



## Corona del Mar Business Improvement District General Assembly Meeting Minutes February 25, 2010

### **Board Members Present:**

Bernie Svalstad, Mark Schulein, Tom Nicholson, BJ Johnson, Jim Walker

### **Staff / Volunteers Present:**

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

### **Guest(s):**

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

#### **II. Minutes:** January BID Minutes approved

#### **III. Public Comments**

- A. The planned survey of desired businesses and services needs to be tied to an existing mailing. Plan to tie to CdM Annual Meeting mailing to 6600 residents and businesses.
- B. EDC – suggestion to have regular report to EDC of BID’s activities (Scott Palmer)

#### **IV. City Council Report.** Nancy Gardener

- A. Electronic message board concept at Marg and PCH was shot down in study session.
  - a. However, CC is comfortable with concept of a permanent sign concept at this area and
  - b. Considering a policy change to make CdM events priority for this banner space.
  - c. Linda, BJ, and Katie to work on this
- B. Special Events Advisory Committee
  - a. Assessing and advising value of events of \$20,000 (of contributed city funds) or more.
  - b. Policy to be set for handling of events under \$20,000 threshold.
- C. Water quality “tax” on marinas with more than 10 slips.
  - a. Could potentially cost \$7,000,000 per year in CNB.
  - b. Concerns regarding impacts AND costs and the long term negative impacts
  - c. Send concerns to Chris Miller at the City
- D. **Light pole banners**
  - a. City Council approved the ok for decorative banners year round but City Attny has required that they contain “no message”
    - i. Nancy will work with the City Attny on this
  - b. BIDs can get an annual encroachment permit
    - i. Katie to get policy information for BID on this
  - c. BIDs have priority use on “our” (CdM) poles and brackets
  - d. **Project 1:** develop an annual calendar of desired banners to ultimately have banners up year round. This would be a combination of decorative and themed “event” banners.
    - i. Goal to have this approved for full annual calendar.

- ii. Determine number of different banners that will be used during this calendar and have quotes created by DekraLite or other firm(s). Thoughts on banners:
  - 1. Seasonal
  - 2. Christmas Walk
  - 3. Car show / Taste of Newport
  - 4. Scenic 5k
- e. Will be handled by: BJ, Bernie, and Linda.

## V. Vision plan update

- A. Benches
  - a. Nancy to discuss with Tony Brine – Traffic Engineer, 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. Estimated cost of project: \$65,000 for 180 tree wells; but need to consider reduction in monthly/annual cost to maintain tree wells.
  - c. Oasis is not interested.
  - d. **Project 2: Artificial Turf and landscaping considerations.** Develop guidelines for potential artificial turf/landscaped tree well project.
    - i. Set a plan to cover every tree well in the Village.
    - ii. Concept: Use of turf in planter where businesses have not and/or have no interest in maintaining live plants.
    - iii. Set policy for what plants are allowed for use to work with in water supply and design guidelines. Work with Wade for suggestions.
    - iv. Policy to include “what if” clauses. If no maintenance on a planted well for “x” amount of time, will trigger the introduction of artificial sod.
    - v. Mark to do preliminary work and report back by March meeting.
- C. Updated vision Plan (What about the permanent event sign at PCH/Marguerite?)
  - a. Priority 1: streetlight banners year round
  - b. Priority 2: Tree Wells
  - c. Priority 3: Wayfinding signs
  - d. Priority 4: Squeeze Lane traffic improvement.
- D. Other suggestions are:
  - a. to have ‘specific enhancement areas’ within the Village which would result in hanging baskets, awnings for bus stop enclosures, and pedestrian street lights in these areas (Ron Yeo suggestions)
  - b. Refurbishment of brass plaques at Centennial Plaza.
  - c. Bike racks for the entire Village

## VI. Administrative Report

- A. Financial report documents passed out and discussed.
  - a. Total cash on hand: \$76,628.90

## VII. Marketing

- A. VIP program
  - a. Directory – 12,000 distribution and will have VIP included
  - b. Lots of VIP play. Good response.

- c. Consider providing a “best practice” listing to merchants on how best to provide benefits to VIP card holders to make the VIP worthwhile and a focus in CdM.

#### **IX. BID Board**

1. Board Appointment
  - a. Scott Laidlaw; CdM based architect. **APPROVED.**

#### **X. Annual Meeting – Karen Tringali**

- A. April 15, 2010 5:00 at Sherman Gardens
  - a. Ask about / discuss desired businesses for CdM
  - b. BID goes first / CdMRA second

#### **XI. EDC Presentation**

- A. Report and overview presented by Scott Palmer
- B. Consider a welcome packet for new businesses in CdM
- C. **Project 3:** create a letter to introduce / give overview / value of the BID; including services, accomplishments, etc.
  - a. Consider before/after photos of PCH, testimonials, etc.
  - b. Mark to work on. Find letter that was created by the BID in the last few years that touches on this topic.

#### **XII. City Report**

- A. EDC presentation: “we’re here to assist in the permitting process when needed.”
- B. Concerns regarding Rose’s Café
  - a. Expanded outdoor dining without city permit. Code enforcement contacted.
  - b. Got a temporary use permit by working with the city
  - c. Planning “did everything possible” to help in the process.
- C. King palms.
  - a. Have contractor
  - b. Have to wait until the other CdM major construction projects are completed before able to install palms.
- D. BID Structure Report
  - a. Not much is happening but...
  - b. All contracts over \$30,000 (to \$100,000) must go to competitive bid process.
- E. Discussion of City Charter regarding funds to Chambers of Commerce. Under review.

#### **XIII. Chamber Report**

- A. All about the directory
- B. 5K artwork is completed
- C. Fundraising has started for the car show
- D. Multi-chamber event was a big hit; considering doing that on a regular basis.

#### **XII. Meeting adjourned 9:20 AM.**

**Next BID Committee Meeting: March 25, 2010**

**Thank you**