



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE: Wednesday, April 20, 2005
TIME: 8:00-9:00 A.M. *Please arrive 5 min. prior*
PLACE: City of Newport Beach Council Chambers

Roll Call and Introductions

CONSENT CALENDAR

(All matters listed under CONSENT CALENDAR are considered to be routine and will all be approved by one motion in the form listed below. The EDC members have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Committee votes on the motion unless members of the Committee, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for separate action.)

1. Approval of Minutes of March 16, 2005 (*Attachment*)
2. Project Status Report (*Attachment*)

ITEMS REMOVED FROM THE CONSENT CALENDAR

DISCUSSION ITEMS

1. 'Measure M' extension options -- *Monte Ward, Strategic Advisor for Special Projects, OCTA*
2. City Centennial Update -- *Mayor Bromberg, Councilman Webb, Rec. Svcs. Dept. Dir. Knight*
3. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, May 4, 2005
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, May 18, 2005
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**

BID ADMINISTRATION

BID Administration and Coordination	BIDs/Consultant Trimble	BID Administrator & City staff implemented new collection policy—excessive delinquencies handled by City Attorney's ofc.; Small Claims Court if required.	Ongoing support for BID activities. Upcoming full year renewal for Balboa Village.	Ongoing.	Note: Discussion of coordinating all BID renewals with City fiscal year.
Balboa Village BID	Trimble	BID renewed until July 1 as part of effort to coordinate all BIDs with the City's fiscal year.	BID working on existing events and marketing programs. Preparing annual program for upcoming renewal.	Ongoing.	
Corona del Mar BID	Berger	Last BID Board meeting held March 24th. Discussion of public works project, and upcoming BID Annual Meeting.	Next BID meeting April 28th.	Ongoing.	Annual Meeting April 21 st at 5:30 PM at Sherman Library!
Marine Avenue BID	Berger	Last meeting held March 17th. Overview of streetscape projects and web site review. Video marketing effort reviewed.	Next BID meeting April 21st. Streetscape project progress review and election reminder.	Ongoing.	BID Board elections underway
Restaurant Association BID	Trimble	On-going marketing program.	Next meeting 06/2005.	Ongoing.	

COMMUNITY DEVELOPMENT ADMINISTRATION

CDBG Administration	Trimble/Consultant	Public service grant applications received for 2005-2006 CDBG program year.	Draft Consolidated Plan expected 3/2005.	Ongoing.	Monitoring of sub-recipients ongoing.
Housing Administration	Trimble/Murillo Consultant	Monitoring existing affordable housing units resulted in return of a number of units to affordable status.	Grading/Construction of 120 affordable senior housing units at lower Bayview site underway. January 2006.	Ongoing.	Staff continues to coordinate with County agencies and respond to public inquiries regarding affordable housing.

Balboa Peninsula

Balboa Peninsula Sign Overlay Amortization / Incentive Program	Berger/Trimble	Amortization Incentive Program closed out June 2004.	Fry's Market plans submitted.	Ongoing.	Overlay will be replaced by new Citywide sign code.
Balboa Village Streetscape –	Stein/Trimble	Balboa Inn expansion started 09/2004. OCSD pump station construction underway.	Undergrounding and methane capture projects will be delayed until Fall 2005. Phase III will be delayed.	TBD	

CORONA del MAR

Corona del Mar Vision Plan	Selich/Berger	Final median landscaping plan approved by Council.	Construction underway.	Median Replacement completion, Summer '05.	
----------------------------	---------------	----------------------------------------------------	------------------------	--------------------------------------------	--

MARINE AVENUE

Marine Avenue Public Improvements Plan	Bromberg/Berger	Installation of decorative streetlights, benches, receptacles, tree well treatments and new trees complete.	Repair of defective litter receptacles. Bench donor plaque program underway by BIIA.	Receptacle repair completion TBD. Plaque program donation ongoing.	Park Avenue Bridge seismic retrofit / replacement project on hold. Sidewalk replacement on hold.
----------------------------------------	-----------------	-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	--------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

MARINER'S MILE

Mariner's Village Public Improvements Project	Berger/T. Brine/M. Sinacori	MMBOA discussions w/PW staff re: Caltrans safety lighting plan for Old Newport Blvd. through Riverside Dr..	2 nd Phase design on hold, pending Council/GP planning discussions. Continued discussion w/staff re: Caltrans project.		Implementation by PW underway with continued support from ED staff.
Mariner's Mile BOA	Murrel/Berger	Meeting held April 13 th . Project review of possible parking structure/retail element at Riverside/Avon.	Next meeting to be held May 11 th .	Ongoing activity.	MMBOA interested in continuation of MVPIP improvements and planning; extension of palm trees toward both bridges; relinquishment of PCH through MM; and waterfront boardwalk.

EDC ACTIVITIES

Attraction and Retention	EDC staff	Discussions with auto dealership representatives. Shepherding of Newport Lexus and Jaguar/Rover/Aston Martin projects.	Continuing discussions w/ auto dealers; continuing GPAC/business group coordination. Possible Lamborghini dealership.	Ongoing.	Lexus project to Planning Commission on April 21st.
Strategic Planning	Subcommittee / Wood/Berger	GPU Fiscal/Economic studies being input into General Plan Update process.	ED strategic planning process to continue with GPAC/EDC.	Ongoing, as part of GPU process.	Possible 'pilot program' could be related to Balboa Village. GPAC Visitor/Tourism Discussion Paper in final draft form.
Image Enhancement & Marketing	Subcommittee / Berger	Wayfinding & Directional Signage Program: pilot project for "Mixmaster area" under final discussion.	Mixmaster signage project to be installed by Memorial Day '05. Final design concepts for directional signage to be brought to CC for review & approval following pilot installation. Monument signage design to CC as well.		Mixmaster area directional signage in fabrication now.
Hotels	Subcommittee Wood/Trimble	GPAC Visitor/Tourism Discussion Paper (includes hotel information) discussed with EDC in February.			