

CITY OF NEWPORT BEACH
 SPECIAL EVENTS ADVISORY COMMITTEE MEETING
 Visit Newport Beach Inc. Conference Room
 February 11, 2010

X – In attendance
 A – Absent
 E - Excused

Members

X	Laura Davis, Fashion Island	A	Marshall Topping, Topping Events, Inc.
X	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	E	Kirwan Rockefeller, U.C. Irvine
X	Jeffrey Cole, City of Newport Beach EDC		

Staff Present

Leigh DeSantis, City of Newport Beach, Economic Development Administrator
 Loretta Walker, Visit Newport Beach Inc, Recording Secretary

Call to Order

Laura Davis called the meeting to order at 4:10 p.m.

Review and Approve Minutes

Ms. Davis approved the minutes of the January 13, 2010 meeting. Kim Severini seconded. The minutes were unanimously accepted.

Update on Status of the Special Events Calendar

Two tri-fold brochures designed by the City were presented to the committee. A decision was made that the calendar brochure will read down, rather than across and be on over-sized glossy paper. All corrections and additions to the brochure will be given to Leigh DeSantis for the City design team to make changes.

Conclude Discussion of Weighting of Application Form Responses

The committee members decided on the Percentages of the Total Weight point system as follows:

- Section 1 – Pass or fail
- Section 2 – 50%
- Section 3 – 50%

Description of Events – 5 points
Budget – 20 points
Sponsorship – 5 points
Business Plan – 20 points
Marketing – 20 points
Economic Impact – 20 points
Permits – 5 points
Waste – 5 points

Ms. DeSantis suggested looking for a study session to present the information to the City Council. The committee will look at their schedules for March 23rd and get back to Ms. DeSantis.

Comments from the Public

There were no comments from the public.

Next Meeting Date

The next meeting is scheduled for Thursday, March 4 at 4:00 p.m. Visit Newport Beach

Adjourn

Laura Davis adjourned the meeting at 5:12 p.m.

Respectfully submitted by

Loretta Walker,
Recording Secretary