



## Minutes

**Present:** Chuck Beaty, Patrick Brien, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Cara Swearingen for Andrew Lazarz, Nanci Larsen, Kirk Lewis, Shalini Lockard, Stan Morrison, Charity Schiller, Kris Whitehead

**Excused:** Marcia Campbell, Justin Tracy, Ellie Uli, Steve Wollman, Shelby Worthington, Al Zelinka,

**Absent:** Miguel Cruz, Michelle Freeman, Marty Lueking, Andy Melendrez, Bob Nagle, Cherie Russell, David St. Pierre,

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Kris Whitehead called the meeting to order.

### 2) Self Introductions and Public Comment

Patrick Brien said that the Gestalt Theater Project would open the Shape of Things on April 11<sup>th</sup> and Riverside Repertory Theater will open La Cage Aux Folles on May 2<sup>nd</sup> at the Box. Janice Penner noted that Riverside Rep would have a special segment in the upcoming Spring Fashion Show to feature La Cage.

Debbi Guthrie advised the Board on upcoming conventions including FHA Hero and National History Day.

Chuck Beaty noted that Totally Mt. Rubidoux would be hosting their one year anniversary event on Saturday, April 12<sup>th</sup>.

### 3) Minutes of March 12, 2014

**Motion:** To accept the Minutes of the Meeting of March 12, 2014

**Motion made by:** Bill Gardner

**Motion Seconded by:** Chuck Beaty

**Motion carried.**

### 4) Chair's Report

Kris Whitehead referred the Board to RDP's Destination Style Fashion Show advertisement and Annual Meeting photos in Riverside Magazine.

### 5) Items for Discussion

#### 5a) Finance Committee and budget preparation process

Janice Penner said that each year the RDP Board appointed a Finance Committee whose primary purpose was to review the annual budget prior to approval by the Board. She said that the process and time table for the annual budget was for staff to prepare a draft budget and

then review with the Treasurer prior to sending out to the Finance Committee. She said that the Finance Committee would then meet in mid-May to review the budget before sending to the Executive for their June meeting. She said the budget would then be presented to the Board at its June meeting for adoption for the fiscal year July 1, 2014.

Janice Penner said that Andrew Lazarz, Shalini Lockard, Bob Nagle, and David St. Pierre had agreed to serve. She said that any Board members who were interested in serving should contact her.

**MOTION:** To appoint the 2014 Finance Committee consisting of Stephen Wollman, Kris Whitehead, and Justin Tracy as Ex-Officio members and Andrew Lazarz, Shalini Lockard, Bob Nagle, and David St. Pierre as Board members.

**Motion made by:** Bill Gardner                      **Motion Seconded by:** Debbi Guthrie

**Motion carried.**

Janice Penner said that staff would be looking at rearranging budget allocations to put more emphasis on RDP's retail and restaurant initiatives, and less on family focused events. She said that staff would also be looking at hiring part-time contract assistance.

## **6) Items for Information**

### **6a) RDP activities**

Janice Penner said the Easter Egg-stravaganza event was scheduled for Saturday, April 12<sup>th</sup>. She said staff would be monitoring attendance at the event to determine the impact of the City's decision to do a large 'Eggstravaganza' of their own at Ryan Bonaminio Park.

Janice Penner said plans were well in hand for the Destination Style Spring Fashion Show scheduled for May 1<sup>st</sup>. She noted that the show would be the largest yet.

Janice Penner stated that RDP staff assisted with the Destination Imagination activities on March 29<sup>th</sup> and would be assisting with the National History Day California activities on April 26<sup>th</sup>.

Janice Penner advised that Restaurant Week would be expanded to include other dining areas of the City. She said the Economic Development Department was coordinating the participation of the other areas and the City-wide expansion would allow an increase in marketing and print advertising efforts.

Janice Penner said that a meeting between selected restaurants and Live Nation was held on April 2<sup>nd</sup> to talk about cross-promotion between the restaurants and events/performances at the Fox and at the Municipal Auditorium. She said the meeting was very productive and a number of actions were agreed upon including a special print piece for Fox and Municipal Auditorium patrons that would indicate pre and post theater dining options.

Janice Penner said the first meeting to plan the Summer Street Jam outdoor concert was held and all of the participants from last year agreed to participate again this year. She advised that staff had talked to Live Nation about their participation in the Summer Street Jam, specifically with booking the talent, and would be arranging a meeting to discuss further.

Janice Penner stated that staff would be working with Shelby Worthington and Diana Rosure of

the Mission Inn Hotel and Spa about organizing a 'Taste of Downtown' event for the Labor Day weekend. She advised that the first planning meeting would be held on Monday, April 7<sup>th</sup>.

Janice Penner said that staff would be working with the City's Community Development Department on safety programs for the Hospitality District. She advised that meetings with two of the largest companies providing safety programs had been held in preparation for requesting proposals from them and Staff would be meeting to discuss strategy next week.

Bill Gardner commented on the upcoming Tamale Festival that would take place at White Park on Saturday, April 19<sup>th</sup>.

Robbie Silver stated that RDP had rearranged its monthly calendar and calendar poster to categorize events for easier reference.

## **7) Financial Reports**

### **7a) Financial report at March 31, 2014**

Janice Penner reported on behalf of Stephen Wollman. She said that the financial report for the month of March showed a loss of \$95 compared to an expected loss of \$1,735. She said that the variance was largely to higher than expected BID levy income offset in part by higher than expected promotional expenses mostly due to timing.

Janice Penner said that for the year to date, the report showed a loss of \$36,005 compared to an expected loss of \$15,694, which was a negative variance of \$20,312. She said the negative variance for the year to date was attributable to several factors including timing of promotional expenses, increased usage of the parking token discount program, and lower than budgeted annual membership revenue offset in part by higher than expected BID levy income.

Janice Penner said that further losses should be avoided with respect to the parking token discount program due to the change effective April 1<sup>st</sup> to decrease the number of eligible tokens to 100 per month per business. She said that with respect to the annual membership revenue, staff would discuss resuming the membership drive with the Executive Committee.

**MOTION:** To accept the financial report at March 31, 2014

**Motion made by:** Bill Gardner      **Motion Seconded by:** Patrick Brien

**Motion carried.**

## **8) City Council Updates**

### **8a) Ward One**

Councilman Gardner said the City had received submissions for the old Downtown Fire Station RFP but that a decision had not been made. He added that the RFP included the property and the small parking lot located within the chain linked fence as well as Lot 27.

Councilman Mike Gardner said that Show and Go would take place on Friday, May 2<sup>nd</sup> through Sunday, May 4<sup>th</sup>.

Bill Gardner requested an update on the Stalder Building Project. Councilman Mike Gardner

said the project was currently in litigation with the original developer, and an outcome had not been determined. He said that the City had issued an RFP for a new developer and that the City's Development Committee had recommended that an agreement be entered into a partnership between Mark Rubin of Regional Properties and Ted Weggeland.

#### **8b) Ward Two**

Councilman Andy Melendrez was unable to attend so there was no report.

#### **9) Security Update**

Vance Hardin reported a 24% decrease in violent crimes in the downtown area. He stated that the decrease was due in part to increased signage in the parking garages.

Vance Hardin stated that the City had approved funding for an additional twelve officers as a target team to deal with livability issues including panhandling.

Councilman Mike Gardner advised that it was now illegal to panhandle at a gas station, in a driveway, or at a restaurant.

#### **10) City Community Development Department Update**

On behalf of Al Zelinka, Councilman Mike Gardner gave an update on the Smart Code Specific Plan process. He reported the two active proposals would go to the City's Development Committee for recommendation at the later part of April.

#### **11) Arlington Business Partnership Update**

Janice Penner reported on behalf of Andrew Guerra. She advised that she had offered to assist with their Strategic Planning process. She said that a committee had met and developed their mission, vision, five specific goals, and strategies to accomplish those goals. She said the Strategic Plan would go to their Executive and Board in May. She also advised that ABP had hired Mindy Griffith to assist with their Chili Cook-off event.

#### **12) New Business**

Janice Penner reported on the Ambassador Program, noting that an older GEM had been written off and an Ambassador terminated due to speeding causing an accident.

#### **13) Adjournment and next meeting date**

Kris Whitehead adjourned the meeting until the next one scheduled for May 14, 2014