



**CITY OF NEWPORT BEACH
CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD OF DIRECTORS MEETING MINUTES
100 Civic Center Drive, Corona del Mar Conference Room (1E)
Thursday, April 23, 2020 at 7:30 a.m.**

I. CALLED MEETING TO ORDER

Chairman Svalstad called the meeting to order at 7:36 a.m.

II. ROLL CALL

Chairman Svalstad called the roll.

Board Members Present: Chairman Svalstad, Director Laidlaw, Director Dawson, Director Mortazavi, Director Caponera, Director Kianipur, Director Hanley (*arrived 7:53 a.m.*)

BID Consultant: Linda Leonhard, BID Marketing and Administrative Services (Corona del Mar Chamber of Commerce)

City Representatives: Council Member Joy Brenner, Melanie Franceschini

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

None.

IV. CURRENT BUSINESS

Request to reorder agenda, moving up Item 2. City Council Report to the top of agenda.

2. City Council Report

Councilwoman Brenner reported that the City is looking into the City's finances before they make any decisions. She urges businesses in need to contact their State and Federal representatives for more information on economic assistance.

1. Approval of Minutes

MOTION: Director Dawson made the motion to approve the February 27, 2020 meeting minutes. Director Kianipur seconded the motion. The motion passes 6-0.

3. Financial Report

MOTION: Director Dawson made motion to receive and file the March financial reports. Director Kianipur seconded the motion. The motion passes 6-0.

NOTE: Director Hanley arrived at 7:53 a.m.

4. Explore CdM Banners

A. Explore CdM Streetlight Banners - Recommended action recalled. There will be no additional installation cost for the new Explore CdM banners. The installation of the Explore CdM Banners will replace that of the Scenic 5K banners. Scenic 5K has been postponed due to COVID-19. Once re-scheduled, the BID will consider the additional banner installation cost for the Scenic 5K banners.

B. Explore CDM Median Banner - Due to COVID-19, Ms. Leonhard proposed the creation and installation of a "Shop Local" banner in the median on PCH and Marguerite to help promote the business district.

MOTION: Director Laidlaw made the motion to approve the creation and installation cost of \$500 for a new Explore CdM median banner on PCH and Marguerite. Director Hanley seconded the motion. The motion passes 7-0.

5. Planning for FY 2020-21

A. Request for BID Renewal and Funding Support - MOTION: Director Dawson made the motion to approve the letter to the City Council requesting the renewal of the BID and funding support for FY 2020-21. Director Laidlaw seconded the motion. The motion passes 7-0.

B. BID Annual Report and Proposed Budget for FY 2020-21 – Director Laidlaw asked if more money was allocated towards marketing. Ms. Leonhard confirmed that the proposed budget increased the marketing budget and decreased the physical improvement budget. Ms. Franceschini asked if the assessment income budget was reduced due to COVID-19. Ms. Leonhard stated the assessment income budget was not adjusted. Director Hanley requested an assessment income budget reduction of \$10,000. To balance the budget, Chairman Svalstad proposed reducing marketing expenditures by \$5,000 and physical improvement expenditure by \$5,000.

MOTION: Director Laidlaw made a motion to reduce the assessment income budget by \$10,000 and to reduce marketing expenditures by \$5,000 and physical improvement expenditures by \$5,000. Director Hanley seconded the motion. The motion passed 7-0.

MOTION: Director Hanley made a motion to approve amended proposed budget for FY 2020-21. Director Kianipur seconded the motion. The motion passes 7-0.

MOTION: Director Hanley made a motion to approve the amended annual report to reflect the budget changes. Director Laidlaw seconded the motion. The motion passed 7-0.

C. Board of Directors Notice to Serve on Board FY 2020-21

Applications to serve on the Corona del Mar Business Improvement District Board of Directors are open. The deadline to turn in the application is May 18, 2020, 5 p.m.

D. BID Contracting

The request for proposal for the CdM BID's marketing, administration, bookkeeping and website support is currently open. Those who move forward in the request for proposal process will have a chance to present their proposal to the CdM BID Board at the May meeting.

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

VI. ADJOURNMENT

MOTION: Director Kianipur made a motion to adjourn. Director Laidlaw seconded the motion. Meeting adjourned at 8:22 a.m.