



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Lyn Cloninger, Miguel Cruz, Gerald Douglass, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Kirk Lewis, Shalini Lockard, Marty Lueking, Oscar Moreno, Stan Morrison, Charity Schiller, Sharon Sola-Ahluwalia, Ellie Uli, Kris Whitehead, Steve Wollman, Shelby Worthington,

Excused: Cynthia Azari, John Field, Justin Tracy, Al Zelinka

Absent: Michelle Freeman, Jeff Kraus, Greg Lackey, Andy Melendrez, Bob Nagle, Cherie Russell, David St. Pierre,

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Vance Hardin said he was working with RDP staff to schedule a meeting in January with the bar owners in the downtown area as well as vice officers and ABC personnel.

Patrick Brien said he was cast by Performance Riverside with David St. Pierre to be in the production of "A Christmas Carol" taking place December 21st to 23rd.

Marty Lueking from Electronics Warehouse said that he now had a number of new security products.

Kris Whitehead announced that Curves on Main would be having a toy drive for the Make A Wish Foundation until December 21st.

Bill Gardner complimented RDP on their holiday reception. He also congratulated Janice Penner for being chosen as the first recipient of the "Person of Action" award given by the Riverside Rotary Club.

Chuck Beaty informed that there would be a workshop on January 15th regarding options to retain the cross on Mt. Rubidoux.

3) Minutes of November 14, 2012

Motion: To accept the Minutes of the Meeting of November 14, 2012.

Motion made by: Bill Gardner **Motion Seconded by:** Stan Morrison

Motion carried.

4) Chair's Report

Charity Schiller said that Rusty Bailey was sworn into office as the new Mayor for the City of Riverside on December 11th. She encouraged the Board to send a note to Mayor Bailey at City Hall.

5) Items for Discussion

5a) Recommendations for Downtown Achievement Awards

Janice Penner said that the RDP Annual Meeting and Awards Ceremony was an opportunity for RDP to recognize achievements downtown and to generate positive publicity for both RDP and downtown. She referred the Board to the listing of past awardees in the applicable categories attached to the board package. She said that the recommended recipients for this year in specified categories were:

Chair's Award - Chuck Beaty for his dedicated service to the downtown community, to RDP, and to various organizations.

Arts and Culture – The Dickens Festival organization for their ongoing contributions to the literary arts including the annual Dickens Festival and other cultural activities.

Business Activity – Curves on Main for business promotion and community involvement.

Downtown Event – Lunar Fest for their annual free event celebrating Asian culture bringing thousands to downtown from outside Riverside.

Downtown Improvement – Mark Rubin for revitalizing a derelict corner with the Class A office building, Citrus Tower.

Janice Penner said the police had provided a recommendation for the Safety and Security Award which she had reviewed with the Executive Committee. She said that the recommended recipient was the Riverside Police Department North Area Division and specific officers for their efforts in the apprehension of three violent robbery suspects.

Janice Penner said that the request for nominations for the annual Roy Hord 'Volunteer of the Year' award had been sent out and that the nomination form was available on the RDP website.

Bill Gardner recommended that Simple Simon's be recognized in an upcoming year for their impact on downtown. Janice Penner advised that RDP kept track of nominees from previous years.

Motion: To approve the recommended recipients for awards at the 2013 Annual Meeting.

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

Motion carried.

5b) Membership Drive

Charity Schiller said RDP had seen a significant reduction in the number of members over the past six years. She said that there were some members on the Board who were not in the BID and not a RDP member. She said that the Executive agreed that there should be a membership drive to increase the membership and that it should start at the Board level. She said the cost was \$150 a year. She said that the membership drive would then reach out to the larger community.

Barry Hildebrandt asked if the drive would extend to other areas of the City. Janice Penner said initially it would be directed to those organizations in the downtown that did not pay business tax but benefited from RDP operations. Marcia Campbell said originally her office was not in the downtown area but she became a member of RDP because she was passionate about downtown.

Janice Penner said that the membership fees helped offset certain expenses with the monthly luncheons and annual meeting and helped keep the prices down. She said that sponsorships of the monthly luncheons and of the annual meeting also helped offset the costs.

Steve Wollman commented that many Boards required that the members were members of the organization. Janice Penner said that RDP had never had that requirement for Board members. She said that RDP did not push membership if people or businesses were already paying BID levy.

Marty Lueking said his business is not within the BID boundaries but he became a member of RDP because what happened in downtown affected the North Main business area.

Bill Gardner said that being a member was also a matter of civic pride since he believed that downtown would not be as successful as it was without RDP.

Teresa Rosales said the Arlington Business Partnership currently did not allow members from outside the BID but they often got requests from outside businesses to join. She said that she hoped that would change in the future. Janice Penner noted that ABP's By-laws were different than RDP's.

5c) Nominating Committee – approval of officers for ballot

Janice Penner advised that the Nominating Committee held their meeting on November 29th. She said that the Nominating Committee reviewed the officers for the upcoming Board term and that Kris Whitehead asked for another year as Vice-Chair and Charity Schiller agreed to stay on for another year as Chair. Steve Wollman agreed to serve as Treasurer and Kirk Lewis agreed to remain as Secretary. She said that the Election Ballot included both the Elected-at-Large Directors and the officers so the Board needed to approve the recommended officers so that they can be included on the Election Ballot.

Motion: To approve the recommended officers for the 2013 Board Term.

Motion made by: Chuck Beaty **Motion Seconded by:** Bill Gardner

Motion carried.

6) Items for Information

6a) RDP activities

i) Retail Promotion

Janice Penner said the Fall Fashion Show attracted over 200 people even with the uncertain weather, and significant social media attention. She said that the participating retailers were very pleased with the results and several indicated that sales after the show were higher than after the Fashion's Night Out event.

Janice Penner said that staff was working on the regional fashion district initiative in the next few months and had started soliciting participation with an article in the December BID Bulletin. She said that staff would be working on a complementary restaurant initiative, and that meetings with retailers and restaurants would start in January.

ii) Events

Janice Penner said RDP did not have any events planned for December but staff was working with several organizations on promoting their December and January events, including the Chabad Center's Chanukah Festival, Dickens Festival, and the Lunar Fest.

Janice Penner said that staff would be working on the Annual Meeting and Awards Ceremony during December, noting that the selection process for award recipients had started. She said that would be sending out sponsorship requests shortly. She said that Board members were encouraged to attend the event which would take place on Thursday, February 21st at the Auditorium and Events Center. She noted that it was a new location.

iii) Other

Janice Penner said the new Marketplace Security Committee would now meet regularly on the second Tuesday of the month at 8:30 am at Lee & Associates. She said that East Area Commander Andy Flores was the chair of the Marketplace Security Committee. She said that North Park would be gated and that RDP assisted with lighting and a security camera.

7) Financial Reports

7a) Financial report at November 30, 2012

Marcia Campbell gave the financial report for November 30, 2012. She stated it showed a loss of \$11,049 compared to an expected surplus of \$8,425 due to BID levy income that was \$20,201 less than expected. She said that the lower BID levy income affected the year to date results which had a negative variance of \$21,194. She said that the lower income was due to timing of receipts and income was expected be greater in upcoming months.

Marcia Campbell said that fortunately RDP had reserves and approximately \$40,000 was moved from the money market into the checking account to balance cash flow.

Motion: To accept the financial report at November 30, 2012

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

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner thanked Charity Schiller for being in attendance during the City Council meeting when Mayor Bailey was sworn into office.

Councilman Mike Gardner stated that City Council voted to add \$3,000,000 to the budget for the Convention Center. He said that was due to additional costs that came up during construction as well as upgrades for the inside such as real wood trim and upper end lighting. He said that the upgrades would overall improve the Convention Center and give it an upscale feeling and competitive edge. He said the additional costs were related to plugged chiller pipes, removal of asbestos, and certain seismic upgrades that were deemed necessary. He said that completion was still on schedule.

Councilman Mike Gardner said the council was taking applications to temporarily fill Ward 3's vacant seat. He said that the person appointed would serve the remainder of Rusty Bailey's term until June of 2013 or November if there was a run-off election. He also said that he and

others preferred that the person appointed not be a candidate for the seat when the election was held as incumbents did have an advantage.

Councilman Mike Gardner said there is a new contractor for the downtown fire station and that it should be completed around June and July of 2013. He gave a brief background as to why the fire station was behind schedule.

Councilman Mike Gardner said the City was partnering with the Department of Animal Services to host the "Home for the Holidays" pet adoption event under the City hall Breezeway on Friday, December 14th from 9 am to 5 pm.

8b) Ward Two

There was no report as Councilman Andy Melendrez was not in attendance.

9) Security Update

Vance Hardin said a suspect stole a purse out of a car on the corner of University and Market and that the suspect was apprehended by police. He said when the police later checked the security videotapes the suspect was also spotted looking into police cars looking for something convenient to steal. He stated that car break-ins were common this time of year and advised everyone to secure their vehicles and not have anything of value inside, especially on the front seat.

Vance Hardin said his team delivered presents to needy children in downtown schools. Councilman Mike Gardner added information regarding the Spark of Love Toy Drive. He advised that the donated toys are given to children only within Riverside. He recommended that gift cards be donated rather than toys. Councilman Mike Gardner said toys and gift cards could be donated anytime up until Christmas Eve at any fire station.

Tera Harden added that the Elf Program was in its 11th year through the Bar Association. And 45 families would be adopted this year. Tera Harden said people can donate by calling her, the Brian Percy law office, or the bar association.

Bill Gardner said the Kiwanis Club donated presents to Longfellow Elementary.

After some discussion, it was agreed that RDP would not make a contribution to any of the organizations due to setting a precedent and that instead, would encourage Board members and others to personally donate to various local charities. Charity Schiller encouraged the board to bring information regarding their charities to the Board meeting in November 2013. Robbie Silver also encouraged the board to send him information that can be added to the RDP Facebook Page.

Chuck Beaty commented on the major police chase downtown that took place and involved helicopters.

Lyn Cloninger commented on various situations that took place regarding walk-outs at Phood on Main. She said they had noticed an increase in incidents as well as general rudeness.

10) Redevelopment Update

Al Zelinka was not in attendance as he was in Washington.

Councilman Mike Gardner said the parking garage at the Fox Entertainment Plaza was open. He said the cost for parking at that facility would be \$5 when there was an event at the Fox. He also said ProAbition, a speakeasy concept, would be opening in mid-January at the old Crescent Jewell location, and that Pixel's Video Bar opened up recently on University Ave. Janice Penner said she had been sending information on the new hospitality establishments to Laure Lucas of the Press Enterprise.

Councilman Mike Gardner said a cross walk with flashing lights would be added on Market by 6th Street and Market, and a second one installed on Market near 11th Street to promote safer pedestrian practices.

11) Arlington Business Partnership Update

Teresa Rosales said the Arlington Business Partnership was hosting their Winterfest Event and Holiday Window Decorating Contest. She said 18 businesses were participating for the first place cash prize of \$3,000. She said their roving Santa event would take place on Saturday, December 15th from 10 am to 2 pm at El Tapitio. She said the event included a Business Passport Program which encouraged people to visit 31 participating retailers within the Arlington BID, and then enter a drawing for prizes including a 50 inch TV.

12) New Business

Sharon Sola-Ahluwalia recommended that the City divert traffic onto University Ave during the Festival of Lights to avoid congestion on Lime and Mission Inn Ave.

Stan Morrison and Shelby Worthington commented on the traffic surrounding the Mission Inn during the Festival of Lights and how it affected other major streets in the downtown area.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for January 9, 2013.