



**City of Newport Beach Restaurant
Business Improvement District**

Board Meeting Minutes – September 26, 2018

**Newport Beach & Co.
1600 Newport Center Drive, Suite 120
Newport Beach, CA 92660**

I. CALL MEETING TO ORDER

The meeting was called to order at 9:36 a.m.

II. ROLL CALL

Directors Present:

Phil Crowley	Modo Mio Rustic Italian Kitchen
Kenyon Paar	Five Crowns
Thaddeus Foret	The Winery Restaurant & Wine Bar
Eunjoo Pluenneke	Balboa Lily's
Juan Carlos Godinez	Pizza Nova
Talia Samuels	Moulin
Christopher Roman	Fork, Knife & Spoon
Matt Meddock	Sessions West Coast Deli

Quorum Achieved

Directors that came in late

Ron Schwartz	Muldoon's Irish Pub
Jim Walker	The Bungalow Restaurant

Directors Absent:

Jordan Otterbein	A Restaurant & A Market
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BID Administrator Present:

Dina Alleluia-Carr	Newport Beach & Company
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Guests Present:

Gary Sherwin	Newport Beach & Company
Katy Dennis	Newport Beach & Company
Melissa Jacobi	Newport Beach & Company
Mary Locey	City of Newport Beach
Chris Trella	OC Business Journal
Jim Mosher	Newport Beach Resident

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

None

IV. CURRENT BUSINESS

1. Approval of Minutes

Director Godinez requested a motion to approve the minutes as amended from the July 25, 2018 meeting.

Motion: Director Crowley moved to approve the July 25, 2018 minutes as amended.
Director Paar seconded the motion.

The motion carried by the following vote:

Ayes: Crowley, Foret, Pluenneke, Godinez, Samuels, Roman, Meddock & Paar

2. BID Financial Reports

- Director Crowley provided an overview of the BID Financial reports ending August 2018 that were prepared by Newport Beach & Co.
- Director Crowley stated that the NBRA BID is currently 78% invoices paid, an improvement from last year.

Motion: Director Crowley requested a motion to approve the BID financial reports ending August 2018.

Director Foret seconded the motion.

The motion carried by the following vote:

Ayes: Crowley, Foret, Pluenneke, Godinez, Samuels, Roman, Meddock & Paar

PUBLIC COMMENTS ON AGENDA ITEM

- Mr. Mosher commented on the \$40K subsidy from city not being received yet.
- Ms. Locey stated that she will be processing this for the NBRA BID.

3. 2019 Newport Beach Restaurant Week and Media Event

- Ms. Dennis suggested that the dates for 2019 Restaurant Week be January 14 through 27, 2019.
- Director Foret asked about starting Restaurant Week the first week of January because of the NAM show in Anaheim that is at the end of January.
- Ms. Dennis reviewed last year's participation with offering two weeks instead of one week.
- Ms. Dennis noted that choosing the dates considered about the back to school date of January 8, 2019.
- Director Crowley said that having Restaurant Week for two weeks instead of one was very valuable for his restaurant last year.

Motion: Director Godinez requested a motion to approve the dates for Newport Beach Restaurant Week January 14 through 27, 2019.

Director Walker seconded the motion

PUBLIC COMMENTS ON AGENDA ITEM

- Mr. Mosher noted that Restaurant Week originally was for one week to enhance business at a slow time for restaurants.
- Mr. Trella noted that from a media and food writer's like the two weeks of Restaurant Week to cover and promote the event.

The motion carried by the following vote:

Ayes: Crowley, Foret, Pluenneke, Godinez, Samuels, Roman, Meddock, Walker, Schwartz & Paar

2019 Restaurant Week Media Event Date

- Ms. Dennis suggested to open it up the public with a paid ticket as was done last year.
- Director Meddock suggested increasing the price and offering more drinks.
- Ms. Dennis stated that only beer and wine could be served at this event.
- Ms. Dennis said keeping the price around \$40 is best as we have the media attending for unlimited tastes the first hour and the paid ticket holders for the second hour so we don't run out of food.
- Director Samuels stated that the \$40 price point is right in line.
- Ms. Dennis stated there are only seven restaurants spots available for the Media Event.
- Director Walker asked how the seven restaurants would be determined
- Ms. Dennis stated that the restaurants need to be current with assessments and be participating in restaurant week. There could be two stakeholders from the Board and the remainder drawn from a hat.
- Ms. Dennis stated the theme would be the same as last year which was a Culinary Journey.
- Director Walker suggested a diversity in the restaurants and diversity in what is served at the event.
- Director Roman suggested the planning for the 2020 Restaurant Week be on the July 2019 agenda so the Board could direct the planning.

PUBLIC COMMENTS ON AGENDA ITEM

- Mr. Mosher suggested that the board categorize the restaurant week applicants and then pick one from each category by randomly choosing.

Motion: Director Roman requested a motion to approve the date of the Newport Beach Restaurant Media Event be January 10, 2019 and that two Board Members will participate in the event and the other five restaurants will be pulled from a hat by Newport Beach and Company.

Director Walker seconded the motion

The motion carried by the following vote:

Ayes: Crowley, Foret, Godinez, Samuels, Roman, Meddock, Pluenneke, Walker, Schwartz & Paar

4. Subcommittee Recap (Crowley)

- Director Crowley informed the Board that BID funds cannot be used to create a new BID and that it is important to communicate the benefits of the BID to the City and the stakeholders.
- Director Crowley reminded the Board that the City approved funding for this year.
- Ms. Locey stated that members of the City Council want confirmation that the BID stakeholders see the value of the BID. The Board should work on presenting statistics and other evidence such as the percent of stakeholders paying their assessments early and on time.

- Director Crowley stated that we are already trending better than last year in assessments paid.
- Ms. Locey stated that we should communicate this to the council when the BID request renewal.
- Director Walker asked if the findings and recommendation was to stay as a 1989 BID.
- Ms. Locey said to continue the research and to continue communicating to the Council on the value of the current BID.

PUBLIC COMMENTS ON AGENDA ITEM

- Mr. Mosher commented on fact the Board could not discuss the 1994 BID.

5. Marketing Report

- Ms. Jacobi provided information on the following:
 - Website stats
 - Weekly Bites
 - Social Media
 - Blogs
 - Culinary Journeys
- Ms. Jacobi explained the partnership with Foodie OC for our Weekly Bites series who have a following of 50,000.

6. Industry Updates

- Newport Beach and Company Annual Marketing Outlook Dinner on October 18. The Board discussed purchasing a table at the event and chose what Board members would attend.

Motion: Director Paar requested a motion to approve the table sponsorship for the annual marketing outlook dinner.

Director Walker seconded the motion.

PUBLIC COMMENTS ON AGENDA ITEM

- Mr. Mosher questioned the purchase of a table for the dinner.

A straw vote was made to change the next NBRA Meeting to November 14, 2018 due to the Thanksgiving holiday.

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

VIII. ADJOURNMENT

The meeting adjourned at 10:53 a.m.

The next BID Meeting will be on Wednesday, November 14, 2018 at 9:30 a.m.