



# News From Your CdM

## BUSINESS IMPROVEMENT DISTRICT

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

### 2007 BID ADVISORY BOARD

John Blom  
Chairman

John Blom Custom Photography

Bernie Svalstad  
Vice Chairman

B.P.S. Newport Financial

Sharon Dawson  
Secretary

Priority Real Estate Services

Phillip Greenberg  
Treasurer

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



**For ongoing updates  
from the  
Business Improvement  
District, visit  
[www.cdmvillage.com](http://www.cdmvillage.com)**



## CDM BID ADVISORY BOARD MEETS WITH CITY REGARDING UPCOMING PHYSICAL IMPROVEMENTS FOR CORONA DEL MAR

Members of the BID Advisory Board are currently holding meetings with the City of Newport Beach to discuss plans for proposed physical improvement projects for Corona del Mar. Such plans include sidewalk enhancements which will include various materials

chosen to provide a stylish hardscape on sidewalks. Also being discussed are plans for new light poles that would contribute to the aesthetics of the village vision plan.

In December, the completion of the new lighted crosswalk at Orchid and Pacific

Coast Highway has added a haven of safety to local pedestrians who frequent the crossing in their daily activity. To learn more about the overall vision plan and upcoming projects, or to become an active member of the BID, go to [www.cdmvillage.com](http://www.cdmvillage.com).

## THE BID WELCOMES NEW CITY COUNCIL REPRESENTATIVE FOR CORONA DEL MAR

The Business Improvement District, along with the CdM Chamber and Residents Association, would like to welcome Nancy Gardner as the new City Council Representative for District 6.

As a local resident and now city council representative, Nancy is on a fast track to assist the community on projects that require strong council support, backing, and leadership. Nancy expressed her desire to work closely with the leading organizations in the community such as the BID, Chamber and Residents Association to get projects done and to support the Vision Plan and the safety of our community. A few things



Nancy would like everyone to know is how familiar she is with this community and how her background can make a difference.

Nancy says, "We moved to Corona del Mar in 1947 (235 Iris—the facade of the house is the same as when we lived there), and to Shorecliffs in 1953. I went to the elementary school in Corona del Mar (no longer there) and then to Newport Harbor High School which was the only high school

then. For college I went to both UCLA and USC (!), graduating from USC.

"Thanks to my father, Judge Gardner, I grew up knowing a lot of the history of the town. I learned to bodysurf at Little Corona, and I had my horse where Cameo Shores is today. What I appreciate about CdM is that it is a village, very neighborly and very self-sufficient in the services and products offered and that there is a vision to make it even more successful. That is one of the things I'm looking forward to—working with the BID, the Chamber and the Residents Association to continue the project."

# CORONA DEL MAR BUSINESS BEAUTIFICATION AWARD PRESENTED TO

## *Francis- Orr*

Advisory Committee members of the Corona del Mar Business Improvement District elected Francis-Orr to receive this month's Business Beautification Award.

When Harriet Malmon, proprietor of Francis-Orr, has a vision, all bets are that it becomes a great reality. Beginning six years ago as a passionate customer of Francis-Orr, the Corona del Mar retailer that has been supplying fine paper and stationery items to generations of local residents, Harriet had a vision to purchase the shop that she loved. Harriet and her husband decided to make Corona del Mar their permanent home twelve years ago and dreamed of having a business here as well. With the purchase of Francis-Orr, their dream was almost complete.

Being business property owners, Harriet had the vision of completely remodeling the business one day. Now, six years later, Harriet decided to make her vision a reality. Working closely with her talented building designer, Victor J. Michael, the two set their sights on "raising the bar" or "leading by example" and transformed the business storefront into something she believes all Corona del Mar businesses should strive to achieve. But it does not stop there; the in-



terior is just as exquisite as the exterior, if not more. When you walk in those front doors, you see a colorful array of unique gift items from exquisite leather goods to treasured gift items from around the globe. Everything is pleasing to the eye and offers a price point that everyone can enjoy. Harriet prides her business on exceptional customer service with her professional and knowledgeable staff that she feels has "become the store." When Harriet was

asked what sort of occasions she has prepared invitations and paper goods for, she said they have done everything from weddings to doggie funerals. What makes Francis-Orr really stand alone from her competitors is the volume of custom quality work her customers rely upon and have fun with in the process.

Harriet is very proud to accept the Business Beautification Award for her recent remodel and expressed her strong sense of pride for the community and how fortunate she feels to work and live in Corona del Mar.

Don't forget to stop by and visit Francis-Orr in January for the annual sale of holiday items.

### 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:**  
Meetings are held on the fourth Thursday of each month.

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

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