



CITY OF NEWPORT BEACH NEWPORT BEACH RESTAURANT ASSOC. BUSINESS IMPROVEMENT DISTRICT AGENDA

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

Wednesday, January 27, 2021 - 9:30 AM

Newport Beach Restaurant Assoc. Business Improvement District Members:

Juan Carlos Godinez, President
Christopher Roman, Vice President
Phil Crowley, Treasurer
Thad Foret, Secretary
Mark Bunim, Director
Marin Howarth, Director
Jordan Otterbein, Director
Nicole Paskerian, Director
Eunjoo Pluenneke, Director
Talia Samuels, Director
Micah Schiesel, Director

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 via Zoom. As a member of the public, if you would like to participate in this meeting, you can participate via the following options:

1. You may submit your questions and comments in writing for the Newport Beach Restaurant Association Business Improvement District Board of Directors to consider. Please send them by email to Melanie Franceschini mfranceschini@newportbeachca.gov by Tuesday, January 26, 2021, at 4:00 p.m. All emails will be made part of the record.
2. You may connect with a computer by joining through Zoom. Type in the link below into your browser to register for the meeting using a valid email address. You will receive a confirmation email allowing you to join the meeting: https://zoom.us/webinar/register/WN_bjkecgnsZKfHbB6fV4nxQ
3. You may connect by Phone/Audio Only by calling: 1-669-900-9128. The meeting ID is 938 5324 2593#

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 Newport Beach Restaurant Association Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Newport Beach Restaurant Association 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 Newport Beach Restaurant Association 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 Newport Beach Restaurant Association Business Improvement District Board of Directors (NBRA 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 NBRA 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.

IV. **CURRENT BUSINESS**

1. **Approval of Minutes (Godinez)**

Summary: Board to review the draft minutes from the November 18, 2020 meeting.

Recommended Action: Board to approve the November 18, 2020 meeting minutes.

[Attachment - Draft November 18, 2020 Meeting Minutes](#)

2. **BID Financial Report (Crowley)**

Summary:

A). Board to review the BID financials ending December 2020.

B). Board to consider the waiver of FY 21 BID Assessment Late Fees.

Recommended Action:

A). Board to receive and file the BID financials ending December 2020.

B). Board to approve the waiver of FY 21 BID Assessment Late Fees.

[Attachment - Financial Packet](#)

3. **Professional Service Agreement for Social Media and Video Production Services (Franceschini)**

Summary: Board to receive an update on the results of the NBRA BID RFP for social media and video production services.

Recommended Action: None.

4. **President's Report (Godinez)**

Summary:

A). Board to consider hosting a series of online webinars to educate stakeholders on how to take advantage of online platforms to help support their business. Webinar topics for consideration include: having an online presence, using food delivery apps, marketing on social media.

B). Board to consider the creation of a working group to update the NBRA BID's Strategic Business Plan.

Recommended Action:

A). Board to direct staff whether or not to move forward in organizing online webinars to educate stakeholders on how to use online platforms to their advantage to help support their business.

B). Board to select 3 - 4 board members for the NBRA BID's Strategic Business Plan working group.

5. 2021 Newport Beach Restaurant Week (McClain/Jacobi)

Summary:

- A). Board to review the rescheduled proposed date of April 19, 2021 through May 2, 2021 for Restaurant Week.
- B). Board to review the 2021 Newport Beach Restaurant Week registration fees and eligibility.
- C). Board to approve the 2021 Newport Beach Restaurant Week menu structure and take-out options.

Recommended Action:

- A). Board to approve the rescheduled proposed date of April 19, 2021 through May 2, 2021 for Restaurant Week.
- B). Board to approve the 2021 Newport Beach Restaurant Week registration fees and eligibility.
- C). Board to approve the 2021 Newport Beach Restaurant Week menu structure and take-out options.

6. Marketing Report (McClain/Jacobi)

Summary: Update on marketing, social media and Anchor NB Restaurants campaign.

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

Next Meeting: March 24, 2021