



# CITY OF NEWPORT BEACH

## ECONOMIC DEVELOPMENT COMMITTEE

### AGENDA

**MEETING DATE:** Wednesday, January 19, 2011  
**TIME:** 8:00-9:00 A.M. *Please arrive 5 min. prior*  
**PLACE:** City of Newport Beach Council Chambers

This committee is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Committee's agenda be posted at least 72 hours in advance of each meeting and that the public be allowed to comment on agenda items before the Committee and items not on the agenda but are within the subject matter jurisdiction of the Committee. The Committee may limit public comments to a reasonable amount of time, generally either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach 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, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact Leilani Brown, City Clerk, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or lbrown@newportbeachca.gov).

### ROLL CALL AND INTRODUCTIONS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

### MEMBER UPDATES AND ANNOUNCEMENTS

### PENDING PROJECTS UPDATES

### DISCUSSION ITEMS

1. Approval of Minutes of December 15, 2010 (*Attachment*)
2. Report by the Business License Sub-committee by Lloyd Ikerd
3. Discussion of Continuing the Business License Sub-committee to:
  - a.) Review portions of Chapter 5 and suggest possible deletions of obsolete material
  - b.) Conduct broader discussions of how the City's tax code encourages or discourages businesses to locate or remain in Newport Beach
4. Report on Council Study Session of January 11 regarding Lido Village and Discussion of Reuse of City Hall Property
5. EQAC Representative's Report

## **ITEMS FOR A FUTURE AGENDA**

Role or need, if any, for an Executive Committee?  
Water Taxi

## **PUBLIC COMMENTS**

## **ADJOURNMENT**

**NEXT REGULAR MEETING: Wednesday, February 16, 2011  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



# CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

## DRAFT MINUTES 12-15-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, December 15, 2010.**

**Members Present:**

X	Mike Henn, Chairman	A	David Hsiang
X	Keith Curry, Mayor	E	John Hyatt
E	Steve Rosansky, Council Member	X	Lloyd Ikerd
X	Robert Hawkins, Planning Commissioner	X	Brion Jeannette
X	Mike McNamara, Vice Chairman	X	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
E	Sheri Drewry	X	Gary Sherwin
E	Jennifer Gonzalez	X	Kim Van Natta
X	Arlene Greer	E	Gay Wassall-Kelly
X	Mark Hoover		

**Staff Representatives:**

X	Leigh M. De Santis, Economic Development Administrator		Jim Campbell, Acting Planning Director
X	Katie Bowden, Economic Development Coordinator		

**Guests Present:**


**Roll Call and Introductions:**

Chairman Henn called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

**UPDATES AND ANNOUNCEMENTS**

- Gary Sherwin reminded the group that the 102<sup>nd</sup> Annual Boat Parade would start tonight and run through Sunday. He told the group that Frommer's Travel Guides had named the Newport Beach Boat Parade one of the Top 10 Holiday Attractions/Places to be in the US. Opening night local TV personality Fritz Colman would be interviewing the Mayor. Also, the Chamber was allowing Visit Newport Beach to use the lead boat to showcase the City to clients.

- Scott Palmer reported that the Corona del Mar Christmas Walk had been a success; up 20% in attendance despite rain.
- Debra Legan announced the upcoming February Heart Month Partnership between Hoag Hospital and the Newport Beach Restaurant BID.
- Last night at City Council Mike Henn was elected Mayor and Nancy Gardner was elected Mayor Pro Tem. Keith Curry was thanked with a round of applause for his year as Mayor.
- Lloyd Ikerd reported that the Business License sub-committee was making good progress and had reached a recommendation on business license practices for special events. They would report back at next meeting to solicit support for taking it forward to City Council. The next sub-committee meeting will be January 4, 2011.

### **PENDING PROJECTS UPDATES**

- The OPIS Network event will be Saturday, January 22, 2011 at Oasis Center. The Gas Company has contributed \$2,500 towards lunch and Edison Company has contributed \$500 towards a morning coffee.
- Jim Campbell reported that under the direction of Joel Fick, Planning and Building are reviewing processing and making changes to improve plan checks and shorten turnaround time by staff. In 6-8 weeks, they should be ready to start meeting with the building community to discuss the changes.
- Mike Henn reported on recent ribbon cuttings:
  1. The Emergency Egress System
  2. The Rhine Wharf Improvements
  3. San Miguel at Avocado road widening
  4. and upcoming for the Balboa Market Parking Lot

### **DISCUSSION ITEMS**

#### **1. Minutes of November 17, 2010.**

Robert Hawkins asked that his comment about Starbucks be stricken. Mike McNamara said he thought that there had been a motion and vote on the Water Taxi. Arlene Greer made a motion to approve the minutes as amended, and Robert Hawkins seconded the motion. The minutes were approved unanimously.

#### **2. Follow-up on SCAG request to adopt a Business Friendly Resolution.**

Chairman Henn explained that the City is already listed as a participating City in SCAG's list of business friendly cities. This is by virtue of the economic sustainability document that the City Council approved a year ago, a copy of which has been sent to SCAG. That document was sufficient to serve in lieu of the resolution they sent us. So, there is no need to pursue the proposed resolution further.

#### **3. Presentation on City Council Study Session Regarding Lido Village by Jim Campbell, Acting Planning Director**

Chairman Henn gave a summary of how the process was organized. Planning Director Campbell showed the EDC the original four concepts developed by the consultant and discussed their features. He then showed the group the two concepts that were made from those four and presented to the City Council at Study Session on November 23, 2010. He highlighted their features. The City Council's response to the two composites was - both were too similar to existing conditions, lacked specialness, lacked a sense of place, and didn't provide sufficient outdoor gathering space. The planning effort is experiencing stresses as the central property owner has very specific plans he wishes to implement. The waterfront property owner is only partially engaged and its control of some parcels is limited to leasehold interests. They have also sold a couple of pieces adding more players. Finally, the designs use the city property to provide parking for the entire district, begging the question of if that is the best use of the City asset. The consultant will return to City Council on January 11 and January 25<sup>th</sup> at which time the focus of the discussion will be the reuse of the City Hall parcels.

The consensus of the EDC discussion following the presentation was support for the City Council to hold out for something better and a willingness to consider going beyond the existing General Plan limitations for the "right project". The group supported the development of a boutique hotel within the area.

#### **4. Update on City Council Action Regarding Mooring Fees**

Chairman Henn reported on the work of the Ad Hoc committee addressing Harbor uses, with the exception of residential piers. They have completed their review of Mooring fees and Yacht Basin fees. Their guiding principles for the process are: 1) costs based on fair market value; 2) private value should not be created on public land; and 3) consistency. The new mooring fees adopted by the full City Council have a 5-year phase in and the private sale of the public asset has a 10 year phase out during which a maximum of 2 transfers may occur. The City Council is taking a greater interest in the Harbor and Beaches and in the future anticipates focusing more on their maintenance and improvement. They may begin allocating time and money to specific projects.

Seymour Beek mentioned that the Harbor and Bay Element of the new General Plan would be a good place to start any review and development of a work program.

#### **5. EQAC Representative's Report**

Arlene Greer reported that EQAC's November meeting was cancelled. Their next meeting will take place on December 20<sup>th</sup>.

### **ITEMS FOR A FUTURE AGENDA**

- Report by the Business License Sub-committee
- Discussion on need or lack thereof for an Executive Committee
- Continuing Discussion on the Lido Village Revitalization, especially the reuse of the City Hall property
- Water Taxi Status Report

## **PUBLIC COMMENT**

Robert Hawkins asked for reconsideration of the Executive Committee. Chairman Henn said such discussion should wait a couple of months until Council appointments and reorganizations have been completed.

## **ADJOURNMENT**

Chairman Henn called for the meeting to be adjourned at 9:25 am.