



CITY OF NEWPORT BEACH CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT BOARD AGENDA

Meeting will be held via Zoom. Please see Special Notice regarding COVID-19 for public comment information.

Thursday, October 22, 2020 - 7:30 AM

Corona del Mar Business Improvement District Board Members:

Bernie Svalstad, Chair
Scott Laidlaw, Vice Chair
Keith Dawson, Treasurer
Andrea Sotomayor, Secretary
Ernie Caponera, Board Member
Edward Hanley, Board Member
Hamid Kianipur, Board Member
Scott LaFleur, Board Member
Jasmin Mortazavi, Board Member

Staff Members:

Melanie Franceschini, Administrative Analyst

SPECIAL NOTICE REGARDING COVID-19:

Given the health risks associated with COVID-19, the City of Newport Beach has decided to proceed with this meeting via Zoom. As a member of the public, if you would like to participate in this meeting, you can participate via the following options:

1. You may submit your questions and comments in writing for the Corona del Mar Business Improvement District Board of Directors to consider. Please send them by email to Melanie Franceschini mfranceschini@newportbeachca.gov by Wednesday, October 21, 2020, at 4:00 p.m. All emails will be made part of the record.
2. You may connect with a computer by joining through Zoom. Type in the link below into your browser to register for the meeting using a valid email address. You will receive a confirmation email allowing you to join the meeting: https://zoom.us/webinar/register/WN_xO5s2s_AQhaBSQtEq8c2uw
3. You may connect by Phone/Audio Only by calling: 1-669-900-9128. The meeting ID is 942 4870 0534#

The City remains committed to holding public meetings in a transparent manner, with public participation, ensuring City business continues in this challenging environment. The City of Newport Beach thanks you in advance for continuing to take precautions to prevent the spread of the COVID-19 virus.

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The Corona del Mar Business Improvement District meeting is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Corona del Mar Business Improvement District agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Business Improvement District and items not on the agenda but are within the subject matter jurisdiction of the Corona del Mar Business Improvement District. The Chair may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

The City of Newport Beach's goal is to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, we will attempt to accommodate you in every reasonable manner. Please contact Melanie Franceschini, Administrative Analyst, at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible at (949) 644-3028 or mfranceschini@newportbeachca.gov.

NOTICE REGARDING PRESENTATIONS REQUIRING USE OF CITY EQUIPMENT

Any presentation requiring the use of the City of Newport Beach's equipment must be submitted to the City Manager's Office 24 hours prior to the scheduled meeting.

I. **CALL MEETING TO ORDER**

II. **ROLL CALL**

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

Public comments are invited on non-agenda items generally considered to be within the subject matter jurisdiction of the Corona del Mar Business Improvement District Board of Directors (CdM BID Board). Speakers must limit comments to three (3) minutes. Before speaking, we invite, but do not require, you to state your name for the record. The CdM BID Board has the discretion to extend or shorten the speakers' time limit on non-agenda items, provided the time limit adjustment is applied equally to all speakers.

IV. **CURRENT BUSINESS**

1. **Approval of Minutes**

Summary: Board to review the draft minutes from the September 24, 2020 meeting.

Recommended Action: Board to approve the September 24, 2020 meeting minutes.

[Attachment - Draft September 24, 2020 Meeting Minutes](#)

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

Summary: Oral report from present City Council Members.

Recommended Action: None.

3. **CdM Business District Commercial Trash Service**

Summary: City staff to present on the idea of having one hauler collect trash for all the businesses in the CdM Business District.

Recommended Action: None.

4. **Remaining Scheduled Meetings for 2020**

Summary: Reschedule the date of the regular November 26, 2020 meeting and the December 24, 2020 meeting to a single special meeting on December 3, 2020.

Recommended Action: Board to approve the rescheduling of the November and December regularly scheduled meetings to a single special meeting on December 3, 2020.

5. **BID Financial Reports**

Summary: Board to review the CdM BID financial reports for September 2020.

Recommended Action: Board to receive and file the CdM BID financial reports for September 2020.

[Attachment - Financial Report](#)

6. **CdM Face Mask Campaign Update**

Summary: Board to receive an update on the face mask campaign and consider purchasing additional face masks.

Recommended Action: Board to decide how many additional masks it would like to obtain and approve the purchase of the additional masks.

7. Holiday Marketing Campaign Updates and Proposal

Summary: At the September meeting, the Board held a straw vote and agreed to further pursue a month-long Holiday Marketing Campaign in December. The marketing working group will provide an update on the December Holiday Marketing Campaign and propose several components for the Board's consideration.

Recommended Action: Board to approve components of the December Holiday Marketing Campaign proposal.

[Attachment - Holiday Marketing Campaign Proposal](#)

8. Holiday Decor and Banner Program Update

Summary: Board to discuss the holiday installation schedule and consider the Christmas Walk Month overlay on the existing banners.

Recommended Action: Board to approve the Christmas Walk Month overlay on the existing banners.

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

Summary: Board to review and discuss future projects and marketing ideas for FY 2020-21.

Recommended Action: None.

10. Corona del Mar Chamber of Commerce Report

Summary: Chamber of Commerce community updates.

Recommended Action: None.

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

VI. ADJOURNMENT

Next Meeting: TBA