



## Minutes

**Present:** Chuck Beaty, Patrick Brien, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Nanci Larsen, Andrew Lararz, Bob Nagle, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Steve Wollman, Shelby Worthington, Al Zelinka

**Excused:** John Field, Charlie German, Tera Harden, Marty Lueking, Ellie Uli, Kris Whitehead

**Absent:** Cynthia Azari, Marcia Campbell, Miguel Cruz, Cherie Russell

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Charity Schiller called the meeting to order.

### 2) Self Introductions and Public Comment

Completed.

### 3) Minutes of March 13, 2013

**Motion:** To accept the Minutes of the Meeting of March 13, 2013

**Motion made by:** Bill Gardner

**Motion Seconded by:** Chuck Beaty

**Motion carried.**

### 4) Chair's Report

Charity Schiller commented on the vitality of downtown Riverside.

### 5) Items for Information

#### 5a) RDP Activities

##### i) Restaurant Committee

Janice Penner said that RDP formed a Restaurant Committee co-chaired by Lynn Cloninger of Phood on Main and Charlie German of Applebee's. She said that the first meeting was held on Monday, March 25<sup>th</sup> and the restaurant week planning meeting would be held on Monday, April 22<sup>nd</sup>. She added that the committee agreed to the idea of a restaurant week the last week of June.

Janice Penner said the concept of Downtown Riverside Celebrates Restaurant Week was to have restaurants offer a lunch and/or dinner menu item and for RDP to promote the event through print and social media. She said that restaurants that were chains or franchises and could not change their menu could do a 'dining to donate' with proceeds going to a downtown charity. She stated that RDP would issue an invitation in the May BID Bulletin to all downtown restaurants to participate.

## **ii) North Park programming**

Janice Penner said staff met with Ralph Nunez, Park and Recreation Director, to discuss programming in North Park as a means of discouraging the homeless and encouraging business activities. She said Park and Recreation had already been looking at programming with Cosme Cordova and it was agreed that RDP would consider a three way partnership starting in the fall once the fencing had been completed. She said that the goal was an event every month. She also said that RDP will install two new security cameras on the corner of Mission Inn Ave and Vine Street to provide coverage for the park and the nearby restaurants.

Janice Penner said RDP would be partnering with Cosme Cordova and Park and Recreation to host Downtown Riverside Celebrates Cinco De Mayo on Saturday, May 4<sup>th</sup> from 2-6 pm.

## **iii) Summer Street Jam**

Janice Penner said RDP would be hosting a free outdoor concert called Summer Street Jam on Saturday, August 3<sup>rd</sup> from 2 pm to 8 pm on Orange Street between University and Mission Inn Ave. She said the concert would be in partnership with downtown hospitality establishments and could potentially launch into a yearly event. She stated that RDP would cover the cost of logistics such as staging, marketing and contribute towards entertainment. She said RDP would ask the bar owners to contribute \$500 each for entertainment as well.

## **iv) Easter Egg-Stravaganza**

Janice Penner said RDP's Easter Egg-stravanga took place on Saturday, March 30<sup>th</sup> from Noon to 4 pm. She estimated attendance during the day was approximately 700 people. She said that families seemed to enjoy the activities which included the DragonMarsh Peep Show, face painting, balloon animals, Easter crafts, and the Easter Egg draw. She noted that children had a one in ten chance of winning a large bunny and those who didn't win received coupons for a free kid's meal from Mi Tortilla.

Sharon Sola commented on the synergy of downtown Riverside over the Easter weekend.

## **v) Advertising**

Janice Penner said RDP recently revised its Destination Marketing ads to focus on downtown Riverside as a value-added destination. She said the two new ads featured downtown businesses in 'A Girls' Day Out' and 'Weekend Getaway'.

## **vi) Destination Fashion District Initiative**

Janice Penner said the Destination STYLE Spring Summer Fashion Show would take place on Thursday, May 2<sup>nd</sup> from 6 pm to 7 pm on Main Street between 5<sup>th</sup> and 6<sup>th</sup>. She advised that there were about 30 participating downtown retailers and salons. She said that a number of the downtown hospitality establishments were participating with After Parties.

Robbie Silver added that the Destination Style Fashion District now had an Instagram account. He said pictures on the businesses would be posted to create buzz before and after the event.

### **vii) Riverside Convention and Visitors Bureau**

Janice Penner advised that Riverside had been selected to be the “final destination” for the FIREBALL RUN in September, 2013.

Janice Penner stated that RDP had been asked by the Bureau to participate in the planning as the race would conclude downtown. She said that there would be festivities surrounding the race finale downtown including the display of the Hollywood movie cars that the drivers had raced cross country.

## **6) Financial Reports**

### **6a) Financial report at February 28, 2013**

Stephen Wollman discussed the financial report for March 31, 2013 which showed a loss of \$1,115 compared to an expected loss of \$7,111. He stated the variance was due largely to the timing of certain expenses offset by slightly higher BID levy income for the month.

Stephen Wollman said that the financial report showed a year to date loss of \$20,987 compared to an expected loss of \$9,607. He said that the negative variance of \$11,380 year to date was attributable to several factors including BID levy income running slightly lower than budgeted, unbudgeted but approved additional sponsorships, and unbudgeted but approved expenses such as security cameras, pergola lighting, and advertising.

Jeff Kraus asked what made up the receivables. Janice Penner said that the majority was the BID levy income received from the City and was usually recorded as a receivable due to timing.

Bill Gardner had several questions regarding the financial statements. He asked how solvency was indicated by the statements and if there was a way to show the projected income and expenses to the end of the budget year. Janice Penner said the balance sheet would indicate solvency and that the statements showed monthly and year to date results but not projections.

**MOTION:** To accept the financial report at March 31, 2013

**Motion made by:** David St. Pierre **Motion Seconded by:** Patrick Brien

**Motion carried.**

### **6b) Appointment of Finance Committee**

Charity Schiller said each year the RDP Board appointed a Finance Committee. She stated the primary purpose of the Finance Committee was to review the annual budget prior to approval by the Board. Janice Penner said the Finance Committee consisted of the Treasurer as Chair (Stephen Wollman), the Board Chair (Charity Schiller) and Vice-Chair (Kris Whitehead) as Ex-Officio members, and 3 or more Board members. She said Cynthia Azari, Marcia Campbell, Andrew Lazarz, and Stan Morrison had agreed to serve.

**MOTION:** To appoint the 2013 Finance Committee consisting of Stephen Wollman, Charity Schiller, and Kris Whitehead as Ex-Officio members and Cynthia Azari, Marcia Campbell, Andrew Lazarz, and Stan Morrison as Board members.

**Motion made by:** Justin Tracy **Motion Seconded by:** Bill Gardner

**Motion carried.**

## **7) City Council Updates**

### **7a) Ward One**

Councilman Mike Gardner said the City received a proposal for a mixed use project that would renovate the Imperial Hardware building, TW Lot, and potentially the Pioneer Trust, and Mission Galleria buildings as well. He said the proposal was from Ratkovich Properties, a company specializing in building restoration. He said the project proposal included subterranean parking, retail space on the ground floor and residential spaces on the top.

Councilman Mike Gardner said that ProAbition was officially open and working with the City on their entertainment permits.

Councilman Mike Gardner said the Veteran's Parade would be held on Saturday, April 20<sup>th</sup> from 10 am to noon. He said the parade route would begin at Riverside City College and proceed to 10<sup>th</sup> street at the Historic Riverside County Courthouse. He added that the Tamale Festival would also be held on Saturday, April 20<sup>th</sup> in White Park.

Councilman Mike Gardner discussed the proposed Brockton Ave project to restripe for a bicycle lane.

A discussion took place regarding the concept of a trolley system to connect UCR to the downtown area.

### **7b) Ward Two**

Councilman Andy Melendrez discussed the growth of the music school. He said the school was currently looking for volunteer instructors and instrument donations. He said the school planned to extend their hours over the summer.

Councilman Andy Melendrez gave a brief update on several projects in Ward 2 including Lee's Sandwiches on University, In-N-Out on Iowa, and the Sycamore Canyon Wilderness Park educational facility. He said that UCR would have a soccer match against Chivas on Saturday, April 20<sup>th</sup> at Ramon High School.

## **8) Security Update**

Vance Hardin discussed the increased amount of car theft and vehicle break-ins within the downtown area. He also reported on a liquor store rooftop burglary. He reported on a high amount of drug dealings near the Brockton Ave businesses, noting that one suspect apprehended was in possession of heroin.

Chuck Beaty asked about the increase in crime around the UCR area. Jeff Kraus said UCR was working closely with the Riverside Police Department on the matter. Stan Morrison expressed his concerns with the UCR incidents. Jeff Kraus offered reassurance that UCR was reminding students to be aware of their surroundings.

## **9) Redevelopment Update**

Al Zelinka discussed the proposed mixed use project by Ratkovich Properties. He gave a brief update regarding the Downtown Entertainment District, stating that the City would be conducting

follow-ups regarding the RFP for Clean and Safe Strategy proposals.

Al Zelinka said the City would be updating the sign codes. He also discussed the success of Project Doc which allowed business plans and permits to be submitted online.

Al Zelinka said that he felt that within 3 to 5 years, downtown Riverside would see dramatic changes regarding redevelopment. Janice Penner said that RDP had positioned itself for the changes by increasing the amount of events that will bring people downtown.

#### **10) Arlington Business Partnership Update**

Teresa Rosales discussed the Arlington Times publication. She also said there would be a presentation about mobile marketing at the ABP Lunch and Learn held on Tuesday, April 23

#### **11) New Business**

Chuck Beaty said Bryant school is seeking funds to send students to science camp.

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

Charity Schiller adjourned the meeting until the next one scheduled for May 8, 2013.