



Meeting Minutes

Corona del Mar Business Improvement District -General Assembly

December 3, 2009

Board Members Present:

Bernie Svalstad, Mark Schulein, Tom Nicholson, BJ Johnson, Ali Zadeh

Staff / Volunteers Present:

Katie Bowden, Nancy Gardener, Scott Palmer, Linda Leonhard, Karen Tringali, Amy Senk

Guest(s):

Craig Batley

I. Call to Order at 7:35 AM

II. Minutes: October BID Minutes approved

III. Public Comments

- A. January 22, 2010 , Friday at 630. Newport Coast Community Center. The second State of Cert. More info will be coming. Karen Tringali.
- B. Complaint notification from retailer "BB Simon" at 3429 E.Coast Highway, complaining about parking in front of her location. Reported constant use by Christopher and Co employees and a "formal" process of working around the 1 hour limitation.
 - a. Has been put in contact with parking enforcement.

IV. City Council Report – Nancy Gardener

- A. Street lights project in process. Decorative lamp heads will arrive on Dec 13.
- B. Port Theater has resolved some issues with city and is moving forward. Exterior is looking good.
- C. City council session:
 - a. The CC is "looking at every dollar." Thus, all requests must be well thought out and well justified. Will be scrutinizing request much more closely than in years past.
- D. Oasis is looking "spectacular" with views, the gym is amazing, and at a better than expected price tag.
- E. There is a change in the way that BID contracts will be let. City will have to approve where historically the BIDS approved and paid. Now the BIDs will "recommend" and depending on the value of the proposed contract, either the city manager or the city council will have to approve. BID will still cut the checks.

V. Vision Plan

A. Benches:

1. Jim Degrado has apparently made little progress.
2. BID requests that we get a final position, one way or the other, to either impact change or move on. Katie/ Nancy to investigate.

B. Tree wells:

1. Artificial Turf. No progress on test sites. Bernie will follow up.

C. Street lights:

1. Lamp fixtures were delayed. Installation will occur week of December 16th.

D. Vision Planning

1. Bernie: Wants to begin investigation into utilizing carryover funds from the CdM Centennial Plaza project for other Vision Plan projects in the BID.
 - Potentially to be used for the enhanced on street dining area of restaurant row.
 - Need to meet with a committee of restaurateurs to determine if viable and realistic.
2. Bernie: look into / identify those properties within the BID where there is a risk of loss of parking if ownership chose to redevelop owned land from parking into some other use.
3. Parking. City to continue working with Walker Parking Consultants regarding the potential for the parking structure at the current park location.

VI. Christmas

- A. Dekra-Lite payment for bracket reinstallation; for a total reduced price of \$678.83.

APPROVED

- B. Bernie and Tom will meet to discuss a potential request for a proposal to change Council Policy to allow for maintaining banner brackets on the street poles year round.
- a. Per Nancy, this requires detailed understanding of the existing policy and a clearly defined explanation of the goals, wants, and rationale for the requested change. Cannot be an unarticulated position paper.

VII. Financial and Administrative Report

- A. Scott passed out financials.

VIII. Marketing

- a. The CdM VIP card is active!
 - i. Up on website and growing base with businesses in CdM
 - ii. Phase 1 final costs: \$4861 (from approved budget amount of \$5000)
 - iii. Phase 2 is advertising. Ads are roughly \$750 each and one ad for January was **APPROVED.**
 - iv. The card will be pushed at the Christmas Walk.

IX. BID Board

1. We need a board member
 - a. A couple of interested parties. Need to confirm their eligibility.
 - b. Craig Batley is interested but may be an issue with his eligibility.

X. City Report. Katie Bowden

- A. City hall will be closed Dec 24 through January 3rd. Reopens on Monday January 4th.
- B. Next City Council meeting: Dec 8
- C. The King Palms owned by the BID that are in the city yard are ready for planting. 14 of the 18 palms are now tall enough to be installed in PCH and will be in the next 2 -3 months. The remaining four will hopefully be swapped with grower to get 4 more that can be installed at the same time.
- D. Christmas boat parade is running the 16th – 20th.
 - i. Fireworks will be viewed at 9 pm on Sunday night from Balboa Pier.
- E. The Newport Beach Restaurant Associate has successful raised their assessment to members to pay for a second Restaurant week.

XI. Chamber Report

- A. Beautification Award.
 - a. Albertson's is newest winner
 - b. Quiet Woman is still in the final stages of their project; so is up for it in the future.
- B. Christmas Walk;
 - a. Opportunity drawing donations; tickets on sale throughout the Walk.
 - b. Some changes including no petting zoo, bigger beer garden, and as always bands all over.
 - c. Health Department will be out in force.
- C. December 15th, Chamber Luncheon at 5 Crowns. 11:30 – 1:30
- D. Dolphin Lady Leader needed.
 - a. Angela is no longer able to run the ladies.

XII. Meeting adjourned. Thank You.