



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Christie Collins (ABP), Miguel Cruz, Gerald Douglass, Bill Gardner, Mike Gardner, Vance Hardin, Barry Hildebrandt, Nanci Larsen, Kirk Lewis, Shalini Lockard, Stan Morrison, Bob Nagle, Brian Percy, Charity Schiller, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington, Ellie Uli, Jay Eastman for Al Zelinka, Cherie Russell, David St. Pierre

Guest: Roman Valdez

Excused: John Field, Debbi Guthrie, Wolde-Ab Isaac, Jeff Kraus, Andrew Lazarz, Andy Melendrez

Absent: RJ Rodriguez,

Staff: Janice Penner, Robbie Silver

1) Call to Order

Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

David St. Pierre said Riverside Repertory Theatre would premier West Side Story on January 30th and would run through February 15th.

3) Minutes of November 13, 2014

Motion: To accept the Minutes of the Meeting of November 12, 2014

Motion made by: Bill Gardner **Motion Seconded by:** Shelby Worthington

Motion carried.

4) Chair's Report

Kris Whitehead gave healthy tips for the Holiday Season and the New Year.

5) Items for Discussion

5a) Approval of Downtown Achievement Awards

Janice Penner listed the recommended recipients for the Downtown Achievement Awards.

Chair's Award – Bill Gardner for his promotion of the Raincross as a symbol of Riverside.

Arts and Culture – The Old Riverside Foundation for its preservation of Riverside's heritage.

Business Activity – The McGuire Brothers for their investment in downtown including location of their Head Office, the restaurants ProAbition and Mezcal, the business The Boardwalk, and the Miracle on Main event which involves downtown businesses.

Downtown Event – The Salute to Veterans Parade held each April since 2005.

Downtown Improvement – The renovation of the Riverside Convention Center.

Downtown Safety and Security – Riverside County Probation for its partnership with the Riverside Art Museum to connect at-risk youth to their community through art and positive influence.

Janice Penner said the request for nominations for the annual Roy Hord 'Volunteer of the Year' award had been sent out.

Motion: To approve the recommended recipients for the 2015 Awards

Motion made by: Brian Pearcy **Motion Seconded by:** Shelby Worthington

Motion carried.

5b) Nominating Committee – approval of officers for ballot

Janice Penner stated that the ballots for election of the officers and the at-large Directors would need to be sent out by December 30th. She said the Board needed to approve the slate of officers prior to the ballot being sent out. She advised that the Nominating Committee had met on Monday, December 1st and recommended Justin Tracy as Chair, David St. Pierre as Vice Chair, Stephen Wollman as Treasurer, and Charity Schiller as Secretary.

Motion: To approve the slate of officers for the 2015 term

Motion made by: Chuck Beaty **Motion Seconded by:** Kirk Lewis

Motion carried.

6) Items for Information

6a) Report on BID renewal and Public Hearing

Janice Penner advised that the City Council unanimously approved the renewal of the downtown BID levy for 2015 at the November 18th Public Hearing. She stated that the City received one letter of support from Judge Thomas Cahraman and one letter of opposition from a lawyer in independent practice.

Councilman Mike Gardner commented on the presentation to City Council. He commended both RDP and ABP for their contributions to the City. Janice Penner mentioned that RDP showed a clip from the Zombie Crawl and from the Fall Fashion Show at the Public Hearing.

Bill Gardner asked if the letter of opposition had been of substance. Janice Penner said the individual stated that he did not receive any benefit from the BID but noted that he did receive a tangible benefit as RDP had installed security lighting in the parking lot of the building where he rented an office.

6b) RDP Holiday Reception December 4th

Janice Penner said the RDP held its Annual Holiday Reception at Loft.84 on Thursday, December 4th. She thanked Shelby Worthington and her partner Cindy Alden for their hospitality. Kris Whitehead presented Shelby with an arrangement from The Nature of Things as a token of appreciation from RDP.

6c) RDP activities

i) FOL Promotions

Janice Penner said RDP arranged for additional copies of the FOL map and schedule to be printed for distribution during the event. She said the piece was in Riverside Magazine as an insert. She said printing of the additional copies was funded by ad sales from participating downtown businesses.

Janice Penner said RDP arranged to have an information rack for downtown businesses' flyers placed near the ice rink on Main Street. She said that only six downtown businesses had supplied flyers for the rack. She said that the RDP Ambassadors were monitoring the rack to keep it stocked and to remove unauthorized materials.

Janice Penner mentioned that RDP sponsored the GTV broadcast of the Festival of Lights Switch-on Ceremony for \$1,000. She said RDP had arranged for a new commercial that would be shown during rebroadcast of the ceremony on GTV. Robbie Silver said the commercial would also be posted on the Riverside Downtown YouTube Channel.

ii) Other Activities

Janice Penner said RDP would be partnering with a number of downtown businesses and health organizations on the Miracle on Main Toy Drive and Health Fair on Sunday, December 14th. She said RDP had contributed \$500 towards hot dogs, chips and drinks to be provided by Gram's Mission Bar.B.Q.

Janice Penner referred to the memo in the Board package. She stated that the decision on a location for a taxi stand in downtown would be postponed and reassessed after the holiday season.

Janice Penner mentioned that there would be no General Membership Luncheon in December. She said the January Luncheon would be held at Loft.84 and would feature an update on the RCC Centennial Plaza by Chris Carlson. She noted that the luncheon would be sponsored by Parkview Community Hospital.

7) Financial Reports

7a) Financial Report as of November 30, 2014

Janice Penner noted that the Board agenda incorrectly stated that the financial report was for October.

Steve Wollman reported that there was a deficit of \$13,273 for the month compared to an expected deficit of \$13,255.

Steve Wollman reported there was a surplus of \$6,231 for the year to date compared to an expected deficit of \$16,675. He said that the main positive factor was BID levy income that was \$27,446 greater than budgeted. He noted that one negative factor was lower than budgeted membership revenue and commented that efforts were needed to increase membership.

Bill Gardner asked about the return on the Certificates of Deposits and asked if RDP had considered investments with higher returns. Janice Penner noted that the BID was renewed yearly. She said that the investment policy called for reserves to be invested in guaranteed certificates of deposit so that if the BID was not renewed there would be no loss of capital to terminate the organization, pay its debts, and provide severance to staff. She said that the investment policy was developed by the Executive Committee a number years prior. She said that the Executive Committee could review the investment policy to see if it was still suitable.

MOTION: To accept the financial report at November 30, 2014

Motion made by: David St. Pierre **Motion Seconded by:** Bill Gardner

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner gave an update on Councilman Steve Adams who had been taken to the hospital during the December 9th City Council meeting. He said Councilman Adams was stabilized and sent home.

Councilman Mike Gardner reported on the City Council decision to move public comment to the beginning of the Council meeting instead of after the discussion calendar. He said that progress had been made on hiring an Interim City Manager. He said the search for a City Manager and City Attorney were moving forward and that they expected to have both hired around March.

Councilman Mike Gardner said there had been issues with the large Festival of Lights crowds during the weekends. He said that for safety purposes, the City would be closing Mission Inn Ave Friday through Sunday night from Orange to Market. He also encouraged the Board to vote for the Mission Inn Hotel and Spa to win USA Today's Best Public Lights Display.

Chuck Beaty asked for an update on the Main Library. Councilman Mike Gardner said that there was a \$21 million proposal to renovate the interior and update the exterior of the Main Library.

8b) Ward Two

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

9) Security Update

Vance Hardin said there were no security issues during the Festival of Lights Switch-On Ceremony. He gave an update on the protest that occurred during one evening with regard to Grand Jury decisions in Missouri and in New York. He advised that the protest was peaceful overall but that there had been an incident involving the protestors and a vehicle. He said that the driver of the vehicle had been identified and that the case would be investigated.

Vance Hardin said there have been positive feedback reports from the 'Know Your Limit Program.' Janice Penner said that the management of Lake Alice had attended the Security Committee meeting to request that officers not gather at the entrance to an establishment as it might give the impression there was a problem inside.

10) City Community Development Department Update

Jay Eastman reported on behalf of Al Zelinka. He said the Community Development Department would be increasing staffing levels. He gave an update on the Request for Proposal that was being prepared for the Enhanced Ambassador Program as part of the City's Clean and Safe programming efforts. He said that staff had created a first draft and was obtaining input from other City departments.

Steven Wollman asked for an update on the vacant land at 2nd and Market Streets. He stated that he had a prospective developer for the site. Jay Eastman said that the interested individual should contact the City. Councilman Mike Gardner said that he expected that a Request for Proposal would go out for the vacant space.

11) Arlington Business Partnership Update

Christie Collins reported on behalf of Andrew Guerra. She said the ABP tree lighting ceremony had been successful and that ABP would be working on enhancing the event next year. She said ABP would host Santa visits on December 13th and 20th.

Christie Collins gave an update on the Chili Cook-Off. She also mentioned that ABP would be increasing their efforts on their newsletter, the Arlington Times.

Janice Penner asked if ABP was hosting their window decorating contest. Christie Collins said yes but that the prizes had been decreased in amount.

12) New Business

There was no new business.

13) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for January 14, 2015