



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

**Board Meeting Minutes – March 20, 2019**

**Muldoon's Irish Pub  
202 Newport Center Drive  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

The meeting was called to order at 4:22 p.m.

**II. ROLL CALL**

Directors Present:

Ron Schwartz	Muldoon's Irish Pub
Jim Walker	The Bungalow Restaurant
Thaddeus Foret	The Winery Restaurant & Wine Bar
Talia Samuels	Moulin
Matt Meddock	Sessions West Coast Deli
Phil Crowley	Modo Mio Rustic Italian Kitchen
Kenyon Paar	Five Crowns

**Quorum Achieved**

Directors that came in late

Jordan Otterbein	A Restaurant & A Market
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Directors Absent:

Christopher Roman	Fork, Knife & Spoon
Juan Carlos Godinez	On the Rocks
Eunjoo Pluenneke	Balboa Lily's

BID Administrator Present:

Dina Alleluia-Carr	Newport Beach & Company
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Guests Present:

Doug McClain	Newport Beach & Company
Gary Sherwin	Newport Beach & Company
Katy Dennis	Newport Beach & Company
Melissa Jacobi	Newport Beach & Company
Melanie Franceschini	City of Newport Beach

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

**IV. CURRENT BUSINESS**

## 1. Approval of Minutes

Motion: Director Paar made a motion to approve the January 23, 2019 minutes as amended.

Director Walker seconded the motion.

The motion carried by the following vote:

Ayes: Foret, Paar, Samuels, Schwartz, Meddock, Crowley & Walker

## 2. BID Financial Reports

- Director Crowley provided an overview of the BID Financial reports ending February 2019 that were prepared by Newport Beach & Co.
- Ms. Dennis stated that we are at 90% assessments collected.
- Director Walker wants to know what steps we need to take to get the \$40,000 for the new fiscal year.
- Mr. Sherwin suggested that the NBRA start advocating for the funds now.
- Director Crowley suggested that we share the results from the surveys from Restaurant Week.
- Director Paar suggested that we do a tie back to the community to show that we have goodwill and are a partner with the city.

**Motion:** Director Walker made a motion to approve the BID financial reports ending February 2019.

Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Foret, Paar, Samuels, Schwartz, Meddock, Otterbein, Crowley & Walker

## 3. Annual Report, Budget and BID Renewal

- Ms. Dennis went over the Annual Report and the Budget.
- Ms. Dennis explained that the budget has a decrease because in the past we included all assessments invoiced in the budget.
- Ms. Dennis also stated that we included a \$20,000 carryover in the budget.
- Ms. Franceschini suggested that the Board show up at the following city council meetings to show their support: Intent to Renewal 5/28/19 – Renewal Confirmation - 6/11/19.
- Ms. Franceschini suggested that the NBRA BID shows the values that we provide to the members. Newport Beach and Company can turn in a one page sheet with the numbers to attach to the staff report.

**Motion:** Director Otterbein made a motion to recommend the NBRA BID Annual Report and Budget for FY 2019-2020 be submitted to the City Council for approval.

Director Schwartz seconded the motion

The motion carried by the following vote:

Ayes: Foret, Paar, Samuels, Schwartz, Meddock, Otterbein, Crowley & Walker

**Motion:** Director Walker made a motion to recommend that the NBRA BID be renewed by the City Council for FY 2019-2020.

Director Otterbein seconded the motion

The motion carried by the following vote:

Ayes: Foret, Paar, Samuels, Schwartz, Meddock, Otterbein, Crowley & Walker

#### **4. President's Report**

- Director Otterbein spoke about serving on the Advisory Board of Directors for FY 2019-2020 and went over the dates.
- Ms. Franceschini spoke about the application process and who needs to formally reapply for the Board.

#### **5. Marketing Report**

- Ms. Dennis went over the NBRA BID Year in Review.
- Ms. Dennis spoke about the 52 Weeks of Dining initiative and that we saw a 24% increase in our database from last year.
- Ms. Dennis spoke about our weekly newsletter, blogs adding more video content to it.
- Ms. Dennis stated that the 2019 Restaurant Week Media event was sold out again and we spent 6% less than the prior year. We sold 100 tickets to the event and had 62 Media attending the event.
- Ms. Dennis went over the advertising from Restaurant Week and we had 15 million impressions.
- Ms. Dennis went over the consumer and stakeholder surveys from Restaurant Week. We had great feedback from both.
- Ms. Dennis stated that we had a 21% increase over 3 years of Restaurant Week and 114% in new restaurant participation.
- Ms. Dennis said that consumer spending during the event was at 3.7 million 28% increase year over year.
- Ms. Dennis said that we already hit our social media goals for this year.
- Ms. Dennis went over what we are going to do for the new year including a Newport Beach Restaurant Week Bootcamp in September or October, giving stakeholders the tools they need for the event.

#### **6. Industry Updates**

- Police Appreciation Breakfast on 3/29/19 at the Hyatt Regency.

#### **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 5:10 p.m.

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The next BID Meeting will be on Wednesday, May 22, 2019.