



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

**Board Meeting Minutes – November 18, 2020**

**Virtual Meeting via Zoom**

**I. CALL MEETING TO ORDER**

The meeting was called to order at 9:34 a.m.

**II. ROLL CALL**

Directors Present:

Christopher Roman  
Juan Carlos Godinez  
Talia Samuels  
Phil Crowley  
Marin Howarth  
Nicole Paskerian  
Jordan Otterbein  
Eunjoo Pluenneke

Fork, Knife & Spoon  
Tavern House  
Mutt Lynch's  
Modo Mio Rustic Italian Kitchen  
ARC Butcher and Baker  
Buddha's Favorite  
A Restaurant/A Market & CDM  
Balboa Lily's

**Quorum Achieved**

Directors that arrived after roll call:

Thad Foret

Pirozzi CDM (arrived at 9:45 a.m.)

Directors Absent:

Micah Schiesel  
Mark Bunim

The Lounge Group  
Hopdoddy Burger Bar

City Staff Member Present:

Melanie Franceschini

City of Newport Beach

BID Administrators Present:

Dina Alleluia-Carr  
Doug McClain  
Lily Pearson  
Gary Sherwin  
Melissa Jacobi

Newport Beach & Company  
Newport Beach & Company  
Newport Beach & Company  
Newport Beach & Company  
Newport Beach & Company

Guests Present:

Hoiyin Ip  
Jim Mosher  
Adam Schell

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

- Adam Schell from Cruisers Pizza Bar Grill would like the City to consider extending the temporary use permits for outdoor dining until 9 p.m. Ms. Franceschini recommended Mr. Schell reach out to the Community Development Department in regards to this request for Cruisers Pizza Bar Grill's temporary use permit.
- Ms. Franceschini confirmed that the Board received Ms. Ip's public comment.
- Ms. Franceschini stated that the agenda item for Restaurant Week has been removed from this agenda and will not be discussed at this meeting. The item will be moved to the January meeting due to the Governor's recent announcement regarding COVID-19 and its effect on business operation.

### IV. CURRENT BUSINESS

#### 1. Approval of Minutes

**Motion:** Director Howarth made a motion to approve the September 23, 2020 minutes. Director Paskerian seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Roman, Otterbein, Howarth, Pluenneke & Paskerian

Nays: None

#### 2. BID Financial Reports

- Director Crowley provided a brief summary of the October 2020 BID Financials and spoke about the change of banks for the NBRA. He stated that as of the meeting date, 50% of assessments have already been collected from the invoices that went out to the stakeholders in October.
- Mr. Mosher had a public comment in regards to the assessments fees as reflected on the financial statement.
- Ms. Pearson explained that the statement of activities reflects the billing. The NBAR BID billed \$143,000 for this year, but are expecting a reduced amount due to COVID-19, of approximately \$127,000.

*Director Thad Foret joins the call at 9:45 a.m.*

**Motion:** Director Samuels made a motion to approve the BID Financial reports ending October 31, 2020.

Director Roman seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Foret, Roman, Otterbein, Howarth, Pluenneke & Paskerian

Nays: None

### 3. President's Report

#### A. Board to review the draft letter to the City Council supporting the extension of temporary use permits, which allows for restaurants to expand their outdoor dining space.

- President Godinez asked if there were any changes or questions to the letter.

**Motion:** Director Crowley made a motion to approve the letter to City Council supporting the extension of temporary use permits.

Director Howarth seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Foret, Roman, Otterbein, Howarth, Pluenneke & Paskerian

Nays: None

#### B. Board to receive an update on the process to revise the BID Board Bylaws, Article III: Board of Directors, 2. Number of Board Members.

- Ms. Franceschini stated that she consulted with the City Clerk and she recommends the Board consider bylaw amendments during their March 2021 meeting once they start the process for BID renewal.
- Mr. Mosher made a public comment for the Board to also consider updating the bylaws to include the place and time of the meetings.
- Ms. Franceschini stated that the City does publish the date and time of the NBRA meetings on the City website, but would add the date and time to the bylaw revisions.

### 4. 2021 Newport Beach Restaurant Week – ITEM REMOVED FROM THE AGENDA

### 5. Marketing Report

- Mr. McClain recapped the final numbers from Restaurant Month, reporting that 4,433 individuals signed up for the Dine Pass, exceeding the goal. He also noted that 44 million media impressions were made from the Media Event and during Restaurant Month and 270,000 social media impressions were achieved during Restaurant Month. Overall, there were 6.3 million impressions from paid advertising during Restaurant Month and the landing page received over 50,000-page sessions from the Dine Pass and over 2,000 opt-ins.
- Ms. Jacobi reviewed the Holiday Pass that will start the month of December, serving as a digital guide for visitors and the community to encourage people to go and spend money at Newport Beach hotels, businesses and restaurants.
- Ms. Ip made a public comment suggesting a Small Business Month instead of just a day and other ways to promote local business other than raffling off free prizes and gift cards, donated by businesses.
- Ms. Jacobi provided an update on the 2020 Christmas Boat parade and the Chamber's Virtual Auction Dinner.

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

- 2021 Newport Beach Restaurant Week.
- RFP for Videographer and Social Media Services.

**VIII. ADJOURNMENT**

The meeting adjourned at 10:07 a.m.

---

The next BID Meeting will be on Wednesday, January 27, 2021 at 9:30 a.m.

DRAFT