



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 3-18-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, March 18, 2009**.

Members Present:

X	Mike Henn, Chairman	X	Sheri Drewry
E	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Steve Rosansky, Council Member	A	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
X	Mike McNamara, Vice Chairman	E	Brion Jeannette
A	Fred Ameri	X	Debra Legan
X	Craig Batley	E	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	X	John Robinson
A	Steven Coyne	X	Gregg Schwenk
X	Gary DiSano	X	Gary Sherwin
A	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:

Scott Pompe, Vice President for Targeted Media Relations, LA Times	Jessica Quadra, Newport Beach Chamber of Commerce
Brady Rhoades, Editor, The Daily Pilot	Paul Danison, OC Register
Craig Smith, Resident	Joe Serna, Daily Pilot
Alex Richardsen, visitor	Others who did not sign in

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:06 am and began self introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Gregg Schwenk announced the 10th Annual Newport Beach Film Festival would occur April 23-30, 2009 with tickets going on sale April 1, 2009. This year's Festival will receive national coverage thanks to Entertainment Tonight and Esquire magazine. A significant number of local restaurants are planning specials for opening and closing nights. And as in years past, the Festival is partnering with local non-profit organizations as sponsors/beneficiaries of appropriate film premiers.
- Gay Wassall-Kelly reported that this year the Newport to Ensenada Race sets sail from the Balboa Pier on April 24, 2009. The Balboa Pier departure offers better viewing opportunities. Also sailing from the Balboa Pier that day will be the new(er) and shorter route, Race to the Border. Gay went on to encourage talks with the owner of the former Balboa Market about structure parking at that location.
- Gary DiSano presented the CVB with a 2010 Rose bowl poster for the BCS Championship Game January 6, 2010. One of the BCS playoff teams and the media will be staying in Newport Beach hotels. The other team will be housed in Costa Mesa.
- Mr. Lloyd Ikerd made another appeal for funds for the restoration of the 1951 Ford as a classic Newport Beach Police car. The car will be presented to the Police Department on March 19, 2009 at the Chamber-sponsored Police Appreciation Breakfast.

DISCUSSION ITEMS

1. Minutes of February 18, 2009.

Motion: Gregg Schwenk
Second: Gay Wassall-Kelly
Vote: Unanimous

2. Presentation by Scott Pompe, Vice President of Targeted Media Relations, Los Angeles Times

Mr. Pompe opened his remarks by noting that he had brought along Brady Rhoades, Editor of the Daily Pilot, to answer specific questions related to the paper. He then proceeded to provide an overview from the LA Times and, to a lesser extent, the Tribune perspective.

Mr. Pompe stated that the LA Times is committed to maintaining its community papers (TCN). The TCN division consists of 7 papers, of which only the Daily Pilot and one other are daily papers. He assured the EDC that news desks were not being consolidated with other areas, nor had editorial writers left the OC offices of the Times. And while the paper had made some adjustments about 18 months ago due to declining revenues (quit publishing Mondays and reduced staff) week over week revenues had been improving since January. According to him, neither the Tribune Chapter 11 reorganization nor the recent LA Times layoffs have/will impact the Daily

Pilot. Editor Rhoades committed to getting out into the community more and once again “putting a face” on the paper. Both invited civic leaders to write columns.

3. Discussion regarding the creation of a Newport Beach Special Event Advisory Committee

Postponed until next month’s meeting.

4. Presentation by Gary Sherwin on the proposed Tourism BID

Gary Sherwin, CVB, gave a brief explanation of the proposed TBID. It will be comprised of six local hotels. These six hotels will impose a 2% charge on their short-term room nights to support the TBID. This will mean that they will be at an effective 12% transient occupancy tax, which is still lower than a number of competing communities. The TBID funds will be used to market to group meetings and events and to promote Newport Beach as a venue.

5. EQAC Representative’s Report

- EQAC review of the Marina Park draft EIR is occurring.
- EQAC will be responding the Banning Ranch Notice of Preparation for its EIR.
- EQAC has requested that the City Council expand the coverage of the City’s smoking in public places ban. The City Council has agreed to consider it.

It was the consensus of the group that the EDC should take a position on the smoking ban after outreach has occurred with the Restaurant Association and hospitality industry. It was suggested that this item be discussed as a future EDC agenda item.

ITEMS FOR A FUTURE AGENDA

- Discussion regarding the creation of a Newport Beach Special Event Advisory Committee
- A preview of the Newport Beach Film Festival
- A summary report on Restaurant Week January 2009

PUBLIC COMMENTS

Scott Palmer asked if the City was lobbying for federal recovery bill dollars for “shovel ready” projects in the City of Newport Beach. Mike Henn responded that the City was successful in lobbying for some funds from the Omnibus bill for the dredging of the Upper Bay. The City is still seeking money from federal partners to complete the project. An additional \$15 Million would be needed to dredge the Lower Bay.

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:15 am.