



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

[cdmvillage.com](http://cdmvillage.com)

### 2006 BID ADVISORY BOARD

John Blom  
Chairman  
John Blom Custom Photography

Bernie Svalstad  
Vice Chairman  
B.P.S. Newport Financial

Sharon Dawson  
Treasurer/Secretary  
Priority Real Estate Services

Phillip Greenberg  
CDM Properties

Beverley "B.J." Johnson  
Prudential California Realty

Mark Schulein  
Crown Ace Hardware

Chip Stassel  
State Farm Insurance

### BID APPOINTMENTS AND VOLUNTEERS

George A. Berger  
Planning Department,  
City of Newport Beach

Linda Leonhard  
CdM Chamber of Commerce

Scott Palmer  
BID Administration

Wade Roberts  
Sherman Library & Gardens

Ed Selich  
Newport Beach City Councilman

Mike Sinacori  
Principal Civil Engineer,  
City of Newport Beach

Val Skoro  
Parks, Beaches & Recreation

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**For ongoing updates  
from the  
Business Improvement  
District, visit  
[www.cdmvillage.com](http://www.cdmvillage.com)**  
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## CDM BID TO SURVEY BUSINESS OWNERS' PRIORITIES FOR UPCOMING PHYSICAL IMPROVEMENTS AS PART OF THE COMMUNITY'S VISION PLAN

The Business Improvement District of Corona del Mar is currently working on a survey to be distributed in the next few months to all business owners in the Corona del Mar business district (all BID members). The purpose of the survey is to get the opinions and priorities of Corona del Mar business owners regarding how they would

like to see funds spent on the physical improvement projects coming down the pike in the overall Vision Plan.

As part of an outreach effort, the BID Advisory Committee would like opinions from all business owners as a collective approach to the future physical plans and the Vision Plan set forth for the commu-

nity. It is an ideal way to get local businesses in the district to get involved and share their ideas and concepts.

*Stay tuned for your survey in the months to come, and help us gain your feedback as a business owner and BID member of the wonderful community of Corona del Mar.*

## CORONA DEL MAR LIGHTS UP THE VILLAGE FOR THE HOLIDAYS

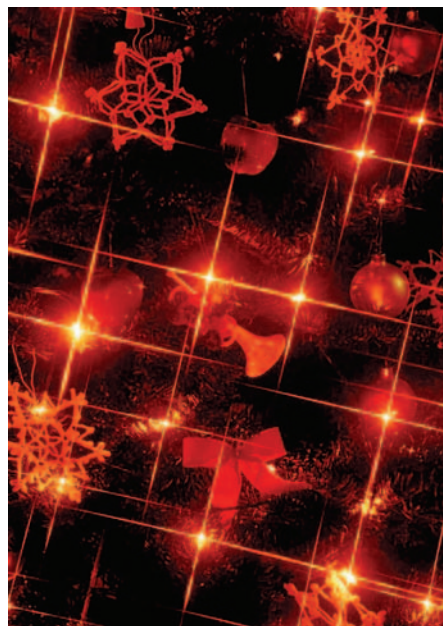
The holidays will soon be upon us and the Corona del Mar BID has once again planned a wonderful display of lights for the community business district. Tradition will bring back the well received garland-wrapped light poles with their big red bows, and the beautiful town holiday tree will glisten with extra bling while sharing the stage with the subtle glowing reindeer. Of course, we can't forget the dolphins in their festive holiday garb setting the scene for merriment and cheer. What you haven't seen yet—and what is the biggest surprise for this year—will

be the lighting of our newest landscaped additions, the

spectacular palm trees at the corner of Marguerite and Coast Highway. This year, the palm trees will serve as a true Southern California holiday backdrop and will be magnificently lit from trunk to frond showing off their glory.

The Corona del Mar BID would like to encourage all businesses to join in the lighting of the village by lighting up your storefronts with festive designs and holiday charm.

On behalf of the Corona del Mar Business Improvement District, please have a happy and safe holiday season.



## CORONA DEL MAR BUSINESS BEAUTIFICATION AWARD PRESENTED TO

# Erica Dee

Advisory Committee members of the Corona del Mar Business Improvement District unanimously elected Erica Dee and Erica Dee Men to receive this month's Beautification Award.

Erica Thomas, owner and operator of Erica Dee Women's retail store in Corona del Mar, has recently completed and opened doors to a new location just five blocks south of its original location on Coast Highway. Now occupying 4200 square feet of space, the fashion entrepreneur not only has a much larger women's clothing boutique, but has expanded into the men's market with Eric Dee Men, and the children's market with Erica Dee Kids.

Erica Thomas continues to be driven by the need to

bring young, glamorous clothing to the Orange County consumer and is increasing her ever-growing influence on the OC fashion scene. Corona del Mar is very fortunate to

have go-getters like Erica who bring innovative design and style to the aesthetics of our community.

Erica Dee will continue to embody a modern take on

cool luxury with the store's ambiance, incorporating lush materials like carrera marble, white Italian leather, bamboo, and stainless steel in a clean, modern retail design with simple lines and understated elegance. Erica Dee Kids, in the original boutique location, will retain the same warm and modern aesthetic, only with a twist of fun, vibrant colors.

"Our concept for Erica Dee has attracted a customer that not only wants to shop for herself, but for her husband, boyfriend, child, or friends. We are a destination for everyone wanting to experience Erica Dee in a one-stop shop for all," says Erica D. Thomas.

Please stop by and say hello to Erica and her team for a job well done and well deserved. Congratulations!



### CORONA DEL MAR BID FINANCIAL REPORT: First Quarter Fiscal Year 2006-2007

The following figures represent the financial status of the Corona del Mar Business Improvement District at the first quarter of the fiscal year beginning July 1, 2006, and ending June 30, 2007. Contact Scott Palmer by phone at (949) 760-8368 or email [billing@cdmvillage.com](mailto:billing@cdmvillage.com) for further information.

Cash on Hand .....	\$145,329.00	Contributions .....	\$0.00
Member Assessments .....	\$67,115.00	Improvements .....	\$0.00
Late Fees Collected .....	\$0.00	Maintenance .....	\$3,548.00
City Matching Funds .....	\$50,240.00	Outreach .....	\$248.00
Subtotal Income .....	\$117,355.00	Special Events .....	\$9,488.00
		Marketing .....	\$4,400.00
		Vision 2004 .....	\$0.00
		Subtotal Expenses .....	\$17,684.00

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

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

**UPCOMING DATES:**  
Please go to [www.CdMVillage.com](http://www.CdMVillage.com) for meeting dates during the holidays.

**TIME:**  
7:30 - 9:00 a.m.

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