at 730 (to be confirmed for time and location).

VII. Marketing

- A. VIP program
 - a. Directory – 12,000 distribution and will have VIP included
 - b. CDMRA and BID Systems Inc will incorporate into their invoice mailings
 - c. **Motion 1: APPROVED**: VIP program; Phase 2 cost proposal \$5825.00
 - d. **Motion 2: APPROVED**: VIP total cost for current fiscal year to BID not to exceed \$15,800.

IX. BID Board

- 1. Board Appointment
 - a. Scott Laidlaw; Cdm based architect. All current and good to go. Info to follow.
 - b. Changes to approval process in the works. See city report below.

X. City Report

- a. City is currently collecting proposals for the King Palm installation.
- b. BID Structure report is in development.

1. What is known is that the city's position is that the BID's should not have the ability to contract on own. Thus, it is anticipated that the city will contract with all contractors but BID will make the recommendations.
2. Expectations of a template for submittal of contracts below a certain cost threshold.
- c. Future BID board appointments may be handled differently. It is expected that BID's will not have to have a balloting process. Recommendations will be presented to the City Council who will have to approve confirmation of the board.
 1. Bylaws may need to be amended to reflect the final formal position.

XI. Chamber Report

- A. Beautification Award.
 - a. Albertsons was very happy to receive this award.
 - b. Next award: Quiet Woman. **Motion 3: APPROVED.**
 - c. Wine Gallery is on the list however they must become current with BID dues to qualify. BJ will apply some leverage.
- B. Discussion regarding the new "Dolphin Lady" and requirements and details of this role.
- C. Scenic 5K artwork is completed
- D. Chamber co-op event with Huntington Beach, Costa Mesa, CdM, and Newport Beach Chambers on Feb 24 530-730 pm at the Turnip Rose on Newport Blvd and 19th Street in Costa Mesa. Expected turnout to be approx 300.
- E. CdM Chamber is active on Facebook
- F. Car show prep is underway.

XII. Meeting adjourned 9:20 AM.

Next BID Committee Meeting: February 25, 2010

Thank you