



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 4-15-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, April 15, 2009.**

Members Present:

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

Bill Kelly	Roy Freeman
Peggy Forte	

Roll Call and Introductions:

Vice Chairman McNamara 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.
- Gay Wassall-Kelly reported that this year the Newport to Ensenada Race sets sail from the Balboa Pier on April 24, 2009. Also sailing from the Balboa Pier that day will be the new(er) and shorter route, Race to the Border.
- Gary Sherwin announced that thanks to Gary DiSano, in addition to one of the BCS playoff teams and the media, both universities' alumni associations will be staying in Newport Beach hotels; one at the Island and one at the Balboa Bay Club.

DISCUSSION ITEMS

1. Minutes of March 18, 2009.

Motion: Gregg Schwenk
Second: Seymour Beek
Vote: Unanimous

2. Presentation by Gary Sherwin, on the EDC designed Special Events Advisory Committee

Some members of the City Council thought that having a group of marketing professionals evaluate special event assistance requests could be useful in helping the City Council make funding decisions. An early draft of such an idea was presented to the EDC Executive Committee. The EDC Executive Committee was asked to refine and develop the idea, take it to the full EDC for review and move it forward to the City Council for action if supported by the EDC. Following Gary's and Sharon's explanation there was a discussion of various aspects of the proposal, including whether the Committee should be a subgroup of the EDC or a stand alone Committee. As discussion was concluding, Jim Donnell moved that the proposal be forwarded to the City Council. Robert Hawkins seconded. Gay Wassail-Kelly proposed that the Purpose be amended to include the production of a master calendar of events for the City. Robert Hawkins seconded the amendment. The question as amended was unanimously approved.

3. Presentation by Mike McNamara, regarding the creation of a Committee of Interested Individuals to Explore a Summer Water Taxi Service.

The Strategic Plan for Fiscal and Economic Sustainability includes direction to form a committee of concerned individuals to research and recommend to the City Council the feasibility of a summer water taxi service. The issue of better utilization of the harbor/bay has also arisen at the Harbor Commission and at the Chamber of Commerce in discussions about the creation of a tourism map of the harbor.. Mr. McNamara presented to the group an EDC Executive Committee proposal for a committee that could address all those aspects of the issue on behalf of the three groups and the City Council. After the presentation Robert Hawkins moved approval

and Jim Donnell seconded. Discussion followed, including the need for a study to determine the scope and feasibility of such a service. Craig Batley moved the question and Greg Schwenk seconded. The Committee proposal was unanimously approved to be forwarded to City Council.

The EDC then nominated Mike McNamara and Richard Luehrs to be their recommendations for appointment to the Committee. Jim Mahoney and Casey Jones were suggested as possible appointments to the Committee to represent maritime businesses; staff will ask them if they care to apply. John Robinson expressed interest in representing the Restaurant Association; he will bring it with them.

4. Presentation by Greg Schwenk on the Newport Beach Film Festival

This is the 10th Anniversary of the Newport Beach Film Festival. They received over 2000 submissions and will be showing 400 films. For the first time they will also offer a seminar series on film making. They will continue the tradition of honoring John Wayne; this year's screening will be "She Wore a Yellow Ribbon". As part of the Festival there will be a special look a Sponge Bob Square Pants (who is also turning 10), Bloomingdales will have a fashion show, there will be a live performance of Zumanity by Cirque du Soleil and 22 local restaurants are offering specials. They have received and forwarded more hotel requests than in the past. Esquire Magazine and Entertainment Weekly have become sponsors.

5. Sheri Drewry requested that her report on Restaurant Week January 2009 be postponed until May so that she might have more time for her presentation.

6. EQAC Representative's Report

- EQAC is in the process of reviewing two EIR's - Marina Park and Aerie.
- EQAC is in the process of responding to two Notices of Preparation - Banning Ranch and City Hall.

ITEMS FOR A FUTURE AGENDA

- A summary report on Restaurant Week January 2009
- A progress report on the Strategic Plan for Fiscal and Economic Sustainability

PUBLIC COMMENTS

None

ADJOURNMENT

Vice Chairman McNamara called for the meeting to be adjourned at 9:00 am.