



News From Your CDM

BUSINESS IMPROVEMENT DISTRICT

cdmvillage.com

2009 BID ADVISORY BOARD

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Linda Leonhard
CDM Chamber of Commerce

Wade Roberts
Sherman Library & Gardens

Ron Yeo
Ron Yeo, FAIA Architect, Inc.

Newport Beach
City Council

Nancy Gardner
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Corona del Mar Business District to test Artificial Turf in Tree Wells. (Your Opinion Matters)



The Advisory Board of the Corona del Mar Business Improvement District had recent discussions and concerns about the aesthetics, maintenance and irrigation of the 180 tree wells that line the sidewalks throughout the village business district.

Many of the tree wells are cared for by local merchants who take great pride and ownership in planting and maintaining beautiful garden-like settings outside their business store-fronts unfortunately this is not the standard, and without proper care many tree wells have become a collection of dirt, trash and unwanted cigarette butts.

Although a proper irrigation system is a major contributing factor to the tree well problem, the BID is discussing various options to clean them up and create a plusher garden atmosphere. One idea discussed is the installation of artificial grass similar to what Balboa Island recently installed on Marine Avenue.

Mark Du Pont of Southwest Greens gave a presentation to the group showing various types of turf grass that is both durable and feels like the real thing. The Board made the decision to install two test tree wells in populated areas to give a chance to see them and get the opinions of the community. The chosen locations for the test will be the tree wells outside of Starbucks and another at Marguerite & PCH. Please visit these areas in the coming weeks and give us your opinions by emailing Marketing@CdmVillage.com



OPEN SEAT ON CDM BID ADVISORY BOARD

If you are a business owner or manager in Corona del Mar and would like to be a part of shaping the CDM Village Business District, please contact

www.CdmVillage.com or call (949) 673-4050

Coming Soon. The Corona del Mar VIP Card

Welcome to preferred customer status with the **Corona del Mar VIP Value Card!** Simply show the card to any participating Corona del Mar Business and receive a special savings or offer. What's even better is the card is Free.

Receive special savings on many products and services such as restaurants, dining, dry cleaning, clothing, legal and medical services, gas stations and much more! A full list of offers and program details will soon be posted at www.CdmVillage.com

Keep your eyes open for the card's circulation release at the upcoming Corona del Mar Christmas Walk on Sunday, December 6th where the card will be available at the Business Improvement District's Exhibit booth in the Bandera's Parking Lot. Ongoing distributions points will be at the Corona del Mar Chamber of Commerce and participating business locations.

More program details to be featured in upcoming issues of the Daily Pilot.

Business Owners

**If you would like to participate in the VIP Card Program, Please contact:
(949) 673-4050 or marketing@cdmvillage.com**

PROGRAM PRESENTED BY THE CDM BID



>> BID MEMBERS:
Get Involved, Stay Informed! <<
Advisory Board meetings are open to the public!

UPCOMING MEETING DATE
December 3— 7:30 - 9:00 a.m.

CdM Chamber, 2855 E. Coast Hwy., Suite 101
More information: marketing@CdmVillage.com or call
(949) 673-4050