



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 4-21-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, April 21, 2010**.

Members Present:

X	Mike Henn, Chairman	X	Lloyd Ikerd
X	Keith Curry, Mayor	X	Brion Jeannette
E	Steve Rosansky, Council Member	X	Debra Legan
X	Robert Hawkins, Planning Commissioner	X	Richard Luehrs
X	Mike McNamara, Vice Chairman	X	Scott Palmer
X	Fred Ameri	A	John Robinson
X	Craig Batley	A	Gregg Schwenk
X	Seymour Beek	A	Gary Sherwin
X	Jeffrey Cole	A	Kim Van Natta
A	Steven Coyne	A	Gay Wassall-Kelly
X	Sheri Drewry		
X	Jennifer Gonzalez		
X	Arlene Greer		
X	David Hsiang		
X	John Hyatt		

Staff Representatives:

X	Sharon Wood, Contract Employee		
E	Leigh De Santis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

Guests Present:

Katie Gardner, OC One-Stop Center	

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Councilman Henn announced that the owners of Lido Marina Village are engaged in re-energizing the Village. They plan to open a Farmers Market on Via Oporto on Sunday mornings.
- Lloyd Ikerd reported on a conversation he had with the Dunes Resort and their closure of an annual Vintage Vacations event because of the City's requirement that all vendors obtain a business license.
- Lloyd Ikerd reported on the problems encountered with his Helm's Bakery truck business proposition due to the City code regulating portable food stands.
- Mayor Curry announced that the kick-off events for the NOSA race and the Newport Beach Film Festival are both taking place this week.
- Mayor Curry announced that negotiations with the Newport Beach Firefighters Association were successful in reducing pension costs for the City.
- Mike McNamara reported that the Water Taxi Committee was reappointed at Council. The Committee is asking City Council for a "Challenge Grant" to fund a professional demand and use survey to determine viability of a summer water taxi system.
- Mayor Curry announced the formation of the Citizen's Technology Workforce, created to share ideas about how the application of technology can increase government efficiency and effectiveness.
- Scott Palmer announced the Balboa Village Art Fair would be held on Friday, April 23rd to coincide with the start of the NOSA race.
- Seymour Beek announced that the Balboa Island Parade will take place the first Sunday in June.
- Richard Luehrs announced that the General Plan Implementation Committee would be holding a discussion on increased traffic fees later that day. Both he and Debra Legan expressed concerns related to the increased fees' effect on future development.

DISCUSSION ITEMS

1. Minutes of March 17, 2010.

Chairman Henn called for comments on the draft minutes. There being none, Lloyd Ikerd moved approval of the minutes and Arlene Greer seconded the motion. The minutes were approved unanimously.

2. Discussion of options for implementing the Wayfinding Program.

Katie Bowden made a presentation summarizing the history of the Citywide Directional and Wayfinding Sign Program, accomplishments and total investment to date. In 2008, City Council approved a contract to support the second phase of implementation of the Program, including programming, construction document production, and construction administration services. Though the project was completed and final bid package produced, the project was deferred from the FY 2009 CIP general fund budget due to anticipated budget shortfalls. In an effort to revive the program, staff submitted a CIP budget request for \$300,000 (based on engineer estimates) for the 2010-2011 fiscal year.

Robert Hawkins stated that the Marine Avenue BID had asked staff to consider allowing the BID to pay for and install some Balboa Island directional signage. Katie confirmed that the BID request was in response to complaints received regarding the difficulty of visitors finding Balboa Island. The Marine Avenue BID Board requested the EDC's support in moving forward with the purchase and installation of a total of three (3) directional wayfinding signs on Coast Highway and Jamboree Road.

Robert Hawkins made a motion to recommend that the City allow the BIDs to fund the fabrication & installation of the 3 requested signs, and recommend that the City Council fund the entire program in no more than 3 years. Seymour Beek seconded the motion. Scott Palmer proposed an amendment to the motion to support the BID's funding request only if the City Council chooses not to fund the entire program in the 2010-2011 fiscal year. There was no second.

Members of the Committee discussed incremental vs. comprehensive implementation. It was recognized that the 2010-2011 fiscal year will be a difficult budget year for the City, but the economic importance of directing visitors to the City's commercial villages and tourism destinations was considered to be paramount.

Fred Ameri made a substitute motion to recommend that the City Council fully fund the wayfinding sign program in the FY 2010-2011 budget and install the signs citywide within three months, or as soon as possible. Robert Hawkins seconded the motion. The substitute motion passed unanimously.

Seymour Beek mentioned signage on Bayside and Coast Highway that is confusing and seems to direct visitors away from Balboa Island, rather than towards it. The Committee asked staff to look into the complaint.

3. EQAC Representative's Report

Arlene Greer reported that EQAC received presentations from the Banning Ranch Conservancy regarding preservation of the land as open space, and from Newport Banning Ranch regarding development. They do not expect to receive the Banning Ranch EIR until mid-June for their review.

ITEMS FOR A FUTURE AGENDA

- General overview of draft Zoning Code

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:02 am.