



News From Your CdM

BUSINESS IMPROVEMENT DISTRICT

cdmvillage.com

2007-2008 BID ADVISORY BOARD

Bernie Svalstad
Chairman
BPS Newport Financial, Inc.

Mark Schulein
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Sharon Dawson
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Priority Real Estate Services, Inc.

Beverley "B.J." Johnson
Prudential Real Estate

Ali Zadeh
Port Restaurant

Jim Walker
The Bungalow Restaurant

BID APPOINTMENTS AND VOLUNTEERS

Ed Selich
Newport Beach City Council

Scott Palmer
BID Administration

George A. Berger
Planning Department,
City of Newport Beach

Linda Leonhard
CdM Chamber of Commerce

Val Skoro
Parks, Beaches & Recreation

Nancy Gardner
Newport Beach City Council

Wade Roberts
Sherman Library & Gardens

Ron Yeo
Ron Yeo, FAIA Architect, Inc.

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**For ongoing updates
from the
Business Improvement
District, visit
www.cdmvillage.com**

COAST HIGHWAY MEDIANS PHASE 1B CONSTRUCTION UPDATE

This project involves the construction of raised landscaped medians along East Coast Highway between Dahlia Avenue and Poppy Avenue in Corona del Mar. Construction began on August 3, 2007, and is scheduled to be completed by October 26, 2007.

The contractor, Mega Way Enterprises, is nearing completion. All concrete curbs have been constructed, the irrigation system has been installed, and the plants are in place. With the exception of minor pavement striping and the 90-day Maintenance Phase, this contract will be completed ahead of schedule by October 19, 2007. A Notice of Completion will be filed shortly thereafter.

A fair share of challenges were encountered during construction. Perhaps the most notable one was the lack of King Palms. The contractor checked with over 60 nurser-

ies in Southern California and was still unable to find the required 26 King Palms per the specifications. Just as we were about to give up on these palms, staff found eight King Palms at Seaside Growers in San Juan Capistrano. These eight palms were planted last week between Iris Avenue and Larkspur Avenue. City staff will continue to search for the remaining 18 King Palms. They will also consider purchasing shorter, non-coastal grown palms and acclimating them at the city yard or a local nursery until they are ready to



be planted, at which time the city will enter into a separate contract to plant the remaining palm trees.

For any further questions regarding this project, please contact project manager Andy Tran at (949) 644-3315.

KEEP UP TO DATE WITH THE CDM BID ANNUAL REPORT, FISCAL YEAR 2006-2007

Overview

This is the annual report for the Corona del Mar Business Improvement District (BID), as required by Section 36533 of the California Streets and Highways Code, for fiscal year July 1, 2006 to June 30, 2007.

Boundaries

The boundaries of the benefit zone remain unchanged: generally located on East Coast Highway from Hazel Drive to Avocado Avenue.

Proposed Activities

The improvements and

activities to be provided for the fiscal year include:

1. Marketing, advertising, and promotion of Corona del Mar in conjunction with the CdM Chamber of Commerce.
2. Physical improvements within Corona del Mar

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CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT WELCOMES NEW CHAIRMAN



The BID is pleased to announce the election of Bernie P. Svalstad as Chairman of the Advisory Board for the 2007/2008 fiscal year term. Svalstad, who has served on the BID Advisory Board for the past four years, is receiving the torch from long-term BID Chairman John Blom, who has recently retired from the organization.

Svalstad has been a dedicated community activist for

Corona del Mar and greater Newport Beach projects including the development of the Corona del Mar Centennial Plaza, and the more recent McFadden Centennial Legacy Project. Svalstad also serves on the Executive Board of the Corona del Mar Chamber of Commerce and has an extensive background in community affairs, serving on the city council of Fountain Valley for ten years.

Bernie and his wife Pam have been residents of Irvine Terrance in Corona del Mar for

the past 25 years and believe the roots of the community are built on getting involved and contributing efforts to make this the best place to live and work.

As the new chairman of the BID, Bernie is dedicated to this year revising and updating the Corona del Mar Vision Plan. "The updates to the plan began with the committee over a year ago and that is going to be the main goal for this year's Board," says Svalstad. His plan is to section off the approximately 14 major intersections

in the CdM business district and install a representative to lead each area. The concept will be to work with the retail businesses and also the residents on the blocks near that intersection and update the areas in regard to sidewalk design treatments, street lighting, furniture, landscaping ... and a major added feature to our vision plan, parking for commercial as well as our residents. Please contact Bernie Svalstad if you are interested in working on this committee: (949) 232-7373.

Annual Report:

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3. CdM BID member and community outreach
4. Corona del Mar BID CdM Vision Plan and associated administration.

Proposed Budget

The estimated cost of providing the proposed improvements and activities in this report is approximately \$108,100.00.

Account Status

The district's current account balance is approximately \$73,766 at the end of the first 11 months of the fiscal year. It is anticipated the balance will be about \$9,500 or less at FY end, June 30, 2007. Revenue from members in the 2007-08 period is projected to be \$75,000 and city matching revenues to be \$48,000. Of that \$48,000, \$40,000 has been previously committed to the city for payment on the medians. One hundred thirty thousand dollars has been allocated for projected expenses (including the \$40,000 payable to the city), with an anticipated \$500 left over at the end of FY07-08.

Prior Year Accomplishments

The merchants of CdM have found their eleventh year as a BID to be very successful and have achieved several accomplishments including:

- The BID continues to commit \$40,000 a year for one more year from matching funds from the city to offset the cost

Vision Plan. Ongoing efforts to determine the best solution for pedestrian safety at Iris Street are being made. Designs for sidewalk treatments throughout the village have been presented to the Advisory Board, and additional plans for street lighting and furniture are in process.

- The BID continues the

events and administration of the BID. The Chamber also includes the BID newsletter in its bi-monthly newsletter sent to all BID and Chamber members. In addition, the BID paid for a presence for all of its members in the 2007 Corona del Mar Business Directory.

- The BID paid for quarterly maintenance of decorative bedding at the Marguerite and Coast Highway intersection, with replanting as needed.
- Maintained the health of the 200 palms and Hong Kong orchids along the Coast Highway right-of-way. The BID also paid to maintain the planters and irrigation.

• Supported the Corona del Mar Chamber with the Annual Christmas Walk.

• Installed holiday season decorations in the medians at Marguerite and Coast Highway.

The merchants of Corona del Mar have worked hard to promote and improve their village and wish to express their appreciation for the City Council's continued support of the Corona del Mar Business Improvement District.

of the medians constructed two years ago.

• The BID worked closely with the Public Works Department of the city in installing a flashing crosswalk at Orchid Street.

• The BID continues to make progress on the various items called for on the CdM

working relationship with the CdM Chamber of Commerce in marketing efforts. As part of this joint effort, the BID contracted the Chamber to maintain and update the BID's website, www.cdmvillage.com, to educate the public about the CdM Vision Plan and distribute information on current

CDM BID PRIORITIES AND BUDGET OUTLINE July 1, 2007 – June 30, 2008

Funds Available FY End 2007	\$ 9,500
Funds to be Collected July 2007	\$ 75,000
Anticipated Matching Funds from City	\$ 48,000
TOTAL AVAILABLE FUNDS	\$ 132,500

<u>Priorities</u>	<u>Budget Amount</u>
1. Marketing Plan Administration	\$ 31,400
2. Physical Improvements / Maintenance	\$ 76,600
3. Member and Community Outreach	\$ 22,500
4. Vision Plan Implementation	\$ 1,500