



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE: Wednesday, July 18, 2007
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 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 June 20, 2007 (*Attachment*)

ITEMS REMOVED FROM THE CONSENT CALENDAR

MEMBER UPDATES AND ANNOUNCEMENTS

DISCUSSION ITEMS

1. Nomination to fill vacant Newport Center position [Danielle Sim, The Irvine Company] (*Attachment*) and Restaurant Industry position [Sheri Drewry, NBRA President] (*meeting handout*)
2. FY 2008 Capital Improvements Program – Steve Badum, Public Works Director
3. Toshiba Classic – Economic Benefits to Newport Beach – Ira Garbutt, Tournament Chairman & Jeff Purser, Executive Director
4. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, August 1, 2007
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, August 22, 2007
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**

**DANIELLE SIM***Senior Vice President, Office Properties*

Danielle Sim is senior vice president of operations for The Irvine Company Office Properties. The Irvine Company is a century-old, privately held company best known for its comprehensive focus on quality of life in the balanced, sustainable communities it has planned and developed on the Irvine Ranch in Orange County, California.

Ms. Sim is responsible for all operations of The Irvine Company's 32M s.f. office portfolio, which consists of 106 high-rise office and 320 two and three-story campus-office buildings and includes such properties as the 5,000-acre Irvine Spectrum, Newport Center, Jamboree Center and University Research Park, all in Orange County. Other prominent properties include McCarthy Center in Silicon Valley, 600 W. Broadway, Symphony Towers and Well Fargo Plaza in San Diego, and Fox Plaza and Westwood Gateway in West Los Angeles.

Before joining The Irvine Company in February 2001, Ms. Sim served as managing director at Insignia/ESG, where she oversaw the operations of a 25-million square foot portfolio, which included projects in Orange, Los Angeles and San Diego counties. Danielle joined Insignia/ESG in 1989. Her contributions include the establishment of standard policies and procedures for all aspects of portfolio transactions, internal and external, throughout Northern and Southern California. In addition, she was charged with spearheading the efforts to strategically re-engineer the various operating departments following Insignia's acquisition of O'Donnell Property Services in 1995.

In May 2003, Ms. Sim oversaw the transition of moving all management functions in-house, along with bringing 250 employees on board at The Irvine Company in the areas of finance, construction, engineering and property management. This endeavor was in line with the company's effort to better promote company values and superior service.

Ms. Sim has directed the development of the Customer Committed (C2) initiative, an all-encompassing program designed to provide world class quality and service to The Irvine Company customers.

Ms. Sim believes that all business success is merely a by-product of her great team. She is passionate about developing optimal work environments, fostering career progression for team members, and helping to promote a thriving corporate culture.

Ms. Sim is a graduate of San Diego State University and holds a California real estate license. She is a member of the BOMA Orange County Advisory Board.