



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

Board members will be in the Council Chambers. Please see Special Notice regarding COVID-19 for public comment information.

Wednesday, June 24, 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

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 held in the City Council Chambers with the board members present. 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 see and hear the meeting 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 by Tuesday June 23, 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 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.

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 May 28, 2020 meeting.

Recommended Action: Board to approve the May 28, 2020 meeting minutes.

[Attachment - Draft May 28, 2020 Meeting Minutes](#)

2. City Council Report(s)

Summary: Oral report from present Council Members.

Recommended Action: None.

3. BID Financial Reports

Summary: Board to review the CdM BID financial reports for May 2020.

Recommended Action: Board to receive and file the CdM BID financial reports for May 2020.

[Attachment - Financial Packet](#)

4. Proposed Marketing Projects

The CdM BID Board approved a recommendation for the City to enter into an agreement for marketing services with the Corona del Mar Chamber of Commerce for a NTE \$44,440 for FY 2020-21. The Corona del Mar Chamber is proposing two project expenses from the approved budget.

Summary:

A. Board to review the project proposal for consulting in the amount of \$8,000 for FY 2020-21.

B. Board to review the project proposal for website management and maintenance in the amount of \$7,500 for FY 2020-21.

Recommended Action:

A. Board to approve the project proposal for consulting in the amount of \$8,000 for FY 2020-21.

B. Board to approve the project proposal for website management and maintenance in the amount of \$7,500 for FY 2020-21.

[Attachment - Marketing Project Proposals](#)

5. COVID-19 Recovery Plan and Budget Proposal

Summary: Board to review the Marketing Working Group's proposed recovery plan and budget for business re-opening and recovery.

Recommended Action: Board to approve the Marketing Working Group's proposed recovery plan and budget for business re-opening and recovery. Board to recommend plan be submitted to the City Council for approval in order to receive the City's \$40,000 contribution.

[Attachment - CdM BID Business Re-Opening & Budget Proposal](#)

6. Future Marketing Projects for FY 2020-21

Summary: Board to brainstorm and discuss future marketing project ideas for FY 2020-21.

Recommended Action: None.

7. Corona del Mar Chamber of Commerce Report

Summary: Chamber of Commerce community events and updates.

Recommended Action: None.

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

VI. ADJOURNMENT