

# BID Bulletin

March 2013

Riverside Downtown Business Improvement District

DOWNTOWN  
RIVERSIDE  
The art of the City

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The next luncheon will be  
**Tuesday, March 26, 2013**  
at Noon

Sponsor:  
**Riverside Public Utilities**

Location:  
**Café Sevilla**

The cost of the luncheon is \$18 with reservation by Friday prior to the meeting, or \$20 at the door. The luncheon includes choice of one of three entrees. Reserve by calling the RDP Office at (951) 781-7335. *Reservations not cancelled by the prior Friday will be charged.*



## RDP Welcomes Its 2013 Board of Directors

At the 26th Annual Meeting and Awards Ceremony held on February 21st at the Riverside Auditorium and Events Center, the Board of Directors for the 2013 – 2014 term of office was announced. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 22 directors representing downtown stakeholders. The Arlington Business Partnership Executive Director is an Ex-Officio member of the Board.

Charity Schiller, an environmental lawyer with Best Best & Krieger who is also a downtown resident, will serve another one year term as the Chair of the Board of Directors. Kris Whitehead, owner of Curves, will continue to serve as Vice-Chair. Dr. Kirk Lewis remains as Secretary. He is the Assistant Superintendent for the Riverside Unified School District.

Stephen Wollman, Vice-President with Citizens Business Bank, takes over the position of Treasurer.

Marcia Campbell remains on the Executive Committee as a member. She has her own accounting firm, Marcia L. Campbell, CPA, located in the Mission Lakes office complex and is a Certified Senior Advisor. Also remaining on the Executive Committee as members are Justin Tracy of PIP Printing and Shelby Worthington of Worthington's Tavern.

New members of the Board of Directors are:

Charlie German, Manager of Applebee's Downtown Riverside

Nanci Larsen of the Mission Inn Foundation

Andrew Lazarz of Tilden-Coil Constructors

The full list of 2013 – 2014 Board members can be found on the back cover of the newsletter.

We also said goodbye to several members retiring from the Board.

Lynn Cloninger of Phood on Main

Greg Lackey of Tilden-Coil Constructors

Oscar Moreno of Oscar Capelli Salon

We appreciate their service and dedication to the RDP Board of Directors during their terms. Lynn Cloninger will remain active with RDP as Co-Chair of the newly formed RDP Restaurant Committee along with Charlie German. Oscar Moreno will also remain active with the Downtown Riverside Celebrates Fashion's Night Out event and its hairstyling competition.

The RDP Board consists of between 21 to 35 directors who represent various downtown interests such as business, government, healthcare, education, arts, and residents. Each year a Nominating Committee is appointed to recommend appropriate directors to the RDP Board. Four board positions are reserved for directors who are elected from the RDP membership.

If you are interested in becoming a director of the Board in the future, contact Janice Penner at 781-7339. 

## In Memory of Russ Walling, RDP Director Emeritus

Russell Walling passed away on February 5, 2013 at the age of 95. Russ was one of the first people to show faith in a revitalized downtown, and was one of the Charter members of the Riverside Downtown Partnership at its inception in 1981.

In the late 1970s Russ purchased the original Security Pacific Bank building on the corner of University and Main, now known as the Walling Building. His civic and leadership activities in Riverside were extensive including President of Riverside's Chamber of Commerce, President of the Riverside Rotary Club, President of the



Monday Morning Group, and President of the Riverside Community Hospital Board. He was recognized many times for his achievements including the Greater Riverside Chambers of Commerce Citizen of the Year and the Riverside Downtown Partnership Chair's Award. He was also installed as RDP's first Director Emeritus.

In the words of a close friend, Russ Walling was a renowned golfer, a public spirited River sider, but most importantly, a wonderfully decent person and a self-effacing gentleman. He will be missed.

### Long Night of Arts and Innovation to Return

The 2013 *Long Night of Arts & Innovation*, scheduled for October 10, will showcase the best that Riverside offers in the arts and sciences. With engaging exhibits, presentations, demonstrations, and artistic performances in many downtown venues, this signature event promises an informative, inspiring, and fun evening. It is an event not to be missed.

If you would like to share in the evening and host one of the events at your business location, please contact Barry Hildebrandt at (951) 321-9336 for more information.

### Local Fitness Merger

Temple Fitness, Blackshear BootCamp, and Source Studio have announced the merger of their three companies to better serve Riverside. Their new combined location is at 4620 Pine Street and will offer specialized Yoga, Zumba, & R.I.P.P.E.D classes, and personalized training in a comfortable fitness atmosphere.

To introduce people to their new fitness center, they are holding a FREE Open House on Friday, March 1st from 6 pm to 10 pm. The evening includes refreshments, Yoga demos, and discounted Memberships for those in attendance. Call (951) 500-5009 for more details.

Contributed by Source Studio [www.sourceyogaca.com](http://www.sourceyogaca.com)

### No Trespassing

Businesses that have been having difficulties with loiterers on their property can fill out a Trespass Arrest Authorization Form. The Trespass Arrest Authorization form has to be filed every 6 months if there are signs on the property and filed monthly if there are no signs on the property. If signs are to be posted on the property, the following wording is suggested according to the City Attorney:

WARNING  
NO LOITERING PERMITTED  
BUSINESS PATRONS ONLY  
Violators Subject to Arrest  
(CPC 602/RMC 9.04.300)

Riverside Police Department  
(951) 787-7911

The size of the sign is left up to RPD and the property owner to agree upon but it must be conspicuous. RDP has a supply of signs available for businesses to purchase at a discounted rate.

Contact Nancy Castillo at (951) 826-8721 or [ncast@riversideca.gov](mailto:ncast@riversideca.gov) for more information and to get a copy of the Trespass Arrest Authorization Form for filing.

### RDP welcomes the following new businesses to downtown

Aqua Pharmacy • Hero's Bar and Grill • West Coast Staffing • Legacy Properties

Robert Cooper Antiques and Collectibles • Marilyn Moran Antiques and Collectibles • Dolores Rodriquez Cosmetologist

# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Upgrades to Downtown Parks

There has been a lot of recent work in downtown parks and more is just around the corner.

**White Park**, the city's oldest park, has had the Dales Senior Center completely remodeled on the interior and it now serves its original purpose as a senior center exclusively. For several years it also housed the administrative offices of the Parks, Recreation and Community Services Department. A full range of senior activities are available at Dales. If you haven't been by to see the upgrades you should. It is beautiful.

**North Park**, the city's second oldest park, will receive new perimeter fencing to better control transient and homeless activity. This coupled with the new camera RDP paid for will make North Park much more desirable for people to visit and enjoy. We anticipate the increased security will help reduce the general homeless/transient issues in the Market Place as a whole. The fencing should be in place in time for summer lunches in the park.

**Fairmount Park**, the city's third oldest Park, has new solar powered aerators in the two larger lakes. This will substantially improve water clarity and improve fish populations. The Fairmount Park Golf Course is undergoing a substantial restoration and will reopen soon under management of the Parks Department. It is hoped that new programs for youth, women and seniors will join the existing men's club at the course. It is anticipated that the course will reopen around the first

part of June.

**Ryan Bonaminio Park**, the city's newest Park is nearing completion. The Grand Opening is scheduled for June 29 at 4:00 p.m. The new park will feature two lighted Little League fields to replace fields lost when Evans Park closed to make



way for needed new facilities at Community Hospital nearly 40 years ago. There will also be a walking trail around the perimeter of the park, a large village green area suitable for kite flying, soccer practice or picnicking, and an Asian Garden to honor the Asian pioneers who helped make Riverside the city it is today. A unique feature of the park will be a community garden area where interested residents can grow vegetables and flowers. Bonaminio Park will also offer 350 parking spaces for visitors and for those who want to hike Mount Rubidoux or access the Santa Ana River Bike Path.

**Loring Park**, is one of Riverside's secrets. So secret that most Riversiders don't even know it exists. Loring Park is located on the south side of Mission Inn Avenue just west of the stone bridge near Mount Rubidoux. This small park was once nicely planted, but has fallen into disrepair. The Council has approved funding for a new irrigation system and replanting of vegetation similar to what was originally there. This will help dress up an important entrance to the city and downtown. 

## Ward Two Council Update

Contributed by Councilman Andy Melendrez

If you're looking for a great place to eat and want to patronize a small business with great food, come to the Canyon Crest Town Center on the corner of Central Avenue and Canyon Crest Drive in Ward 2. There is a variety of restaurants to choose from.

At the Taco Station, take advantage of their 99 cent tacos, or try Starfish Sushi for wonderful tempura style cooking. You can also enjoy Romano's for their family style Pizza's, Monarch's for their delightful Asian Inspired cuisine, Jamin' Bread for their homemade baked bread sandwiches and desserts, Yellow Chili Tapas for their tasty and unique tapas, and Subs and Spuds for their enjoyable baked potatoes and sandwiches. Still not enough choice? Try Deep Canyon BBQ for their Missouri style cooking, East Coast Bagel for homemade bagels, Canyon Crest Café for their hearty servings of breakfast, lunch and dinner, Extreme Pita for their enjoyable pitas, or the recently opened Canyon Crust Gourmet Pizza (I'll take the BLT Pizza, please).

And for after dinner desert try the Sweet Frog yogurt or Kelly's Cup Cakes. Or for something a little more romantic, try the American Eagle Winery where all the wine is made on site and customized to your taste.



You can also do a little shopping at Summers Place Baby and Children's Boutique, Cellar Door Books (Independent bookstore), and many others. Come out and stay a while.

UCR Sports continues its busy schedule during the month of March with Men's and Women's Basketball winding down and Softball, Baseball, Track and Field, Golf and Tennis continuing their busy schedule. Come out and watch a game. Take a tour of the campus. Visit [GOHIGHLANDERS.COM](http://GOHIGHLANDERS.COM) for schedules and come and support your local NCAA Sports teams. You'll be glad you did. 

Downtown Riverside is an oasis of authenticity. Stroll, shop, dine, and be pampered. [www.RiversideDowntown.org](http://www.RiversideDowntown.org)

The *art* of the City



# DOWNTOWN RIVERSIDE

## DOWNTOWN RIVERSIDE EASTER EGG-STRAVAGANZA

Saturday, March 30th  
Noon to 4 p.m.

### Hey Kids!

Did your big brother or sister tell you the Easter Bunny isn't real? Prove them wrong.

Bring a camera and get your photo taken with Riverside's own Easter Bunny.

Parents allowed, but only if they promise to believe, too.

### Win a Chocolate Easter Egg or Easter Bunny

Visit the Easter Egg Station on Main Street between Mission Inn Avenue and University Avenue and get a candy-filled egg. Special eggs will have winning coupons you can redeem for a chocolate Easter Egg or Bunny.

Easter Bunny and Photo Ops  
Face Painting  
Balloon Artists  
Arts and Crafts  
Shopping & Dining  
And more



This Peep Show is for Kids

Watch the "Peep" bunnies and chicks strut their stuff at this DragonMarsh event. Dress up your "Peep" and enter to win the Best Dressed Peep Contest.



**RIVERSIDE  
DOWNTOWN  
PARTNERSHIP**

For more information  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)  
3666 University Ave., Ste. 106 951.781.7335

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GreenRiverside.com

## March of Dimes Holds March for Babies

In one year in the Inland Empire:

- 63,693 babies are born
- 7,092 babies are born prematurely – 11.1% of all births in the Inland Empire
- 10,779 pregnant women receive late or no prenatal care
- 1,938 babies are born with a birth defect
- 407 babies don't live to see their first birthday



March of Dimes “walkathon” format to help raise money. Funds raised by the event support March of Dimes-sponsored research and programs to prevent premature birth, birth defects and infant mortality.

When you participate in March for Babies, you give hope to the more than seven thousand babies born too soon each year right here in the Inland Empire. The money you raise supports programs in your community that help

March for Babies, the nation’s first walking event, and largest fundraiser for the March of Dimes with more than 900 events nationwide, helps fund lifesaving research and educational programs aimed at helping moms have healthy babies. Three March for Babies events happen right here in the Inland Empire on April 27: Barstow, Riverside, and Victor Valley. The Riverside March steps off from Riverside Community College. To start a team or get more information on sponsorship opportunities, please call the March of Dimes Inland Empire Division at 951-341-0903.

Established in 1970, March for Babies (previously called WalkAmerica) is the largest fundraiser of the year for the March of Dimes, as well as the oldest nationwide charitable walking event. In the decades since, many other organizations have used the

moms have healthy, full-term pregnancies. And it funds research to find answers to the problems that threaten our babies. Building a world of stronger, healthier moms and babies here in the Inland Empire starts with you. Your steps help them take their first steps. Take your first step today at [www.marchforbabies.org](http://www.marchforbabies.org).

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For the latest resources and information, visit [www.marchofdimes.com/ca](http://www.marchofdimes.com/ca) or [www.nacersano.org](http://www.nacersano.org). For more information about March for Babies, go to [marchforbabies.org](http://marchforbabies.org). Join March of Dimes social media communities at [www.facebook.com/marchofdimesca](http://www.facebook.com/marchofdimesca) and [#marchforbabiesca](http://www.twitter.com/modcal)

*Contributed by March of Dimes*



## Riverside Community Hospital Breaks Ground for Expansion

On Friday, March 1st, Riverside Community Hospital held a ground-breaking ceremony for its \$315 million hospital expansion project. The ceremony was held at the future building site located next to the Cancer Center Building at 4500 Brockton Avenue.

The expansion includes a seven-floor, 292,000 square-foot tower which will house 12 intensive care patient rooms, 60 medical and surgical patient rooms, a laboratory and food services operations. The expansion project will include several major components including:

- A new 4-level, 861-space Parking Garage
- A new 3-floor, 60,000 square-foot Medical Office Building

- A seismic retrofit and cosmetic upgrades to an existing patient tower
- Imaging Department equipment additions and replacements with facility updates and expansion

In addition, the expansion project will enable Riverside Community Hospital to offer 72 private rooms in the new seven-floor tower, providing more space to accommodate families and expanding its service offerings to more critically ill patients. Several floors of the patient tower will be shelled space available for future growth and expansion.

The project is anticipated to create nearly 400 temporary jobs in various construction trades and nearly 300 full-time hospital positions when completed.



## Great College Race Comes to Downtown

On Sunday, March 3rd, the Great College Race comes to Downtown Riverside. From 1 pm to 4 pm, student teams from Cal Baptist, UC Riverside, La Sierra University, and Riverside City College will compete for scholarships by participating in a downtown Riverside “Treasure” hunt -the

treasure being interesting and fun locations in downtown Riverside. RDP is a sponsor of the event and will have a booth onsite with copies of the Downtown Pocket and Restaurant Guide available for students to visit downtown shops and restaurants before and after the race.



# BUSINESS BUZZ

## How to Ask Clients for Feedback

A large part of growing a successful small business comes from repeat clients, and clients only come back when they're extremely happy with the products or services they're receiving. It should go without saying that your first focus should be on providing an exemplary product or service. Once you have that solid foundation, it's time to focus on the second part of generating repeat business -- tailoring your offerings to what your clients need and want.

Your existing clients possess a wealth of information that can not only help you solve more of their problems and increase sales with your existing client base, but also give you ideas about what else you can be doing to attract new business. The only way to get this information is to ask your clients questions and listen to their answers.

### What Questions to Ask Your Clients

There are many different questions you can ask a client to get their feedback on your products, services, customer service, and overall business, but some of the basic questions should include:

- Why did you choose us as your service provider?
- What service did we perform for you?
- How would you rate the service you received? (Provide a rating scale)
- In what areas did we meet or exceed your expectations?
- In which areas can we improve?
- Would you recommend us to others?

Whenever you ask for client feedback, you should make sure you are asking the right questions to produce valuable feedback without asking too many questions and risk not receiving a response at all. You may also want to consider offering an incentive for completing the survey, especially if you find the response rate leaves something to be desired.

### How to Ask the Questions

Aside from hiring an external survey company to poll your clients on your behalf or conducting a formal focus

group, which is not financially practical for many small business owners, there are a few ways you can ask your clients for feedback:

1. **Start a Conversation** - Your client feedback process can be as simple as an email message with questions sent to your clients, or a personal phone call. This method is quick and easy, but there are some downfalls. When you take the informal approach to client feedback, you run the risk that the message will be put aside and eventually lost in the shuffle. Plus, if you're asking in a conversational manner, you are most likely using open-ended questions which can prevent any kind of consistency across all of your client surveys. Lastly, you must manually do something with the data collected in order to have it in any kind of useable form.
2. **Create an Online Survey** - If you have a set of standard questions you'd like to pose to many of your clients, you can take the informal format one step further and create a standardized survey. You can create a protected form in a word processing application, a PDF form, or a form that can be submitted through your website (or even a third-party site). This format will obviously take more time to create, but it allows you to have one standard survey you send to all clients.
3. **Use a Hard Copy Questionnaire** - Depending on the type of business you have, a hard copy questionnaire that is mailed to your clients may be the best way to go. Include a self-addressed, stamped envelope to make it easier for clients to return the survey. And make sure you have a system in place for entering the data into Excel or some other software so you can collect, review and run reports on the data.

The key, after all, to any client feedback process is not just collecting the data, but gaining insight from it that you can actually use in your business.

*From Small Business Online Guide*



## Brandman University Opens Riverside Campus

On Friday, March 15th Brandman University will unveil their new campus location in downtown Riverside. The new campus is located at 3550 Vine Street, Suite 200 and will be a welcome addition to the Marketplace Area.

Brandman University, a part of the Chapman University System, is a private, non-profit institution

accredited by the Western Association of Schools and Colleges (WASC) and has been serving the needs of working adults since 1958. It offers over 52 bachelor's, master's and certificate programs in a blended format, combining online and in-class instruction at 26 campuses in California and Washington. Fully-online programs are also available.



# BUSINESS BUZZ

## 5 Ways to Get More Customers

We all want more customers. It doesn't matter who you are — the butcher, baker or candlestick maker. Getting more consumers is an all-consuming part of everything you do. Without customers you find yourself out of work gasping for air.

You wake up way too busy and wondering how all the tweeting and Facebook posting is getting you anything more than arthritis in your fingers.

- 1. Qualify new customers.** Take the time to learn what you're really, really good at. And then start taking on new customers that need that value. Not only will you be happy, your clients will be ecstatic at the outrageous results you'll be getting for them.
- 2. Deliver way more value than customers expect.** There is something simply magical about having your expectations blown away. It's the chocolate mint on your hotel room pillow. It's getting your Amazon.com package a day earlier than you expected. Right? It's hard to describe the delight at getting more than you paid for. Most of us are so focused on profit and loss and "what is fair" that we neglect the opportunity to create raving fans. And these raving fans are the evangelists who will get other people excited about what you do. And that excitement and loyalty isn't something that you can buy or market. It can only happen when you over-deliver on the value you promise.
- 3. Treat referrals like gold.** Referrals aren't just a name and number or email address on a piece of paper. They are the next generation of buyers for your company or business -- treat them special. And you know what that means. That means

that you build a relationship with them before pitching your merchandise. Part of that respect and relationship has to do with follow-up. Remember, these are prime opportunities, not just "leads".

- 4. Be something that matters.** Have a higher calling than simply making more money and taking bigger vacations. Get obsessed with changing the world around you. Stop going through the motions of calling your products "better" and challenge your team to "be" better. Getting rich is a state of mind. You start by planning to enrich the lives of others.
- 5. Promote Partnerships.** Today's smart businesses understand that the sharing of ideas and resources among like-minded businesses can lead to new-found success. The opportunities for these kinds of partnerships are endless. No matter what kind of business you're in, you share customers with other businesses. Find yourself a business buddy or two and you'll pass those customers around and keep them in your local shopping district.

You can have more. You can grow your business farther and faster than you ever imagined. But it requires you to "be" a better business-person. Are you up for that challenge?

*"One can never consent to creep when one feels an impulse to soar."*

-- Helen Keller

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Barbara Wold's Retail & Consumer Tips, mail to: [bwold@ix.netcom.com](mailto:bwold@ix.netcom.com).



## Participate in Easter Egg-stravaganza

RDP will hold its third annual Easter Egg-stravaganza on Saturday, March 30th from Noon to 4 pm on Main Street. If you would like to participate with children's arts and crafts and other activities, please contact RDP. We offer up to \$50 for supplies and it's a great

way to promote your business. If you would like to have your marketing material out, we will have an information table to display flyers and brochures. Call either Janice Penner at 781-7339 or Robbie Silver at 341-6550 for more information.



## Shop Local Business Spotlight

Room to Dance  
3579 University Ave  
Riverside, CA. 92501  
(951) 223-6683

World to Dance  
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Check out the article at: <http://www.riversidedowntown.org/buy-local/>



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[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

**Press deadline** is the 15th of  
each month prior to publication.

For Downtown News Alerts email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

For Events email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

**STAFF**

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Robbie Silver

**BOARD OF DIRECTORS:**  
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Kris Whitehead, Vice-Chair  
Stephen Wollman, Treasurer  
Kirk Lewis, Secretary  
Justin Tracy, Member at Large  
Marcia Campbell, Member at Large  
Shelby Worthington, Member at Large

**Directors**

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Shalini Lockard	Gerald Douglass
John Field	Michelle Freeman
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Andrew Lazarz	Marty Lueking
Andy Melendrez	Stan Morrison
Robert Nagle	Cherie Russell
David St. Pierre	Sharon Sola-Ahluwalia
Ellie Uli	Al Zelinka
Teresa Rosales (ABP)	

ADDRESS SERVICE REQUESTED



For more information and to buy tickets, visit [www.riversidepolicefoundation.org](http://www.riversidepolicefoundation.org)  
or contact Karen Haverkamp at [khaver@riversideca.gov](mailto:khaver@riversideca.gov) or at 951-826-5644



**Riverside Police Foundation**  
cordially invites you to the 2<sup>nd</sup> Annual Breakfast with  
**Chief of Police Sergio G. Diaz**

*Presentation*

**Riverside Police Dept. - Are We a Force for Good?**

Thursday, March 7, 2013  
6:45 am - 8:30 am

The Mission Inn Hotel - Music Room  
3649 Mission Inn Avenue  
Riverside, California 92501  
Program starts promptly at 7:00 am