



# CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT BOARD ANNUAL MEETING AGENDA

Meeting will be held via conference call. Please see Special Notice regarding COVID-19 for public comment information.

Thursday, May 28, 2020 - 7:30 AM

## *Corona del Mar Business Improvement District Board Members:*

**Bernie Svalstad, Chair**  
**Scott Laidlaw, Vice Chair**  
**Keith Dawson, Treasurer**  
**Jasmin Mortazavi, Secretary**  
**Ernie Caponera, Board Member**  
**Edward Hanley, Board Member**  
**Hamid Kianipur, Board Member**  
**Scott LaFleur, Board Member**  
**Shawn Lim, Board Member**

## **Staff Members:**

**Melanie Franceschini, Administrative Analyst**

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### **SPECIAL NOTICE REGARDING COVID-19:**

Given the health risks associated with COVID-19, the City of Newport Beach has decided to proceed with this meeting while strictly adhering to social distancing guidelines. To this end, the meeting will be conducted conference call. You can participate via the following options:

1. Members of the public can participate in this meeting in person in the Community Room. Specifically, members of the public will be able to hear the conference call in the Community Room. As a member of the public, during this meeting, you will be able to comment on specific agenda items in person from the Community Room.
2. You can submit your questions and comments in writing for the Corona del Mar Business Improvement District Board of Directors to consider. Please send them by email to Melanie Franceschini [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov) by Wednesday, May 27, 2020, at 4:00 p.m. All emails will be made part of the record.

**Special Accommodations:** If you are unable to participate in the meeting via the process set forth above, please contact the City Manager's Office at (949) 644-3028 or [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov) and our staff will attempt to accommodate you. The City remains committed to holding public meetings in a transparent manner, with public participation, ensuring City business continues in this challenging environment. The City of Newport Beach thanks you in advance for continuing to take precautions to prevent the spread of the COVID-19 virus.

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The Corona del Mar Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Melanie Franceschini, Administrative Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3028 or [mfranceschini@newportbeachca.gov](mailto:mfranceschini@newportbeachca.gov).

### **NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT**

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

## **I. CALL MEETING TO ORDER**

## **II. ROLL CALL**

**III. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

*Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar Business Improvement District Board of Directors (CdM BID Board). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID Board has the discretion to extend or shorten the speakers' time limit on non-agenda items, provided the time limit adjustment is applied equally to all speakers. As a courtesy, please turn cell phones off or set them in the silent mode.*

**IV. CURRENT BUSINESS**

**1. Approval of Minutes**

**Summary:** Board to review the draft minutes from the April 23, 2020 meeting.

**Recommended Action:** Board to approve the April 23, 2020 meeting minutes.

[Attachment - Draft April 23, 2020 CdM BID Meeting Minutes](#)

**2. City Council Report(s)**

**Summary:** Oral report(s) from present Council Members.

**Recommended Action:** None.

**3. BID Financial Reports**

**Summary:** Board to review the CdM BID financial report for April 2020.

**Recommended Action:** Board to receive and file the CdM BID financial report for April 2020.

[Attachment - Financial Packet](#)

**4. Professional Services Agreement for FY 2020-21**

**Summary:**

**A.** Board to receive a recap of the CdM BID RFP for administrative, marketing and financial services results.

**B.** BID Administration - Board to review the Corona del Mar Chamber of Commerce proposal received for providing BID administrative services for FY 2020-21.

**C.** Marketing - Board to review the Corona del Mar Chamber of Commerce proposal received for providing BID marketing services for FY 2020-21.

**D.** Financial Services - Board to review the Community Business Solutions proposal received from providing BID financial services for FY 2020-21.

**Recommended Action:**

**A.** None.

**B.** Board to recommend the City enter into a professional services agreement with the Corona del Mar Chamber of Commerce to provide the CdM BID with administrative services for FY 2020-21.

**C.** Board to recommend the City enter into a professional services agreement with the Corona del Mar Chamber of Commerce to provide the CdM BID with marketing services for FY 2020-21.

**D.** Board to recommend the City enter into a professional services agreement with Community Business Solutions to provide the CdM BID with financial services for FY 2020-21.

[Attachment - Corona del Mar Chamber of Commerce Proposal  
Community Business Solutions Proposal](#)

**5. Nominations of FY 2020-21 Advisory Board of Directors**

**Summary:** Board to review applications and recommend no more than 9 nominees for the City Council appointment to serve for FY 2020-21.

**Recommended Action:** Board to recommend no more than 9 nominees for City Council appointment to serve for FY 2020-21.

[Attachment - CdM BID Board of Directors Applications](#)

**6. BID Renewal Update**

**Summary:**

A. Board to discuss the BID Assessments for FY 2020-21.

B. Board to revise the BID FY 2019-20 Annual Report and FY 2020-21 Budget for consideration by the City Council.

C. Board to revise the letter to the City Council requesting the renewal of the BID and funding support for FY 2020-21.

**Recommended Action:**

A. Board to recommend how much the BID Assessments should be for FY 2020-21.

B. Board to recommend the revised annual report and budget be submitted to the City Council.

C. Board to recommend the revised letter be submitted to the City Council.

[Attachments - Revised CdM BID Annual Report and Proposed FY 2020-21 Budget  
with Comments](#)

[Revised CdM BID Letter Requesting Renewal](#)

**7. Marketing Report**

**Summary:** Board to brainstorm and discuss marketing and assistance program ideas for the CdM BID COVID-19 Recovery Plan.

A. Explore CdM "Shop & Dine Local" Updates - Banners, Business Directories, Social Media, Website.

B. New Program Ideas - Sidewalk Sales, Online Campaign, Mailing Pieces, Digital Advertising, Member Survey.

**Recommended Action:**

A. None.

B. Board to recommend which program ideas staff should further research.

**V. BOARD ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE  
PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT  
(NON-DISCUSSION ITEM)**

**VI. ADJOURNMENT**