



## **CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT BOARD SPECIAL MEETING MINUTES**

Meeting held via Zoom.

Thursday, December 3, 2021 - 7:30 AM

### **I. CALL MEETING TO ORDER**

Meeting called to order by Bernie Svalstad at 7:30am

### **II. ROLL CALL**

Ms. Franceschini called the roll.

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

Board Members Not Present: Director Kianipur, Director Sotomayor

BID Consultant: Linda Leonhard, BID Marketing & Administrative Services (CdM Chamber of Commerce).

City Representatives: Council Member Joy Brenner and Melanie Franceschini

Public Guests: Jim Mosher

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

None.

### **IV. CURRENT BUSINESS**

#### **1. Approval of Minutes**

Director Dawson pointed out a typo on Agenda Item #3.

**MOTION:** Director Dawson made a motion to approve the October 22, 2020 meeting minutes with correction to item #3. Director Hanley seconded the motion. Motion carried 7-0.

#### **2. City Council Report(s)**

City Council member Joy Brenner provided updates regarding the following items:

- City Hall Closure on December 3, 2020 due to COVID-19 precautions.
- The Newport Beach Boat Parade was cancelled, however there are ongoing discussion.
- The City is conducting a survey for CdM and results will be discussed at a future Town Hall Meeting.
- The CdM Smart and Final will be closing the first week in January and Mother's Market will move into the space.

**3. BID Financial Reports**

Ms. Leonhard recapped the CdM BID financial reports for October and November 2020. BID has collected approximately 90% of assessments. Second billing going out this week.

**MOTION:** Director Hanley made a motion to receive and file the CdM BID financial reports for October and November 2020. Director Laidlaw seconded the motion. Motion carried 7-0.

**4. CdM Face Masks Campaign Update**

Ms. Leonhard provided an update on the CdM Face Mask Campaign. The second order of 500 masks was received and half of the new order has already been distributed to date. Businesses picked up more masks to distribute when they picked up their holiday lights.

**5. CdM Holiday Marketing Campaign Updates**

Ms. Leonhard presented updates on the CdM Holiday Marketing Campaign.

**A). Storefront Holiday Lighting Décor Contest** - Ms. Leonhard presented the idea of purchasing an incentive for the public to vote in the Storefront Holiday Lighting and Décor Contest. The voting period will be December 5 – 31, 2020. Council Member Brenner mentioned that her allocation of \$500 to the Chamber could help support the CdM Holiday efforts. Ms. Leonhard recommended the gift cards for the public giveaway be purchase from the restaurants that have previously donated free gift cards to give away in the past.

**MOTION:** Director Laidlaw made a motion to approve the purchase of two \$150 gift card prizes incentives from the restaurants that have previously donated gift cards, for the public to vote for the winners of the lighting and décor contest. Director Hanley seconded the motion. Motion carried 7-0.

**B). Social Media Holiday Campaign and District Marketing** - Ms. Leonhard reported that the holiday marketing campaign has been well received. Social media posts are being scheduled weekly. Director Hanley and Director Mortazavi complimented the social media activity.

**C). Christmas Walk Map Guide** – Ms. Leonhard reported that the Christmas Walk Map Guides were finalized and mailed out. She is working on a downloadable version of the map as well.

**6. Holiday Décor and Banner Program Updates**

Ms. Leonhard provided updates on the CdM Holiday median and light pole banner décor installation and breakdown.

**7. Future BID Projects and Marketing Programs for FY 2020-21**

**A). CdM Business Directory Project** – Ms. Leonhard presented her proposal for the CdM Business Directory. Director Hanley and Director Mortazavi raised concerns about the return on investment for the business directories. Council Member Brenner asked if the business directories are provided to visitors at local hotels. Ms. Leonhard confirmed that they were.

**MOTION:** Chairman Svalstad made a motion to approve the CdM Directory Proposal. Director Caponera seconded the motion. Directors Svalstad, Caponera and Dawson voted for the motion. Directors Hanley, Mortazavi, LaFleur and Laidlaw voted against the motion. Motion denied 3-4.

**B). Future Projects and Marketing Ideas** – Ms. Leonhard suggested the BID continue working with the social media specialist for the remainder of FY 21.

**8. Corona del Mar Chamber of Commerce Report**

Ms. Leonhard provided Chamber of Commerce community updates.

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

- Update on Homelessness

**VI. ADJOURNMENT**

**MOTION:** Director Laidlaw made a motion to adjourn the meeting. Director Hanley seconded the motion. Motion carried 7-0.

Meeting adjourned at 8:31 a.m.