



Minutes

Present: Cynthia Azari, Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Michelle Freeman, Bill Gardner, Tera Harden, Barry Hildebrandt, Jeff Kraus, Andrew Lararz for Greg Lackey, Kirk Lewis, Shalini Lockard, Marty Lueking, Stan Morrison, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Steve Wollman, Shelby Worthington. Ellie Uli

Excused: Lyn Cloninger, Mike Gardner, Vance Hardin, Andy Melendrez, Bob Nagle, Cherie Russell, Kris Whitehead, Al Zelinka

Absent: Miguel Cruz, Oscar Moreno,

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Charity Schiller held a moment of silence for fallen Riverside Police Department Officer Michael Crain and long time RDP board member Russ Walling.

3) Minutes of January 9, 2013

Motion: To accept the Minutes of the Meeting of January 9th, 2013

Janice Penner noted that the date of the Easter event will be held on March 30, 2013 not 2012.

Bill Gardner noted that he had recommended referring the matter of a letter of thanks to the Mission Inn for the Festival of Lights to the Executive Committee.

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

Motion carried.

4) Chair's Report

Charity Schiller said she enjoyed herself at the Mardi Gras Gala hosted by Community Connect. She advised that Judy Bailey was crowned Queen and Bud Luppino was named King. She encouraged board members to attend the Mardi Gras Gala and Pub Crawl next year.

5) Items for Discussion

5a) Presentation on Riverside Community Quality of Life Survey 2013

Melissa Garrety from the City Manager's Office of Economic Development gave a brief presentation on the Quality of Life Survey to be taken this year.

5b) Support for Totally Mt. Rubidoux

Charity Schiller said that Totally Mt. Rubidoux was an alliance between the Mission Inn Foundation, Friends of Mt. Rubidoux and the Riverside Land Conservancy to ensure the peak is maintained. She said that RDP had been asked to support the coalition through its name and letters of approval if necessary. She explained that no financial support was being requested. Chuck Beaty added that preserving the peak was vital to the downtown and Riverside. He also thanked Tilden-Coil Constructors for their support.

Motion: To support in principle the organization, Totally Mt. Rubidoux, a collaborative effort by Friends of Mt. Rubidoux, Mission Inn Foundation & Museum, and the Riverside Land Conservancy to ensure that the peak of Mt. Rubidoux is kept reasonably maintained, and kept accessible to members of the public for their enjoyment.

Motion made by: David St. Pierre **Motion Seconded by:** Chuck Beaty
Motion carried.

5c) Support for Coalition to Renovate the Library

Janice Penner said that the Raincross Group was forming a coalition to support the City moving forward on the renovation of the Downtown Library and that RDP had been asked RDP to support the Raincross Group's position and be part of their coalition. Janice Penner advised that information on the Raincross Group's position was included in the board package.

Motion: To support in principle the position of the Raincross Group with respect to the renovation of the Downtown Library and to allow RDP to be named as part of the coalition being formed to support that position.

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

5d) Approval of Board Slate for 2013 – 2014 Term

Janice Penner said that approval for the Final Board Slate term beginning March 1, 2013 to February 28, 2014 was required. She explained that the Board Slate included the appointed Directors and the election of the officers and the at-large Directors. She said that the changeover was effective at the Annual Meeting and that the first meeting of the new Board would be held on Wednesday, March 13.

Motion: To approve the Board Slate for the year March 1, 2013 to February 28, 2014 as presented.

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

5e) Approval of Board Resolution regarding bank procedure

Charity Schiller said that Citizens Business Bank would be increasing their monthly fee for confirming two signatures on checks from \$5 to \$75. Janice Penner explained that RDP policy was that checks under \$2,000 required one signature and that all payroll checks and checks over \$2,000 required two signatures. She said the bank had recommended that RDP no longer require the bank to confirm two signatures to save the monthly fee.

Motion: That Citizens Business Bank can accept for payment any check with one of the

authorized signatures on the Riverside Downtown Partnership signature card, specifically Janice Penner, Charity Schiller, Marcia Campbell, and/or David St. Pierre. The Riverside Downtown Partnership will continue its own internal procedure regarding check signing authority.

Motion made by: Bill Gardner **Motion Seconded by:** Kirk Lewis
Motion carried.

6) Items for Information

6a) Annual Meeting and Awards Ceremony

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

Janice Penner stated that staff was working on table sales, sponsorships and opportunity drawing donations, and other event logistics. She encouraged board members to support the event through ticket purchase, sponsorship, and/or opportunity drawing donations and noted that the form for sponsorship and donations was attached to the board package.

Janice Penner said a moment of silence would be held during the presentation of the Safety and Security Award for Officer Crain. She stated that the wives on the honored officers would receive a white rose at the event as a token of appreciation for their support.

6b) RDP activities

i) Meeting with Mayor Rusty Bailey

Charity Schiller said a meeting took place between herself, Janice Penner, and Mayor Bailey on Thursday, January 31st to discuss RDP and its programs and initiatives.

ii) Destination Fashion District Initiative –

Janice Penner said RDP had set up a Downtown Fashion Committee chaired by RJ Rodriguez of Vanity Haus and Sorrelle Williams. She said that the first meeting was held on Thursday, January 31st. She advised that the committee would be responsible for the initiative and would set up sub-committees to plan the three fashion shows as well as other fashion related events and activities. She said that RDP had submitted the event permit application for the Spring/Summer fashion show to take place on Thursday, May 2nd on Main Street between Sixth and Fifth. She added that the Fashions Night Out show would remain on the Civic Plaza and the Fall/Winter show will be held in the Aurea Vista parking lot.

iii) Restaurant Week

Janice Penner said Lynn Cloninger from Phood on Main and Charlie German from Applebee's would be co-chairing the new Restaurant Committee, and that the first event/project of the committee would be planning a Restaurant Week in late June to encourage restaurant visits during the traditionally slower summer months.

iv) Lighting and Repair of Pergola at Mission Inn and Lime

Janice Penner said that RDP had been working on the improvement of the pergola at the corner of Mission Inn Avenue and Lime for some time. She said that \$20,000 was allocated towards this project in the budget year 2011 to 2012, but that the allocated was not spent and no allocation made in the 2012 to 2013 budget year as it was uncertain if the project would

proceed. She said that it was instead agreed that Staff would bring the item back to the Executive if and when the project was able to proceed.

Janice Penner advised that RDP was now in the final stages of getting the vines on the pergola trimmed and the lighting installed. She stated the City was paying for the trimming, and RDP would pay for repair of a section of the pergola, and for the installation of pedestrian lighting. She said that the Executive approved the expenditure of \$5,000 for the repair and up to \$5,000 for the lighting. She also advised that the new restaurant replacing the Big Cheese was making substantial improvements to the property.

v) Advertising

Janice Penner advised that RDP's destination marketing campaign was being refreshed with two new ads. She said that the ads promoted downtown for a girls' day out and for a weekender trip. She said the ads were in production and that placement would be determined by Geographics for maximum effect and pricing.

Janice Penner added that staff had requested the Executive to approve additional funding of up to \$9,000 for advertising in the Marketplace section of Westways Magazine, subject to integration with existing advertising plan and negotiation of appropriate pricing. She said that staff and Geographics felt that with the refreshed ads and the fashion district initiative, the additional reach provided through Westways Magazine would be beneficial to the destination marketing campaign.

vi) Other

Janice Penner said a meeting between the police and bar owners was held on Tuesday, January 15th at 10:30 am. She said that a report on the meeting would be the cover story for the February BID Bulletin. Shelby Worthington commented on the well attended first meeting. David St. Pierre asked if the restaurant committee will only be exclusive to restaurants. Janice Penner said the restaurant committee will be open to all hospitality establishments. Janice Penner explained that a restaurant week was being proposed rather than a "Taste of Riverside" to not compete with local non-profit fundraisers.

Janice Penner advised that RDP partnered with the Small Business Majority organization and ABP to hold a free workshop on California healthcare reform on Tuesday, January 29th from 8:30 am to 10 am in the Boardroom at The Center for Arts and Philanthropy. She said that the slides from the presentation had been posted on the RDP website (riversidedowntown.org).

Janice Penner noted that a letter of thanks had been sent to Chris Manning on his retirement from the police department as requested by the Board at the last Board meeting.

7) Financial Reports

7a) Financial report at January 31, 2013

Marcia Campbell gave the financial report for the month ending January 31, 2013. She said it showed a surplus of \$20,031 compared to an expected surplus of \$10,332. She noted that the variance was due largely to BID income that was higher than expected offset by Membership income that was less than expected. She said that there were other variances during the month

due to timing.

Marcia Campbell noted that there was a year to date loss of \$39,722 compared to an expected surplus of \$159. She said that the negative variance of \$39,881 year to date was explained in the notes to the Board.

Janice Penner noted that the variance in BID levy income could be resolved by year end but as noted at the end of the last fiscal year, May 2012 BID levy income received in June 2012 was higher than expected and could affect income in this fiscal year.

Motion: To accept the financial report at December 31, 2012

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

Motion carried.

8) City Council Updates

8a) Ward One

There was no report as Councilman Mike Gardner was not in attendance (excused).

8b) Ward Two

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

9) Security Update

There was no report as Vance Hardin was not in attendance (excused).

10) Redevelopment Update

There was no report as Al Zelinka was not in attendance (excused).

11) Arlington Business Partnership Update

There was no report as Teresa Rosales was not in attendance (excused).

12) New Business

Janice Penner suggested that if the board members are having issues with trespassing at their businesses, they could contact RDP to obtain the No Trespass Authorization Form and that RDP also had a supply of no trespassing signs.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for March 13, 2013.