



News From Your CdM

BUSINESS IMPROVEMENT DISTRICT

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2009 BID ADVISORY BOARD

Bernie Svalstad
Chairman

BPS Newport Financial, Inc.

Tom Nicholson
Vice Chairman
Nicholson Construction

Beverley "B.J." Johnson
Prudential Real Estate

Mark Schulein, Secretary
Crown Ace Hardware, Inc.

Jim Walker
The Bungalow Restaurant

Ali Zadeh
Port Restaurant

BID APPOINTMENTS AND VOLUNTEERS

Scott Palmer
BID Administration

Katie Bowden
Economic Development Admin.
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

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**For ongoing updates
from the BID, visit
www.cdmvillage.com**

A Special Invitation

Mark Your Calendar!

The Corona del Mar Business Improvement District
Invites You to Attend

AN ANNUAL TOWN MEETING
(in cooperation with the CdM Residents Association)

WEDNESDAY, APRIL 22, 2009 • 5:30 PM • SHERMAN LIBRARY & GARDENS

Who Is Invited?

- Corona del Mar Business Improvement District Members
- Corona del Mar Chamber of Commerce Members
- Corona del Mar Residents Association
- Corona del Mar Community Guests and Friends

What Is the Purpose and Format of the Annual Meeting?

Join your local business and resident neighbors for this annual town meeting event. The Corona del Mar Business Improvement District will be presenting a "State of the Business District Address," which will include informative agenda items pertinent to the community of Corona del Mar. Questions and answers will be available and refreshments will be served.

Agenda Topics:

- CdM Business Improvement District (BID) General Information
- Financial Report & Member Benefit Details from the BID
- The "Vision Plan" Current Updates
- Presentation by the City of Newport Beach on Upcoming Corona del Mar Projects
- Addressing Tough Economic Times in the Corona del Mar Business District
- Question & Answers

The CdM Residents Association meeting will take place directly following the BID presentation.

Meeting Location:

Sherman Library & Gardens, Central Patio
2647 E. Coast Highway, Corona del Mar, CA 92625
(PARKING and entry IN BACK LOT)

For More Information:

(949) 673-4050 or email: marketing@cdmvillage.com

We look forward to seeing you at the
Business Improvement District Annual Town Meeting

CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT DISPLAYS HANGING FLOWER BASKETS AS TEST SAMPLE

Scheduled for completion by year's end is the city-approved streetlight project consisting of the installation of 35 decorative Heritage lightpole fixtures throughout CdM's business district. The BID advisory board is also currently working on the implementation of decorative hanging flower pots to complement the lightpole fixtures and the community's overall landscaping vision.

Working in cooperation with city representatives and with the expertise of Roger's Gardens, a test sample of these hanging potted plants can be viewed in front of Sherman Gardens at the corner of Dahlia and Coast Highway. The drought-resistant plants, anticipated to grow and hang to create a garden-type feel, will continue to flourish as other aspects of the program are researched. Brackets, maintenance, and sourcing of all materials are still in progress for this exciting addition and, when complete, are anticipated to look quite nice below the new hanging lightpole banners that debuted last December.



2009 Corona del Mar BUSINESS DIRECTORY

In a cooperative effort between the CdM Chamber of Commerce and the Business Improvement District, the 2009 Business Directory for Corona del Mar has been released. As a marketing benefit for Chamber and BID members, your business listing has been included and direct mailed to 12,000 local recipients.



Congratulations, Corona del Mar!! TRAFFIC MANAGEMENT BECOMES STATE OF THE ART

Phase I of the city's "new" traffic management system is almost complete and is anticipated to assist in smooth traffic flow for Corona del Mar. The citywide project will take place in additional phases throughout Newport Beach and will bring our city up to date on the latest traffic management technology.

Tony Brine of the city public works department ex-

plained details of Phase I of the project in Corona del Mar, Coast Highway, and MacArthur corridors. This first phase, costing \$1,357,000, is just being completed as we write this article: 22 intersections with new controllers. They have been putting in the fiber optic lines to communicate between signals. There will be a new computer at City Hall. Let's see if that helps our traffic flow!

Nominate a Business for the Corona del Mar Beautification Award

The Corona del Mar Beautification Award is designed to encourage and honor business owners in the CdM business district for upgrades made to the physical appearance of their storefronts. The atmosphere and aesthetics of the village is a project all business owners should take pride in, and by working together, with your involvement, we all contribute to the success of our community and become that much closer to achieving the overall Vision Plan. To nominate a business for recent upgrades, small or large, please visit www.cdmvillage.com or email marketing@cdmvillage.com.

BID MEMBERS: GET INVOLVED & STAY INFORMED!

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

MARCH 26 • APRIL 23

7:30 - 9:00 a.m.

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

For further involvement or to become
a Board member or volunteer, contact
marketing@CdMVillage.com or (949) 232-7373.