



CITY OF NEWPORT BEACH
ECONOMIC DEVELOPMENT
COMMISSIONER

MINUTES 2-20-08

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, February 20, 2008**.

Members Present:

x	Steve Rosansky, Chairman	x	Debra Legan
x	Keith Curry, Council Member	x	Richard Luehrs
e	Mike Henn, Council Member - <i>excused</i>	e	Mark Murrel - <i>excused</i>
x	Robert Hawkins, Planning Commissioner	x	Scott Palmer
x	Mike McNamara, Vice Chairman	x	John Robinson
x	Fred Ameri		John Saunders
x	Craig Batley	x	Gregg Schwenk
x	Seymour Beek	x	Gary Sherwin
x	Gary DiSano	x	Charles Unsworth
x	Jim Donnell	x	Gay Wassall-Kelly
x	Kenneth Drellishak		Kevin Weeda
x	Sheri Drewry	e	Danielle Sim - <i>excused</i>
x	Jennifer Gonzalez		
x	John Hyatt		
x	Lloyd Ikerd		
x	Brion Jeannette		

Staff Representatives:

x	Sharon Wood, Assistant City Manager	x	Homer Bludau, City Manager
x	Leigh DeSantis, Economic Development Administrator	x	Katie Bowden, Economic Development Coordinator

Guests Present:

Roy Freeman	
Bill Kelly	

Roll Call and Introductions:

Chairman Rosansky called the meeting to order at 8:03 AM, and requested introductions of the assembled members, staff and guests.

Sharon Wood introduced the new Economic Development Staff –
Leigh M. De Santis, Economic Development Administrator, and
Kathlyn Blanchard Bowden, Economic Development Coordinator

UPDATES AND ANNOUNCEMENTS

- Scott Palmer – Corona del Mar had 9,000 participants for Christmas Walk an increase of 3,000 over last year.
- Robert Hawkins – The Planning Commission will be reviewing the use permit of Fury for possible revocation.
- Sheri Drewry – Restaurant Week was a success.
- Richard Luehrs – Newport Beach Chamber of Commerce will host a Police Appreciation Breakfast on March 20, 2008 at the Hyatt Regency.
- Seymour Beek – The Balboa Island Parade will be June 1, 2008.
- Debra Legan – March 3-9, 2008 is the Toshiba Classic at Newport Beach Country Club.
- Jim Donnell – In 6 weeks At Ease will close it doors at Fashion Island after 31 years and reopen at Crystal Cove in a larger 6,000 sf store. Nordstroms will open at Fashion Island in 2010.
- Gregg Schwenk – The Newport Beach Film Festival will be April 24 – May 1. The Festival will be hosting two events each evening plus there will be private functions as well. One highlight will be an Evening with Richard Sherman, composer of Mary Poppins, Chitty Chitty Bang Bang and others.
- Keith Curry – Monday, May 26, 2008 will be the dedication of the Marine Memorial at Castaway.

DISCUSSION ITEMS

1. Minutes of November 21, 2007

Motion: Lloyd Ikerd to approve

Second: Seymour Beek

Vote: Unanimous

2. **Business Satisfaction Survey Results – Presentation by City Manager Homer Bludau**

The survey was an outgrowth of the City Council's visioning and priority setting. One of this Council's adopted eleven priorities is "continual improvement". To pursue that a survey was commissioned to determine current performance.

The Business Satisfaction Survey was conducted by ETC Institute out of Kansas.

Customer Service Survey was mailed to 1800 residents; 730 surveys were returned. Overall resident satisfaction was very high; Newport Beach is in the top 5% nationwide. Business Survey was conducted by phone; 30 out of a list of 90 businesses were called. Mr. Bludau summarized

the survey results, which were also distributed to the Committee members.

3. Volunteers for a Sub-Committee to Review City Council Policy on Economic Development and the Structure and Membership of the EDC

The following members volunteered to serve:

Craig Batley
Robert Hawkins
Debra Legan
Charles Unsworth
Fred Ameri
Richard Luehrs

Mr. Luehrs also agreed to chair.

4. EQAC Representative's Report

Ken Drellishak reported that the committee is beginning review of the Draft EIR on the proposed Hyatt Regency Hotel condos. The project would develop 88 new condos, a ballroom, and day spa. It would eliminate the villas, the golf course and give up rights to additional hotel rooms. They may also provide some water quality improvements.

ITEMS FOR A FUTURE AGENDA

- Gary Sherwin has arranged for a presentation from Pelican Hill Resort. They will present an overview of the project and talk about their international marketing program.
- Gregg Schwenk will make a presentation on the upcoming 2008 Newport Beach Film Festival

PUBLIC COMMENTS

Keith Curry and Richard Luehrs reported on the results of a City revenue study. In calendar years 2006 to 2007 Newport Beach sales tax revenues rose 11%, property tax revenues rose almost 5% and transient occupancy tax rose 17%. It is believed that the recent and continuing renovations by hotels in Newport Beach are reflected in the increased TOT.

Gay Wassall-Kelly suggested that Newport Beach adopt an ordinance similar to one in Laguna Beach that requires vacant commercial spaces to be empty, clean, painted and old signage removed after 60 days of vacancy. She sited several vacant properties on Balboa Blvd and elsewhere in Balboa Village that have been left in poor condition for prolonged periods, hurting the look of the commercial district.

Lloyd Ikerd asked about the status of lawsuits regarding development in the Irvine Business Complex. Sharon Wood reported there are three. One has been settled and Newport Beach and Tustin are using the settlement payment to conduct further impact studies. Two lawsuits were argued last week, and decisions are pending.

ADJOURNMENT

Chairman Rosansky called for the meeting to be adjourned at 9:00 AM.