

Thursday, July 21, 2016
7:30 A.M. – 9:00 a.m.
Oasis Senior Center – Room #5
801 Narcissus Avenue, Corona del Mar

7:30 am: Welcome & Introductions

7:35 am: Approve May 19 & June 16, 2016 Board of Directors Meeting Minutes

7:35 am: City Council Reports

- Ed Selich (District 5)
- Scott Peotter (District 6)
- Keith Curry (District 7)

7:45 am: Guest Speaker Panel: CdM Business Improvement District Parking Plan Committee
“Business District Parking Management Plan, Metered Parking & More”

8:15 am: City Commission Reports

- Planning Commission: Erik Weigand
- Parks, Beaches & Recreation Commission: Walt Howald
- Harbor Commission: Paul Blank

8:20 am: City Committee Reports

- Aviation: Lauren Dalessio Kleiman
- CdM Business Improvement District: Bernie Svalstad
- Library Trustees: Jerry King
- Local Coastal Plan: Ed Selich

CdMRA Committee Reports

- Election Committee: Joy Brenner
- Bylaws & Policies, Executive: Debbie Stevens
- CdM High School: Jerry King
- Safe Streets, Sandy Haskell
- Reforestation, Ron Yeo
- Technology/Communication: Amy Senk & Karen Tringali

8:45 am: CdMRA Officers' Reports

- Secretary Report: Liz Torelli
- Financial Report: Marge Sawyer/Karen Tringali
 - Deposits \$_____, Expenses \$_____, Balance \$_____.
 - Membership Update
- Continued Business:
 - Recruitment for new Secretary
 - Status of Irvine Terrace Board Member
- New Business:
 - Proposed Topic: August 2016 – Short-Term Lodging Ordinance & Permitting
- Public Comments

8:55 am: Adjourn Meeting

➔ Next Meeting: 7:30 am | Thursday, August 18, 2016 | Oasis Senior Center, Room #5

Reports Commissions & Committees

CdMRA Technology Committee

- Logo Project: Two bids for logo redesign & 30-Yr Commemorative Logo
 - Tethos: \$9,985 discounted for us to \$985 (Marge Sawyer Referral)
 - Towner: \$750-\$900, depending on amount of rework (Tringali/LITS referral)
 - Towner concept samples below.
- Website Redesign: Theme/design review at August Board Meeting

CdMRA Membership Update

- Mid-year Invoice Reminders by USPS and email
- Receivables now at roughly 50%
- 9 Existing Members removed from our list (moved or unsubscribed)
- 54 New Members added since January, for a total of 671 as of end of June
- Need Membership Drive Program/Plan for September Political Forum

CdMRA Communications Update

- ENews sent June 20 and we received a number of compliments on content and format
- Drafting ENews for July
- Printed newsletter for Political Forum must be completed and to printers by mid-August for USPS delivery to homes by September 20.
 - Include overview of Political Forum
 - Include candidate statements
 - Include Ballot Measure Pros/Cons if appropriate
 - Announce 30-Year Anniversary Celebrations in 2017

NEW OPPORTUNITY:

30-Year Anniversary (2017) Event Planning Committee (including members from Membership/Communications/Technology Committees



22 June 2016

www.tethos.com

107 N Broadway, Suite A
Santa Ana CA 92701

714.575.0000
fax 714.575.0050
toll free 866.365.1900

To: Karen Tingali /// Corona del Mar Residents Association
From: Jason Niedle

estimate #1606-III

SPECIFICATIONS

REBRAND + 30TH ANNIVERSARY LOGO

OVERVIEW	Update Corona del Mar Residents Association logo and create 30th anniversary variations
COMMUNICATION	Work directly with Karen or CdMRA team representative via phone, video conference, web conference, emails and personal meetings at our office as needed.
PROJECT MGMT	Manage all details of project with the intent of delivering maximum value with only high-level client involvement, (i.e., strategy and design reviews).
BRAND	Update and upgrade current logo. Up to 3 rounds of revisions/concepts as needed. 1-2 rounds of minor changes. Includes 4 variations: full logo, "stamp" logo, full logo with 30 year, "stamp" logo with 30 year. Upon approval, create proper digitizations as needed. Supply all logos in various formats (EPS, JPG) as needed. Does not include stock imagery or complex illustration if required.
APPLICATION	Design 2 or 3 applications (such as letterhead, and simple flier) to demonstrate standard usage.
GUARANTEE	We guarantee your project is Beautiful! and that you are satisfied with the entire process, or we'll refund any non-approved aspects of the project upon your written request.
INVESTMENT	Standard Rates \$9,985- Tethos "give back" donation + Friends & Family discount \$985-
TERMS	Standard turnaround, 30-45 day timeframe, depending upon client review schedule. All invoices net 15 day terms. Invoice for bid amount submitted 2 weeks after project initiation. Remainder, if any overages, billed upon approval of logos.

From: Todd Towner [<mailto:todd@net10.net>]
Sent: Monday, May 9, 2016 10:14 AM
To: Karen E. Tringali <karen_tringali@msn.com>
Subject: Re: One or Two Projects

Hi karen,
Here you go

Proposed Estimates (roughly \$750) and Concept samples below

1. *Logo Stamp:* Estimate 150 to 250

2. *A 30-Year Anniversary Logo that we can use either just in 2017 or continuously starting in 2017*
 - a. *Square –ish format*
 - b. *Horizontal format*Estimate 150 to 250

3. *A complete redesign of our logo if you think it is appropriate to go along with our new web/email/facebook, etc.*
 - a. *Square –ish format*
 - b. *Horizontal format*Estimate 150 to 250

