



Minutes

Present: Chuck Beaty, Marcia Campbell, Miguel Cruz, Bill Gardner, Mike Gardner, Barry Hildebrandt, Jeff Kraus, Andrew Lazarz, Nanci Larsen, Kirk Lewis, Marty Lueking, Andy Melendrez, Stan Morrison, Bob Nagle, Charity Schiller, Kris Whitehead, Steve Wollman, Shelby Worthington, Emilio Ramirez for Al Zelinka, Andrew Guerra (ABP)

Excused: Patrick Brien, Vance Hardin, Shalini Lockard, Justin Tracy, Ellie Uli,

Absent: Gerald Douglass, Michelle Freeman, John Field, Tera Harden, Wolde-Ab Isaac, 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

Nanci Larsen reported that the Mission Inn Museum had a very successful Festival of Lights season with tours of the Mission Inn Hotel and surrounding area.

3) Minutes of January 8, 2014

Motion: To accept the Minutes of the Meeting of January 8, 2014

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

Motion carried.

4) Chair's Report

Charity Schiller reported that 139 reservations had been made so far for the upcoming Annual Meeting and Awards Ceremony and encouraged Board members to make theirs if they hadn't already done so. She said that sponsorships had increased since last year, and thanked Riverside Community Hospital, Riverside City College, Marcia Campbell, Loomis Insurance, and PIP printing for theirs. Janice Penner said RDP was still seeking sponsorships and opportunity drawing items.

Charity Schiller advised that RDP had changed the awards to acrylic versions with the RDP logo. She presented Bill Gardner with a token of thanks for his contribution to the Annual Meeting and Awards Ceremony by crafting the awards in the past.

5) Items for Discussion

5a) Approval of Board Slate for 2014 – 2015 Term

Charity Schiller referred the Board to the final Board Slate for the year March 1, 2014 to February 28, 2015. She said the changeover would be effective at the Annual Meeting and the first meeting of the new Board would be the March 12th meeting. Janice Penner noted that there were two new Board members; Debbi Guthrie, Senior Vice-President of Raincross Hospitality

Corporation and RJ Rodriguez of The Vanity Haus.

Bill Gardner thanked Charity Schiller for her leadership as Chair.

Motion: To approve the Board Slate for the year March 1, 2014 to February 28, 2015 as presented.

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

Motion carried.

6) Items for Information

6a) Annual Meeting and Awards Ceremony

Janice Penner advised that the Hord Family had selected Margo Chabot as the recipient of the Roy Hord 'Volunteer of the Year' Award. She added that all nominators had been advised of the selection and thanked for submitting their nominations.

Janice Penner said the event invitations had been sent out. She said that staff had finalized the meal arrangements for the event. She added that arrangements had been made to bring in a Kosher meal for the Chabad Jewish Community Center attendees. She said that any additional expense for the outside catering was being covered through the Best Best & Krieger Downtown Event Award sponsorship.

6b) RDP activities

i) Donation of Security Cameras to the City

Janice Penner advised that the letter that went to Deanna Lorson was provided in the Board package for information. She advised that the item was expected to go to City Council on February 25th.

ii) Other activities

Janice Penner said RDP held a workshop by Dr. Mary Ann Pearson and Dr. Patricia Hernandez of CBU on the Intern Program. She said that RDP also hosted a seminar on the Affordable Healthcare Act with a speaker from the Small Business Majority.

Janice Penner said RDP was working with the Riverside Convention and Visitors Bureau on two large student conferences to be held in downtown, Destination Imagination from March 28th to 29th, and History Day California from April 25th to 27th. She said that RDP would be assisting with coordination as well as sponsoring certain activities. She advised that RDP would be working with the RCVB and the Mayor's Office to package these activities to market to educational organizations to encourage them to hold their conferences in downtown Riverside.

Janice Penner said Staff was planning for the Easter-Egg Stravaganza on Saturday, April 12th and the Destination STYLE Spring Fashion on Thursday, May 1st. She advised that RDP had hired two independent contractors to assist with the Spring Fashion Show due to the amount of work involved in its coordination.

Janice Penner said the City had asked RDP if it would be agreeable to Restaurant Week expanding beyond downtown. She advised staff would be working with the Economic

Development Department on the expansion as the City would be the liaison with the other Riverside dining areas.

Jeff Kraus asked how the other restaurants in the City would be marketed if Restaurant Week were to be a City-wide event. Janice Penner said the event would be marketed as a City wide event but that each dining area would also do its own marketing via social media. She said that other dining areas included the Arlington Village, Canyon Crest Shopping Center, Galleria at Tyler, University Village, and Mission Grove Shopping Plaza.

Janice Penner advised that the Greater Ontario Visitor's Bureau was planning an Inland Empire Restaurant Week for the end of March. She said that the organizers had offered to allow downtown Riverside restaurants to participate at no cost.

Janice Penner said the movies for Movies on Main had been booked. She added that staff would start planning the Summer Street Jam event in March.

Bill Gardner requested that a letter of recognition be sent to Ralph Nunez as thanks for his leadership and service with the Parks and Recreation department. Janice Penner said RDP staff would be attending the upcoming Rotary Club meeting where Ralph Nunez would be recognized with their Person of Action Award, and that RDP would present him with a token of thanks at that time.

7) Financial Reports

7a) Financial report at January 31, 2014

Steve Wollman reported that there was a surplus of \$17,705 for the month of January compared to an expected surplus of \$20,818. He said the variance was due in part to slightly lower BID levy income for the month.

Steve Wollman said that for the year to date there was a loss of \$50,594 compared to an expected loss of \$34,506 which was a variance of \$16,087. He said that the reasons for the negative variance had been noted previously and included timing of certain expenses such as promotional expenses (\$7,000), Ambassador payroll costs (\$4,200), and unexpected increased usage of the parking token discount (\$1,875).

Janice Penner noted that the purchase of the two GEMs for the Ambassador program was not shown as an expense but as a capital investment with the GEMs shown on the balance sheet as assets under Property and Equipment. She explained that RDP was over budget for the parking token program due to the increase in the number of businesses taking advantage of the discount. She advised that RDP would reduce the discount to \$25 effective April 1st. Councilman Mike Gardner advised that the City would continue its discounted rate.

MOTION: To accept the financial report at January 31, 2014

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

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner discussed the City's plan to increase security at certain parks by adding security guards at night. He advised that there was a Ward 1 vacancy on the Human Relation Commission.

Councilman Mike Gardner stated that the article posted on social networks regarding the quality of the City's water was inaccurate as the study cited was conducted a number of years ago by a company that tested the water before it was treated. He noted that the company involved manufactured water filters.

Councilman Mike Gardner said the new parking structure at Riverside Community Hospital was near completion. He added the Riverside City College's Centennial Block at the corner of Market and University would break ground in March.

8b) Ward Two

Councilman Andy Melendrez reported that there were vacancies in the Marketplace area including the former Euphony. Janice Penner stated that a Thai restaurant had taken a lease on the Mi Tortilla location. Councilman Andy Melendrez stated that there was some interest in purchasing the old packing house near the Marketplace area.

Councilman Andy Melendrez stated that Riverside County Transportation Commission approved a grant of \$640,000 for a feasibility study for a pedestrian bridge from the marketplace over the 91 freeway into the downtown core. He also reported on projects near the University Village including Lee's Sandwiches, the Hacienda Hotel, and In N Out.

Councilman Andy Melendrez noted that the possibility of having a roller rink at North Park for the month of July to increase activity was being investigated. Janice Penner added that a request for sponsorship would be taken to the Executive. Councilman Andy Melendrez also advised that the Tamale Festival would be held in White Park.

9) Security Update

Janice Penner reported on behalf of Vance Hardin. She noted that there had been issues with transients near the Universalist Unitarian Church.

Councilman Andy Melendrez commented on the instances of property damage and theft with his properties on Chestnut and Brockton. Stan Morrison commented on the growing problem in regards to graffiti and property damage. A discussion took place on this issue. Following the discussion, Charity Schiller asked staff to pursue the City's graffiti task force making a presentation at a future RDP luncheon.

10) Redevelopment Update

Emilio Ramirez reported on behalf of Al Zelinka. He advised that a RFQ was out for the Smart Code. He said that there was also a RFP out for the old downtown fire station. He stated that the Vanity Haus would be open on Valentine's Day, and that Mezca Cantina Y Cocina planned

to be open sometime in March. He added that the City was waiting for the decision by the State Department of Finance on the status of the Imperial Hardware and Biokorium buildings for the City to be able to sell them.

11) Arlington Business Partnership Update

Andrew Guerra said ABP would be partnering with the Riverside Police Department on their upcoming health fair. He said ABP was seeking sponsorships for their Chili Cook-off. He noted that ABP would be sponsoring the End Homelessness Walk on April 12th.

Andrew Guerra advised that Janice Penner was assisting ABP with their strategic plan.

12) New Business

There was no new business.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for March 12, 2014