



**CITY OF NEWPORT BEACH  
CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD OF DIRECTORS MEETING MINUTES**

**Meeting held via Conference Call  
Thursday, May 28, 2020 at 7:30 a.m.**

**I. CALL MEETING TO ORDER**

Chairman Svalstad called the meeting to order at 7:33 a.m.

**II. ROLL CALL**

Chairman Svalstad called the roll.

Board Members Present: Chairman Svalstad, Director Mortazavi, Director Laidlaw, Director LaFleur, Director Hanley, Director Kianipur, Director Dawson

Not Present: Director Caponera and Director Lim

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

City Representatives: Council Member Brenner, Melanie Franceschini

Guests: Amy Senk, Jim Mosher

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

Mr. Mosher noted that there were no paper agendas available for the public in the community room, however the meeting handout was available.

**IV. CURRENT BUSINESS**

**1. Approval of Minutes**

Public Comment: Ms. Franceschini read out loud a public comment received via email from Mr. Mosher. He noted that the location of the last meeting needs to be corrected to show that it was a teleconference meeting.

MOTION: Director Kianipur made a motion to approve the April 23, 2020 meeting minutes with the location correction. Director Mortazavi seconded the motion. The motion carried 7-0.

**2. City Council Report**

Council Member Brenner shared the Ad Hoc Committee on Local Business Advancement's recommendation to the City Council at the May 26, 2020 Council meeting, which included the renewal of the CdM BID and an allocation of \$40,000 to assist with COVID-19 recovery for the businesses in CdM. In order for the funds to be allocated, the BID will need to provide a budget breakdown and plan as to how the \$40,000 would be spent. The money should be used to help businesses reopen and offsetting the assessment cost to the businesses. The Ad Hoc felt that it was important to support the businesses during COVID-19.

**3. BID Financial Reports**

MOTION: Director Hanley made the motion to receive and file the April 2020 BID Financial Reports. Director Kianipur seconded the motion. The motion carried 7-0.

**4. Professional Services Agreement for FY 2020-21**

**A. CdM BID RFP for Admin, Marketing and Financial Services**

Ms. Franceschini provided a recap on the RFP process for the CdM BID. The City RFP review panel recommended the Corona del Mar Chamber of Commerce and Community Business Solutions proposals be submitted to the CdM BID Board for consideration.

**B.-C. Corona del Mar Chamber of Commerce Administration and Marketing Proposal**

*Chairman Svalstad recused himself for this item due to conflict of interest.*

The board discussed the Corona del Mar Chamber of Commerce marketing proposal. Director Mortazavi shared concerns regarding the proposed projects and expenditures. The Board discussed moving forward with the proposal, without the listed projects and expenditures. Before moving forward with any projects, the CdM Chamber would have to present an individual project proposal for approval by the board. This allows the board to better direct the BID's marketing during the COVID-19 business recovery efforts.

**MOTION:** Director Dawson made a motion for the City to contract with the Corona del Mar Chamber of Commerce for the CdM BID's administration and marketing for a not to exceed amount of \$65,000, with a breakdown of \$20,560 for administration services, \$40,440 to spent on individual board approved marketing projects and a contingency of \$4,000. Director LaFleur seconded the motion. The motion carried 6-0.

**D. Community Business Solutions Financial Services Proposal**

*Chairman Svalstad returns to the meeting.*

Ms. Franceschini noted that the website portion of the proposal belongs under the CdM BID's marketing services as an individual project and the City's recommendation is to move forward solely with the financial services portion of the proposal for a not to exceed amount of \$17,358.

**MOTION:** Director Laidlaw made a motion for the City to contract with Community Business Solutions for the CdM BID's financial services for a not to exceed amount of \$17,358, with a breakdown of \$16,358 for the service and a contingency of \$1,000 for auditing services should the BID get audited. Director Dawson seconded the motion. The motion carried 7-0.

**5. Nominations of FY 20-21 Advisory Board of Directors**

**MOTION:** Director Hanley made the motion to approve all nine of CdM BID Board of Director FY 2020-21 applicants as nominees for the City Council's confirmation. Director Dawson seconded the motion. Motion carried 7-0

**6. BID Renewal Update**

**A. BID Assessments for FY 2020-21**

In an effort to help businesses during the COVID-19 crisis, the board discussed lowering assessments from 150% of the City's business license fee to 70% of the City's business license fee. The assessment rate would remain the same for businesses exempt from City business license regulation and independent contractors in an establishment owned by another person. The money loss due to the lowering of the assessments would be offset by the City's proposed contribution of \$40,000. The board also discussed postponing assessment billing until the fall of 2020.

**MOTION:** Director Laidlaw made a motion to reduced CdM BID assessments from 150% of the City's business license fee to 70 and for the assessment rate to remain the same for businesses exempt from City business license regulation and independent contractors in an establishment owned by another person. Director Hanley seconded the motion. Motion carried 7-0.

*8:45 a.m. - Director Kianipur left the meeting*

**B. BID Annual Report and Budget Revisions**

Ms. Franceschini guided the board through the proposed COVID-19 revisions to the annual report. Ms. Leonhard guided the board through the proposed revisions to the FY 2020-21 budget given the reduction of the assessments and the City's proposed contribution.

**MOTION:** Director Hanley made a motion to approve the CdM BID Annual Report and FY 2020-21 Budget revisions for submission to the City Council. Director Laidlaw seconded the motion. Motion carried 6-0.

**C. Revised Letter to the City Council**

Ms. Franceschini recapped the changes made to the board's letter to the City Council requesting the BID's renewal for FY 2020-21.

**MOTION:** Director Hanley made a motion to approve the board's revised letter to the City Council requesting the BID's renewal. Director Laidlaw seconded the motion. Motion carried 6-0.

**7. Marketing Report**

**A. Explore CdM "Shop & Dine Local" Updates**

Ms. Leonhard requested a working group to be created to help brainstorm marketing ideas to help businesses recovering from the COVID-19 closures. Chairman Svalstad, Director Hanley, and Director Mortazavi volunteered to be a part of the working group. Council Member Brenner requested to also be included.

**B. New Program Ideas**

The board discussed surveying BID members to see what assistance they need for reopening. There were also discussions of hosting an online forum to field questions and concerns regarding re-opening.

**V. BOARD ANNOUNCEMENTS OR MATTERS WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT**

**VI. ADJOURNMENT**

Director Hanley made the motion to adjourn. Director Mortazavi seconded the motion.

*Meeting adjourned at 9:13 a.m.*