



**TO: NBRA BID BOARD OF DIRECTORS**  
**RE: OCTOBER BOARD MEETING**

Your attendance is important. If you cannot attend please send an official restaurant representative, or, call Peggy Fort from CMC Inc. at: (949) 675-0501. Our next meeting is rescheduled for: **WEDNESDAY, OCTOBER 27<sup>TH</sup>, 2010 @ 9:30AM**

**EL TORITO GRILL – FASHION ISLAND**

951 Newport Center Drive, Newport Beach – 949.640-2875

**AGENDA**

- I. **CALL TO ORDER, WELCOME & INTRODUCTIONS** - Sheri Drewry
- II. **ROLL CALL, RECOGNITION OF QUORUM, MINUTES** - Sheri Drewry  
**Action:** Approval of Minutes from NBRA BID September Meeting: Wednesday, September 29<sup>th</sup>, 2010
- III. **PRESIDENT'S REPORT** - Sheri Drewry  
FY 2010-2011 NBRA BID Executive Board Election  
NBRA BID BOD & Special Event Insurance – Follow Up Discussion  
NBRA BID Credit Card Processing System
- IV. **HOAG HOSPITAL PARTNERSHIP OPPORTUNITY**  
Debra Legan, VP of Marketing & Corporate Communications, Hoag Memorial Hospital Presbyterian
- V. **NBRA BID MARKETING REPORT** - Peggy Fort  
NBRA BID Marketing Campaign Updates, Web Site & Blog Update  
**Action:** Approve FY 2010-2011 Marketing Plan of Work & Budget
- VI. **NEWPORT BEACH RESTAURANT WEEK REPORT** - Peggy Fort  
2011 NBRW Timeline, Sign Ups, New Billing, Sponsorship Campaign Update & Gala Launch Party
- VII. **CITY REPORT** - Leigh M. De Santis  
EDC / City's General Plan / LCP Implementation Committee Report
- VIII. **FINANCIAL REPORT** - C. Scott Palmer  
FY 2010 – 2011 Billing, Update & Cash Flow Report
- IV. **OPEN FORUM & ROUNDTABLE ANNOUNCEMENTS – 10:30AM**  
Guests are welcome to attend. Presentations and discussion is limited to five (5) minutes.
- X. **MEETING ADJOURNED**