



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE: Wednesday, January 21, 2009
TIME: 8:00-9:00 A.M. *Please arrive 5 min. prior*
PLACE: City of Newport Beach Council Chambers

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

DISCUSSION ITEMS

1. Approval of Minutes of November 19, 2008 (*Attachment*). The December 2008 meeting was cancelled.
2. Presentation by Dennis Danner, Administrative Services Director/Treasurer on the City's Financial Status
3. Presentation by Gary Sherwin, CVB on a proposal to form a Tourism BID
4. Discussion regarding the creation of a Newport Beach Special Event Advisory Committee (*Attachment*).
5. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, February, 4 2009
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, February 18, 2009
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 11-19-08

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, November 19, 2008**.

Members Present:

X	Steve Rosansky, Chairman	A	Sheri Drewry
X	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Mike Henn, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
E	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	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
X	Gary DiSano	X	Gary Sherwin
X	Jim Donnell	X	Gay Wassall-Kelly
X	Kenneth Drellishak		

Staff Representatives:

x	Sharon Wood, Assistant City Manager		
x	Leigh De Santis, Economic Development Administrator		
x	Katie Bowden, Economic Development Coordinator		

Guests Present:

Roy Freeman, Resident	Tod Sword, Edison
Mr. Bill Kelly	Jesse Martinez, The Gas Company
	Nick Mrovos, Irvine Ranch Water District

Roll Call and Introductions:

Councilman Henn called the meeting to order at 8:04 am and began self introductions of the assembled members, staff and guests. The Chairman arrived during self introductions.

UPDATES AND ANNOUNCEMENTS

- Councilman Henn welcomed the committee's newest member, Jeff Cole, and introduced him to the group.

- Mr. Palmer announced that Corona del Mar's Annual Christmas Walk will occur December 7, 2008 from 11:00 am to 4:00 pm.
- Mr. Robinson announced that the same day was the Open House Tour on Balboa Island. Balboa Island merchants are planning a Holiday Open House the evening of Thursday, November 20, 2008. Following on that they will stay open late Friday and Saturday evenings from Thanksgiving to Christmas.
- Mr. Beek reminded everyone that the 100 Anniversary of the Christmas Boat Parade kicks off December 17th and will include fireworks that evening only.
- Mr. Ikerd announced that Santa was looking for helpers and to see him if anyone had interest.
- Mrs. DeSantis reported back to the EDC that their recommendation to liberalize the temporary banner permit policy had been enacted by City Council and that the BIDS were being informed. It was suggested that the E-Select Alert system be used to further spread the word.
- Mr. Sherwin announced that The Resort at Pelican Hill will open the following week, and will be operating through the holidays.
- The Chamber of Commerce will be hosting a Mayor's Reception to honor the City Council Tuesday, December 9th at 7:30 pm at the Back Bay Bistro. Call the Chamber to make reservations.
- Last week the OCBC hosted a dinner at Canaletto Restaurant in Fashion Island during its pre-opening rehearsals.

DISCUSSION ITEMS

1. Minutes of October 15, 2008.

Motion: Robert Hawkins
Second: John Hyatt
Vote: Unanimous

2. Presentations by the Utility Companies on their Economic Development Programs.

- A. Tod Sword, Southern California Edison Company
 Edison's incentive and rebate programs for business are focused on retention and attraction. They offer a variety of programs that reward the consumption of less electricity and increases of efficiency in energy used. Mr. Sword described a dozen different programs and provided members with handouts detailing them. He also discussed how Edison and the Gas Company frequently work together with consumers to plan more efficient operations. Edison is also a participant in the California Solar Initiative.
- B. Jesse Martinez, Southern California Gas Company
 The Gas Company also rewards less use of gas and more efficient use of gas. The Gas Company will loan money for the purchase and installation of equipment accepting repayment over time out of utility bill savings. The Gas Company has several programs focused on restaurants and they operate a test kitchen for trying out energy efficient restaurant equipment before investing. They have incentives up to as much as 50% for involving them in project design. The Gas Company left flyers on their programs, and informed members how to contact their account executives

- C. Nick Mrvos, Irvine Ranch Water District
Irvine Ranch Water District services only a portion of the City of Newport Beach – the Newport Coast and some of the airport area and newly incorporated Santa Ana Heights. IRWD rebates supplement those offered by the MWD and OC Water. Their best offer right now is \$9.00 back on purchase and installation of rotary nozzles for sprinkler systems. The nozzles cost \$7.99 to purchase. They also support Hotel and Motel water conservation programs and restaurant glass of water “only if asked” programs.
- D. Mrs. De Santis informed the Committee that the City’s Water Quality and Water Conservation Division hosts/films a monthly program entitled WaterWise broadcast on local cable channels 3 and 31 monthly and shown on the NBTv section of the City’s website. This month’s program focuses on rebates. The City website also features a section entitled WaterSmartNewport.org with links to rebates and resources.

The utility company offers are funded in three year cycles. The current cycle ends this December 31, 2008. Returning and new programs and a fresh infusion of funding will begin January 1, 2009.

During discussion it was suggested that city staff start incorporating information about energy savings opportunities during Design Review Committee meetings when appropriate.

AB1881 was mentioned as an override of some poor water practices. Assembly Bill 1881 prohibits a common interest development (HOA and/or CC&R’s) from restricting the use of low water-using plants if the plants meet maintenance standards. It also requires the State Department of Water Resources to create a model water efficient landscape ordinance by January 1, 2009. The model ordinance is to be distributed to counties and local governments which must adopt either the model ordinance or an ordinance of their own devising that meet all the criteria of AB 1881 by January 1, 2010.

3. EQAC Representative’s Report

The Marina Park draft EIR is scheduled to be released for review on December 22, 2008. EQAC will formally review the draft EIR in January.

ITEMS FOR A FUTURE AGENDA

Nothing was suggested.

PUBLIC COMMENTS

There were none.

ADJOURNMENT

Chairman Rosansky called for the meeting to be adjourned at 9:10 am.

NEWPORT BEACH SPECIAL EVENT ADVISORY COMMITTEE PROPOSAL

--DRAFT --

BACKGROUND:

The City Council receives many proposals for City support of special events from non-profit organizations. Some events support a charity (e.g., Race for the Cure, Relay for Life), and some are promotional events that bring recognition to Newport Beach and its business community (e.g., Film Festival, Taste of Newport). The requests for City support range from waiver of fees to in-kind services to cash contributions. The City does not have an established procedure for considering these requests, and the Council is not always confident that the benefit to the community is commensurate with the level of support being requested. Some Council members have stated that it would be beneficial to have evaluation assistance when public support for special events is proposed, and professional marketing guidance on the merits of special events and their benefit to the community. Council members have also indicated a desire for advice on improved event coordination throughout the city.

PURPOSE:

- A. To recommend to the City Council criteria to be used in evaluating future requests for City support,
- B. To evaluate the benefits (tangible and intangible) [*OR economic, marketing, social and other*] of special events and provide the City Council with professional advice on how the benefits relate to the support being requested [*OR whether the benefits warrant the support being requested*]. . Special events qualifying for committee evaluation would include those requesting City support of more than \$ _____ in cash, in-kind services or fee waivers.
- C. To provide advice on event coordination throughout the city so that event organizers, city businesses and residents can derive maximum benefit and minimum impact from such events in terms of economics, mobility, timing and effectiveness.
- D. The Committee will be purely advisory in nature, and will not make determinations as to the approval of any event covered by this document. That responsibility rests exclusively with the City Council.

STRUCTURE:

- A. A seven person Event Advisory Committee (EAC), appointed by the Mayor from applications received and from recommendations provided by the Economic Development Committee, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, Film Festival, charitable groups, and other groups with an interest in special events in Newport Beach. The members should be professionals with experience in event organization and promotion, marketing including advertising, public relations, web marketing and brand development, as well as an understanding of the Newport Beach visitor base and the City's infrastructure and resources to support special events. One committee member would be a representative of the Economic Development Committee and one would be a representative of the Newport Beach Conference and Visitors Bureau.
- B. The committee would elect its own chairperson.
- C. The committee would be provided organization and staff support by the City and the CVB.
- D. The first task of the Committee would be to recommend evaluation criteria for determining which proposals are to be subject to review by the Committee, as well as the general criteria for such review. City staff would then determine which proposals will be forwarded to the Committee for advice to Council.
- E. The committee would meet as needed, and all meetings would be noticed and open to the public.
- F. Committee members may not participate in the evaluation of a request made by an organization of which they are a member or by which they are employed or have been employed or compensated in any manner in the past two years.

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