



News From Your CdM

BUSINESS IMPROVEMENT DISTRICT

cdmvillage.com

2008 BID ADVISORY BOARD

Bernie Svalstad
Chairman

BPS Newport Financial, Inc.

Mark Schulein
Vice Chairman
Crown Ace Hardware

Sharon Dawson
Secretary/Treasurer
Priority Real Estate Services, Inc.

Beverley "B.J." Johnson
Prudential Real Estate

Tom Nicholson
Nicholson Construction

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



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

CORONA DEL MAR BID HOSTS ANNUAL TOWN MEETING AT SHERMAN LIBRARY & GARDENS

Community members gathered at the beautiful Sherman Library & Gardens for an annual Town Meeting hosted by the Corona del Mar Business Improvement District and the CdM Residents Association.

Community and city leaders in attendance included District 6 City Councilwoman Nancy Gardner, along with council members Leslie Daigle, Steve Rosansky, Keith Curry, City Manager Homer Bludau, Assistant City Manager Sharon Wood, and of course the Honorable Mayor Ed Selich. Many local business owners, residents, and guests enjoyed a friendly reception upon arrival serving light hors d'oeuvres, drinks, and a chance to mingle with community neighbors.

The annual public forum began with a report from the Business Improvement District, opening with a welcome introduction by BID Chairman Bernie Svalstad who went on to discuss the significant strides and accomplishments made to date by the organization. Guests had the opportunity to view a slide presentation conducted by Mayor Selich of the accomplishments and future components of the Vision Plan for Corona del Mar.

The next speaker on the agenda was Scott Palmer, the BID's Financial Administrator, who presented the organization's annual financial report, followed by questions and answers regarding BID membership and dues. For more in-

formation on billing questions, please contact Scott.Bidsys@mac.com.

Guest speaker Dave Webb, Assistant Public Works Director, discussed upcoming projects for Corona del Mar.

The CdM Residents Association continued the Town Meeting with association business and reports covering issues on water quality, code enforcement, city hall planning, parking, and an update from the Newport Beach Police Department.

Lastly, Homer Bludau spoke on behalf of the city, while both organizations gave a round of applause to the City Manager for another year well done.

CORONA DEL MAR BID SUBMITS ANNUAL BUDGET & PRIORITIES OUTLINE AS PART OF ANNUAL RENEWAL (FOR FISCAL YEAR JULY 1, 2008 – JUNE 30, 2009)

As part of the BID's annual renewal process, the BID's Advisory Board submits its annual report of the current fiscal year, along with the priorities and a budget outline for the new fiscal year to the City for review. The city council reviews these reports at a scheduled public city council hearing in order to approve or oppose the BID's operations for the new fiscal year. The elections of the BID Advisory Board members are conducted at this time and the annual officers are self-determined by vote of the BID's Advisory Board.

The priorities and budget outline follow on the next page. For the full annual report, please visit www.CdmVillage.com.

THE CORONA DEL MAR BID PRESENTS BUSINESS BEAUTIFICATION AWARD TO CROWN ACE HARDWARE

Congratulations to the Schulein family, owners of the Corona del Mar Crown Ace Hardware, for being chosen as recipients of this month's Business Beautification Award in recognition of a recent store expansion. Here is what Mark Schulein has to say.

"This expansion not only allowed us to open into the new space, but it allowed us to positively impact the existing store as well. As we in the village know, this store has been bulging at the seams forever. We were able to widen the main aisle, expand our merchandise selection in some key areas, and bring in the Benjamin Moore Paint design center, which will be a big asset to the community. Ultimately, this project is enabling us to better serve the community and has made for an even better customer experience.

"The project took almost exactly one year. We ran into a number of major snags with the city and that added more than three months and some significant challenges to the project. We were really excited to see the existing architecture

of this historic CdM building once we tore out all of the old offices and darkroom spaces from the Harbor Photo and Cal's Camera eras. Once we had an empty shell we could see the awesome arched ceilings and beams, we opened up a skylight that was closed since the '60s and really brought a beautiful look to the space. Benjamin Moore's designers assisted me in the final design and Jeff Erickson contractors did an amazing job executing the project.

"I've been on the BID advisory board for about six years now. I, and my family are

tremendous supporters of the CdM Vision Plan. We have been residents of Newport since 1970 and take a lot of pride in the community and in our stores within the city. We have made sure that our projects on this store and a few other properties within the village all add value to the community, both aesthetically and for our customers, and that we are an active player in assuring a great future for CdM.

"We really want to thank the community for the many years of support of Crown Ace. What many people may not know is that Crown Ace

Hardware started in CdM in 1949 with one little store. We have just celebrated the opening of our 16th store this June, in Point Loma San Diego ... and it all started here. So we thank you for helping us grow up! And although we've added more stores, our three Newport stores are the heart of our company and we love being an active part of the community."

Come on down and experience the difference at Crown Ace!

3107 East Coast Highway
Corona del Mar, CA 92625
(949) 673-2800



CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT PRIORITIES AND BUDGET OUTLINE

JULY 1, 2008 – JUNE 30, 2009

Funds Available FY End 2008	\$ 60,000
Funds to be Collected July 2008.....	\$96,000
Anticipated Matching Funds from City.....	\$50,000
Total Available Funds.....	\$206,500

<u>PRIORITIES</u>	<u>BUDGET AMOUNT</u>
1. Marketing / Marketing Administration	\$34,280
2. Physical Improvements / Maintenance.....	\$35,300
3. Member and Community Outreach	\$33,000
4. Vision Plan Implementation.....	\$100,000
5. Administration Expense.....	\$3,700