



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

Annual Board Meeting Minutes – March 24, 2021

Virtual Meeting via Zoom

I. CALL MEETING TO ORDER

The meeting was called to order at 9:30 a.m.

II. ROLL CALL

Directors Present:

Juan Carlos Godinez	Tavern House
Christopher Roman	Fork, Knife & Spoon
Thad Foret	Pirozzi CDM
Talia Samuels	Mutt Lynch's
Jordan Otterbein	A Restaurant/A Market & CDM
Marin Howarth	ARC Butcher and Baker
Eunjoo Pluenneke	Balboa Lily's
Mark Bunim	Hopdoddy Burger Bar

Quorum Achieved

Directors that arrived after roll call:

Phil Crowley	Modo Mio Rustic Italian Kitchen
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Directors Absent:

Micah Schiesel	The Lounge Group
Nicole Paskerian	Buddha's Favorite

City Staff Member Present:

Melanie Franceschini	City of Newport Beach
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BID Administrators Present:

Dina Alleluia-Carr	Newport Beach & Company
Doug McClain	Newport Beach & Company
Lily Pearson	Newport Beach & Company
Gary Sherwin	Newport Beach & Company
Erin Rose	Newport Beach & Company
Bianna Grimaldi	Newport Beach & Company

Members of the Public Present:

Christopher Trela
Nancy Scarbrough
Tim Campbell
Jim Mosher
Charles Klobe

III. PUBLIC COMMENTS ON AGENDA AND NON-AGENDA ITEMS

- Jim Mosher asked if there are any non-board member stakeholders in attendance to this meeting. Ms. Franceschini stated that there are several members of the public watching/listening to the meeting on Zoom.

IV. CURRENT BUSINESS

1. Approval of Minutes

Motion: Director Howarth made a motion to approve the January 27, 2021 minutes. Director Bunim seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Samuels, Foret, Roman, Otterbein, Howarth, Pluenneke & Bunim.

Nays: None

2. BID Financial Reports

- Ms. Pearson provided a brief summary of the February 2021 BID Financials. She stated that as of the end of February the NBRA has collected 71% of invoiced revenue.
- Director Crowley made a comment about the decrease in bank fees. Ms. Pearson stated that the NBRA uses 2CP to process credit card payments.
- *Public Comment* - Mr. Mosher comment on the waived delinquent fees that was approved at the last NBRA Board meeting. Mr. Mosher inquired about the City Council approval of this action.

Motion: President Godinez made a motion to receive and file the BID Financial reports ending February 2021.

Director Crowley seconded the motion.

The motion carried by the following vote:

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

Nays: None

3. President's Report

A. Board to review the proposed updated NBRA BID Bylaws.

- President Godinez stated that the Board is proposing raising the maximum number of board members from 11 to 13.
- Ms. Franceschini recapped the changes to the Bylaws: updating the purpose to reflect the current times; adding the usual location address and time of the meetings when the board goes back to meeting in-person; raising the maximum amount of board members from 11 to 13, per the Board's request; updating the Treasurer and Secretary positions to reflect their roles as liaisons

to the Board since Newport Beach & Company are contracted by the BID to produce the minutes and manage the financials.

- Mr. Crowley supports the changes to the Bylaws.
- *Public Comment* - Mr. Mosher commented on the formatting of the red lines in the Bylaws and the actual name of the Board in the Bylaws.

Motion: Director Otterbein made a motion to approve the proposed updated NBRA BID Bylaws.

Director Roman seconded the motion.

The motion carried by the following vote:

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

Nays: None

B. Board to review the Strategic Business Plan Proposal.

- Mr. McClain introduced the proposal and mentioned that the current NBRA BID Strategic Plan expired in 2020. The proposal is for a 3-year plan developed by The New School firm. The firm is based in Los Angeles and has experience working with restaurants, bars and hotels around the world, as well as local cities, such as Venice Beach.
- Mr. Sherwin explained that the strategic plan will establish what the NBRA BID wants to do now, and in the future, providing their administrators, Newport Beach & Company, a structure to help create the NBRA annual program of work. Newport Beach & Company can be part of the strategic plan process, or not, whichever is preferred by the Board.
- Ms. Franceschini clarified that the BID may not discuss conversion to a 1994 BID, as listed under the scope. The BID meetings with The New School could be held with the existing working group. However, if all board members would like to participate, then it would need to be a public meeting.
- Mr. Mosher made a public comment about the firm's proposal and their additional costs.
- Director Roman said that he thinks this is a great move for the Board.
- Director Howarth had questions regarding the travel cost, number of members permitted in the meetings and the topics of discussion
- Mr. McClain stated that there will be no travel costs for the firm and the cost is \$9,000 all in with no additional charges. He will inquire with the firm about updating the number of members permitted at the meeting.

Motion: Director Howarth made a motion to approve the Strategic Business Plan Proposal, revised to include all Board members, for a not-to-exceed cost of \$9,000.

Director Samuels seconded the motion.

The motion carried by the following vote:

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

4. BID Renewal

A. Board to review the BID renewal timeline.

- Ms. Franceschini recapped the BID renewal timeline and stated that the renewal would be presented to the City Council for their consideration at the 5/11/21 meeting.
- Ms. Franceschini mentioned that board applications would soon be opening to serve next fiscal year. She requested an email from the board members who have an active application on file and are interested in serving on the Board in the next fiscal year.

Director Otterbein left the meeting at 10:17 a.m.

B. Board to review the draft letter to the City Council requesting the renewal of the BID for FY 2021-22.

- Mr. McClain stated that the letter requests to renew the BID another year without asking for additional funding.
- *Public Comment* - Mr. Mosher made a public comment about that original start date of the BID in the letter to the City Council.

Motion: President Godinez made a motion to approve the letter to the City Council requesting the renewal of the BID for FY 2021-22, with the correct BID start date. Director Crowley seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Foret, Roman, Howarth, Pluenneke & Bunim.

C. Board to review the BID's draft annual report and proposed budget for FY 2021-22.

- Mr. McClain recapped the details in the annual report and budget. He recommended the NBRA Board propose a continued 25% reduction in annual assessment fees. Current NBRA BID Assessment collection rate is at 71%. Staff continues to reach out to restaurants to pay their assessment. The assessment needs to be paid in full or via a payment plan for restaurants to participate in the upcoming Restaurant Week.
- Mr. McClain stated that Ms. Pearson is working with the finance team at the City to see what the options are if staff cannot collect the rest of the annual assessments for this year. She proposes writing off approximately \$40,000 to bad debt. Mr. McClain also stated that Newport Beach & Company will continue their 50% reduction in their annual fees.
- Ms. Franceschini stated that City Council voted that businesses will not have to pay business license taxes from 4/1/2021 – 3/30/2022. She also mentioned that \$75,000 from the reserve account is being proposed to be used in the new fiscal year budget.
- Mr. McClain answered Director Howarth's question about collecting additional revenue for Restaurant Week through Open Table or Sponsors.
- Mr. McClain and Ms. Pearson answered Director Crowley question about the funds in the reserve account.
- Mr. McClain summarized the Dine NB 3-part strategy with media relations and the recovery campaigns, as well as the Tastemakers series, as mentioned in the Annual Report.

- Mr. McClain answered Director Howarth's question that the Strategic Plan expenses are accounted for in this year's fiscal budget under Independent Contractor.
- *Public Comment* - Mr. Mosher made a public comment about the use of the term carryover and delinquent fees.

Director Plueneke left the meeting at 10:30 a.m.

Motion: President Godinez made a motion to approve the BID's Annual Report and Budget for FY 2021-22 (including direction to staff to update the final results for Restaurant Week, once compiled), and for the Annual Report and Budget be submitted to the City Council.

Director Howarth seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Foret, Roman, Howarth, & Bunim.

5. 2021 Newport Beach Restaurant Week

- Mr. McClain mentioned that Newport Beach & Company has a new independent contractor to fill in the role of Ms. Jacobi to assist with the NBRA. The contractor is Kat Nguyen, from FWD PR Inc. She will be assisting Newport Beach & Company on the Public Relations side and the NBRA BID with Restaurant Week.
- Ms. Rose gave an update on 2021 Newport Beach Restaurant Week, taking place April 19 – May 2. The theme for the event is "Dine Local. Support Local." The event is more flexible than ever to help cater to all the food establishments. Ms. Rose mentioned that there are 32 establishments signed up so far and another 10 committed. She feels confident that Restaurant Week will have approximately 70 participating establishments.
- Ms. Rose also talked about the new NBRW Pass, a web app for customers, which will go live in April. Additionally, since the NBRA BID can't have a media event at this time due to pandemic restrictions, staff will be creating media boxes to be mailed out and further promote the event on social media.
- Ms. Rose answered Director Howarth's question regarding the existing 125 NBRW Pass sign ups. Even though the pass isn't fully live yet, customers have been signing up in anticipation for the event. The sign-ups are a direct result from the rack cards that the NBRA BID mailed out with the City's water bills.
- Mr. McClain estimates the NBRA BID should get around 4,000 signups for the NBRW Pass.

Director Foret left the meeting at 10:37 a.m.

6. Marketing Report

- Ms. Franceschini updated the Board on not moving forward with the Social Media and Video Production RFP. The firms that bid on the RFP had higher than expected costs and the NBRA BID did not have enough money in the budget to hire on a firm. Newport Beach & Company will produce the social media and video needs for the NBRA BID in-house, at no additional cost.

- Mr. McClain recapped the NBRA BID 2020-221 Year in Review. Year-to-date the NBRA has earned 201 million media impressions through earned media. Dine NB followers and engagement has also increased since last year.

Motion: Director Howarth made a motion to recommend the NBRA BID FY 2020-21 Year in Review Highlights be submitted to the City Council.
Director Crowley seconded the motion.

The motion carried by the following vote:

Ayes: Godinez, Crowley, Samuels, Roman, Howarth, & Bunim.

V. BOARD 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 10:57 a.m.

The next regularly scheduled BID Meeting will be on Wednesday, May 26, 2021.

DRAFT