

CORONA DEL MAR CHAMBER OF COMMERCE

# VILLAGE VOICE

A STRATEGIC BUSINESS AND COMMUNITY RESOURCE JANUARY / FEBRUARY 2009

**3<sup>RD</sup> ANNUAL RESTAURANT WEEK**

Save the dates: January 18 - 22

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**2009 BUSINESS DIRECTORY**

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**UPCOMING  
NETWORKING EVENTS**

Mark your calendars

**GOVERNMENT AFFAIRS REPORT**

**CHAMBER MEMBER SPOTLIGHT**

Steve Terpstra, Newport Floor Covering

**NEWS FROM THE CDM BUSINESS  
IMPROVEMENT DISTRICT**

**2009**



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**CONTACT US**

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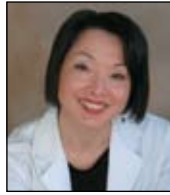
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The CdM Chamber of Commerce provides a wonderful opportunity to get involved in a variety of interesting committees. Each is different from the next, and is filled with a unique mix of interesting individuals who enjoy making new contacts while gaining that community spirit. Some members belong to several committees while others find one committee of interest and enjoy spending their time within that group. Committees generally meet once a month and increase in frequency as events draw near.

The following committees are available. Check the Calendar of Events and simply attend a meeting until you find the match for you. Or, call the Chamber office and we will be happy to assist.

- Membership
- Government Affairs
- Scenic 5K
- Christmas Walk
- Coastline Car Classic

We look forward to having you onboard! For more information, please call us at (949) 673-4050.



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## CHAMBER MEMBERS MIX IT UP AT FULL CIRCLE FITNESS

Chamber members and guests “flexed” their networking skills at a recent mixer hosted by DeAnna Holloway and David Dorian, owners of Full Circle Fitness. Members were treated to wine and cheese appetizers while enjoying a chance to mingle and tour the new facility since its remodel and transformation from the prior ownership of Fitness Patrol.

Full Circle Fitness believes in the mind/body approach to personal fitness training and includes personal attention and specialty classes such as

T'ai Chi, Life Coaching, Pilates, Kickboxing, Yoga, Nutrition and Weight Loss, just to mention a few. With the start of a new year, let Full Circle

Fitness get you in balance with a routine that is just right for your needs.

We thank DeAnna, David and their trainers for their hospitality. Full Circle Fitness is located at 2801 E. Coast Hwy. in Corona del Mar and can be reached by calling (949) 673-7705 or by visiting [www.FullCircleFitnessCdm.com](http://www.FullCircleFitnessCdm.com).



## CHAMBER HOLIDAY CELEBRATIONS HOSTED BY CORONA DEL MAR'S BUNGALOW RESTAURANT

The kick-off of the holiday season offered Chamber members an evening of festivities in true style offered by the cozy fireside patio at the renowned Bungalow Restaurant.

The annual member celebration has become a true holiday tradition for the Corona del Mar Chamber of Commerce, and we thank Board member and pro-

prietor of the restaurant itself, Mr. Jim Walker, for once again hosting this special evening.

Members and guests enjoyed a chance to network

and meet neighbors, friends and business associates while listening to the holiday tunes of guitarist Don Covell and sampling a selection of fine

wines and appetizers.

The Bungalow—known for its USDA steaks, seafood and tantalizing martinis—will be participating in the upcoming “Restaurant Week” January 18-22 and will offer special menu pricing and entrees. Please call (949) 675-6585 to make a reservation or visit [www.TheBungalowRestaurant.com](http://www.TheBungalowRestaurant.com).



PLACE YOUR BUSINESS CARD ADVERTISEMENT IN THE CORONA DEL MAR CHAMBER NEWSLETTER

  
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**NETWORKING SPEAKER LUNCHEONS**

**JANUARY 21\***  
11:30 AM - 1:00 PM

Speaker & Topics:

**Mayor Welcome  
and  
Chamber Board  
Installation**

**FEBRUARY 17**  
11:30 AM - 1:00 PM

Speaker & Topic:

**Brian Tracy Group**  
*Getting loyalty from  
clients, positioning  
against competition, time  
management*

FIVE CROWNS RESTAURANT • 3801 E. Coast Hwy., CdM

RSVP in advance for discounted member price.

949-673-4050 or admin@cdmchamber.com

Members with reservation: \$20 (\$25 at door) Non-members and guest: \$25

\*Changed from typical Tuesday schedule due to Presidential Inauguration

**CHAMBER NETWORKING MIXERS**

**JANUARY 27**  
5:30 - 7:30 PM

Host Location:

**CdM Golf & Sport Boutique**  
3565 E. COAST HWY., CORONA DEL MAR



Includes Food, Beverage, and Great Networking

Members: \$5 ~ Non-members: \$10  
Bring a guest...and plenty of business cards!

*Special Date and Event!*

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\*Park in "The Waterfront" parking structure and walk between "The Waterfront" building and the Chart House to board the Endeavor.

**FEBRUARY 11**

5:00 - 8:00 PM

BOAT DEPARTS "PR OMPPLY" AT 5:45 PM  
AND RETURNS TO DOCK AT 7:30 PM



DEPARTING FROM

2901 W. COAST HWY., #190, NEWPORT BEACH

\$10 PARKING\*

MEMBERS & GUESTS, NO MIXER FEE FOR THIS EVENT

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### STAY CURRENT ON TIMELY ISSUES AFFECTING YOUR BUSINESS GOVERNMENT AFFAIRS COMMITTEE

—BERNIE SVALSTAD



The Government Affairs Committee (GAC) meets monthly in an informal setting to discuss current topics affecting your local business and community. Committee members receive reports from local, state, and government offices. Meetings are held in the Chamber office at 7:30 a.m. on the second Thursday of the month. RSVP is suggested: (949) 673-4050 or [info@cdmchamber.com](mailto:info@cdmchamber.com).



A SPECIAL  
"THANK YOU"  
TO THE FOLLOWING  
CHAMBER MEMBERS  
FOR SPONSORING THE  
30<sup>TH</sup> ANNUAL  
CHRISTMAS WALK:

*Dr. Bar Boutique Pediatrics*

*South Coast Properties*

*Newport Floor Covering*

*Chip Stassel-State Farm*

*Daily Pilot*

*CdM Business  
Improvement District*

*City of Newport Beach*

.....  
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Contact (949) 673-4050

#### SAVE THESE GAC DATES!

**THURSDAYS,  
JANUARY 8 AND FEBRUARY 12**

**7:30 A.M. IN THE CHAMBER OFFICE:  
2855 E. COAST HWY., #101  
CORONA DEL MAR**

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#### UPCOMING HOT TOPICS

**UPDATES FROM JOHN WAYNE AIRPORT**

**CAPITAL IMPROVEMENT PROJECTS  
FOR CITY OF NEWPORT BEACH**

**(Updates on new City Hall &  
Oasis Senior Center)**

SAVE THE DATES: JANUARY 18 - 22

**NEWPORT BEACH RESTAURANT WEEK**

Newport Beach dining has never been so inviting! In response to this exciting culinary trend, the Newport Beach Restaurant Association (NBRA) has announced the 2009 Restaurant Week date set for January 18th - 22nd. Spanning five days in late January, Restaurant Week is a citywide culinary celebration produced by the Restaurant Association to attract local patrons, visitors and "foodies" to new and classic restaurants to sample a variety of the exceptional dishes being prepared by the hottest chefs in Newport Beach.



The community is invited to celebrate its love of food during Restaurant Week, which offers great deals on outstanding culinary delights with bargain three-course *prix-fixe* lunches and dinner menus prepared especially for this event.

Participating restaurants in the Corona del Mar village are listed below. For a full listing of participating restaurants or for more information, please visit the NBRA's Web site at [www.NewportBeachDining.com](http://www.NewportBeachDining.com).

**Avila's El Ranchito**  
2744 E. Coast Hwy.

**Five Crowns**  
3801 E. Coast Hwy.

**Mayur Cuisine of India**  
2931 E. Coast Hwy.

**Port Restaurant & Bar**  
440 Heliotrope Ave.

**The Bungalow**  
2441 E. Coast Hwy.

**Crowbar and Kitchen**  
2325 E. Coast Hwy.

**Landmark Steakhouse**  
3520 E. Coast Hwy.

**Oysters Restaurant**  
2515 E. Coast Hwy.

**Rothschild's**  
2407 E. Coast Hwy.

**Tommy Bahama's**  
854 Avocado Ave.  
(in Cdm Plaza)

**Chamber Member Spotlight:****CELEBRATING STEVE TERPSTRA OF NEWPORT FLOOR COVERING**

Congratulations to Steve Terpstra of Newport Floor Covering for being selected for this month's Chamber Member Spotlight.

On behalf of the Corona del Mar Chamber of Commerce, we wish to thank Steve for his dedicated service and support of the community throughout the years! Newport Floor Covering will be celebrating its Golden 50th Anniversary, and we are proud to recognize this longtime business leader here in the Corona del Mar business district.

As a proud contributing sponsor to both the Corona

del Mar Christmas Walk and the Scenic 5K, Steve also supports the Corona del Mar and the Newport Harbor High Schools athletic programs and is a past member of the Kiwanis Club.

A member of Carpet One Floor & Home since 1987, Newport Floor Covering offers one of the largest selections of

carpet, hardwood, laminate, ceramic tile, resilient flooring and area rugs in the area. Newport Floor Covering also provides personal and professional service, from trained flooring experts who will help you find the product, warranty and color that is just right for you.

If your hectic schedule won't afford you

the time to visit the Newport Floor Covering showroom, simply request samples to see how they look in your room, have your rooms professionally measured for free and have a certified installer come to your home to have your new floor installed.

Newport Floor Covering will make sure you are completely satisfied from beginning to end.

Steve welcomes your call at Newport Floor Covering, (949) 675-1636, or stop by the showroom located at 3500 E. Coast Hwy. in Corona del Mar.



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(See back cover for more info)



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# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

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Jim Walker  
The Bungalow Restaurant

Ali Zadeh  
Port Restaurant

### BID APPOINTMENTS AND VOLUNTEERS

Scott Palmer  
BID Administration

Katie Bowden  
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City of Newport Beach

Linda Leonhard  
CdM Chamber of Commerce

Wade Roberts  
Sherman Library & Gardens

Val Skoro  
Parks, Beaches & Recreation

Ron Yeo  
Ron Yeo, FAIA Architect, Inc.

### NEWPORT BEACH CITY COUNCIL

Nancy Gardner  
Councilwoman

Ed Selich  
Mayor

▼  
For ongoing updates  
from the BID, visit  
[www.cdmvillage.com](http://www.cdmvillage.com)

## CORONA DEL MAR RECEIVES APPROVAL FOR STREETLIGHT IMPROVEMENT PROJECT

The Corona del Mar Business Improvement District has great news to start the new year!

The City of Newport Beach has confirmed the scope and conditions of another major component of the Vision Plan for Corona del Mar. The proposed Streetlight Improvement Project has received a targeted project timeline and will make a dramatic difference in the village atmosphere of Corona del Mar.

Basically, The Corona del Mar Streetlight Project will include work on 35 city-owned streetlights along East Coast Highway between Avocado and Hazel Drive. Seven streetlight poles between Avocado Avenue and MacArthur Boulevard will be completely removed and replaced with a new pole that will match the other poles within the project limits. Decorative fir green-colored mast arm and



light fixtures will be installed on these streetlight poles. Twenty-eight streetlight poles will remain in their existing state. The existing cobra mast arm and light fixture on these existing poles will be replaced with decorative fir green mast arms and light fixtures.

The City and the CdM BID will each assume 50 percent of the design and the construction costs for the project. The BID has plans for upcoming accessory items such as decorative flower baskets, banner brackets and donation plaques where folks among the community can acknowledge loved ones

through sponsorship.

Below is the tentative 2009 project schedule, assuming no new items are added to the project scope.

Stay tuned for more project information from the Corona del Mar Business Improvement District.

More information visit [www.CDMVillage.com](http://www.CDMVillage.com).

**Request for Proposal**  
January 1 to January 31

**Consultant Selection & Award**  
February 1 to March 31

**Design**  
April 1 to June 30

**Bid**  
July 2 to July 23

**Construction Award**  
August 11

**Construction**  
September 7 to November 30

### BID MEMBERS: GET INVOLVED & STAY INFORMED!

Advisory Board meetings are open to the public: you are always welcome!

JANUARY 22 • FEBRUARY 26

7:30 - 9:00 a.m.

CdM Chamber Office: 2855 E. Coast Hwy. Suite 101

For more information: [www.CdMVillage.com](http://www.CdMVillage.com)

## CORONA DEL MAR BUSINESS BEAUTIFICATION AWARD PRESENTED TO STEVE FISCHER, REAL ESTATE INVESTOR, 3600 E. COAST HIGHWAY

Congratulations to property owner Steve Fischer and project architect Gary Wiggle for being selected to receive the prestigious Corona del Mar Business Beautification Award.

The Advisory Board of the CdM Business Improvement District unanimously recognizes 44-year-old Los Angeles Real Estate Investor Steve Fischer for his successful Corona del Mar building development located at 3600 East Coast Highway, home to Wachovia Bank and Clickbrand.

Although a native of Los Angeles County, Fischer is no stranger to Orange County, having spent weekends growing up in the family's Laguna Niguel "weekend home."

Fischer's first commercial real estate investment in Corona del Mar began in 2003 with the purchase of the building located at 3321 East Coast Highway, currently housed by Bliss Linens. Fischer's love of architecture, the Corona del Mar village, and his support of the CdM Vision Plan has inspired future plans to become

a full-time CdM resident.

Fischer purchased the old Shell Station lot at the Corner of PCH and Orchid in late 2003 and hired local architect Gary Wiggle of Keisker & Wiggle to draw up original plans for a walking plaza, street-facing units and subterranean parking. After working with the Planning Commission and becoming more familiar with the Vision for Corona del Mar, plans were changed and finally approved, taking the project five years to complete. Fischer recognized

his architectural firm's talents and professionalism in working with the City as a true asset to the development.

The building includes a beautiful upstairs office unit sporting a lovely outside deck, fireplace, plasma TV and a village rooftop view. Although Fischer would have preferred a more modern architecture for the building, in working with the governing factors, the finished project reflects a mix of modern/classical architecture complimenting the CdM village atmosphere.



## INSTALLATION OF IRIS TRAFFIC SIGNAL PROVIDES SAFETY FOR CORONA DEL MAR PEDESTRIANS

The intersection of Coast Highway and Iris has needed a safer means of crossing for pedestrians for a very long time. In November the long-awaited installation of a traffic signal was completed, and the folks of Corona del Mar are very pleased!

The Corona del Mar Business Improvement District has

been working diligently on working through the red tape, budget concerns and public outreach in seeing this project through. Even a traffic control consultant hired to analyze citywide traffic agreed that a signal at Iris was highly recommended.

Just in time for the Corona del Mar annual Christmas

Walk, where thousands of folks crossed the highway, the new Iris signal was used with frequency and without fear for both pedestrians and drivers.

The beauty of the signal installation is that it ironically occurred in conjunction with the city's implementation of the new traffic synchronization system. This system will

allow traffic to flow easily and pedestrians to cross with a special synching technology to prevent any negative impact on traffic.

The signal at Iris also seems to add to that "pedestrian friendly" village atmosphere that is such an important feature to the overall Vision Plan.



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- Business Leaders
- City Hall Offices of Newport Beach

**PRICING:** **Business Card Ad**—Display your company contact information with your business card. This is the most cost-effective way to get your name out there! . . . \$50

**Quarter-Page Display Ad**—An exceptional ad for drawing attention to your business! Place your quarter-page ad in full color in the Village Voice . . . \$150

**Half-Page Display Ad**—The preferred ad space. Place your half-page, four-color display ad on the prominent back cover of the Village Voice . . . \$225

**Insert Ads**—The most eye-catching form of advertisement is placing an 8-1/2 x 11 color flyer on your business, going out to 700 recipients . . . \$250

**Contact (949) 673-4050 or info@cdmchamber.com**

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