



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Gerald Douglass, Michelle Freeman, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Cara Swearingen for Andrew Lazarz, Nanci Larsen, Kirk Lewis, Stan Morrison, Cherie Russell Charity Schiller, David St. Pierre, Justin Tracy, Kris Whitehead, Steve Wollman, Andrew Guerra (ABP)

Excused: John Field, Bill Gardner, Marty Lueking, Andy Melendrez, Ellie Uli, Shelby Worthington, Al Zelinka

Absent: Shalini Lockard, Bob Nagle

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Cherie Russell advised that Riverside Community Hospital would be hosting their Red Dress Fashion Show to raise awareness of February as Heart Month on Saturday, February 22nd at the Victoria Country Club. She also said RCH would be hosting evening lectures on February 4th and 13th at the Health Education Center.

Dr. Wolde-Ab Isaac said the RCC Marching Band returned from England and Spain and their performance was well received. He also advised that RCC was installing a new emergency mass communication system to improve information distribution to staff and students during a possible disaster.

David St. Pierre advised that a new theater company, Riverside Rep Theater, would be kicking-off at The Box with Fiddler on the Roof on March 14th. He also advised that Delights & Invites/Formal Image moved into Division 9 Gallery and that the new collective would be called Shops on Lemon.

3) Minutes of December 11, 2013

Motion: To accept the Minutes of the Meeting of December 11, 2013

Motion made by: Chuck Beaty **Motion Seconded by:** Stan Morrison

Motion carried.

4) Chair's Report

Charity Schiller encouraged the Board to make New Year's resolutions. She also encouraged the Board to help offset costs for the Annual Meeting and Awards Ceremony by sponsoring at one of the various cash levels or by making a donation towards the opportunity drawing.

5) Items for Discussion

5a) Downtown Entertainment District / Ambassadors

Janice Penner said RDP was working with the City of Riverside Community Development Department and Riverside Police Department on expanding the Ambassador Program to provide patrol services as part of the Clean and Safe programs planned for the Downtown Entertainment District. She said that RDP was obtaining information on similar programs from other downtowns while the Community Development Department was looking at possible funding models.

5b) Annual Meeting and Awards Ceremony

Janice Penner advised that the awards would be changed to allow the RDP logo and additional information including the award sponsor if applicable to be on the award. She advised that the invitations would be mailed out at the end of the month.

i) Sponsorship

Janice Penner referred the Board to their sponsorship form attached to their Board package. She stated that the sponsorship levels had been determined on the basis of covering costs including those for awards and complimentary dinners. She encouraged the Board to consider sponsoring, noting that sponsorships would enable the event to break-even without an increase in the ticket price.

Janice Penner advised that RDP had mailed letters to past opportunity drawing donors, and asked the Board to consider donating to the opportunity drawing.

6) Items for Information

6a) Nominating and Board update

Janice Penner advised that ballots for the officers and the four candidates for the elected at large director positions went out on December 27th.

6b) RDP activities

i) Update on Downtown Security action items

Janice Penner said that as result of the Downtown Security Forum and follow-up meeting, RDP was working on three items; development of a downtown alert system similar to the Next Door communication program in effect for neighborhoods, expansion of the RDP Ambassador program, and establishment of a plan for security cameras in downtown including a database of cameras in businesses that would be available for viewing as needed by the police. She said the downtown security alert system would allow businesses and the Riverside Police Department to post security notices.

Janice Penner advised that she had met with Assistant City Manager, Deana Lorson, on December 18th to discuss the formal donation of the security cameras to the City. She said a letter to that effect would be sent to Deana Lorson so the internal process for the donation to go to City Council could be started. She said that the letter would also include the recommendation for a strategic plan for security cameras in the downtown as well as the creation of a database to include public and private cameras.

ii) Other activities.

Janice Penner said RDP had an intern from CBU working two days week. She said Christie Collins would be assisting RDP with social media marketing and event planning.

Janice Penner said RDP held an information meeting for the Intern Program on Tuesday, January 7th for those downtown businesses that were interested in having an intern from CBU assist them with social media marketing, marketing campaigns, public relations, and event planning.

Janice Penner said RDP had scheduled a workshop on the Affordable Care Act with a speaker from the Small Business Majority on Tuesday, January 21, 2014 from 8:30 am to 10:30 am at the Center for Arts and Philanthropy.

7) Financial Reports

7a) Financial report at December 31, 2013

Stephen Wollman reported that the month of December showed a loss of \$5,703 compared to an expected loss of \$4,516. He said that for the year to date, the report showed a loss of \$68,299 compared to an expected loss of \$55,324. He noted the negative variance of \$12,975 was largely due to timing of certain expenses including deposits for the annual meeting and promotion. He noted that there was also a variance due to unexpected increased usage of the parking token discount and timing of allocation of wages.

MOTION: To accept the financial report at December 31, 2013

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

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner stated that the City adopted two ordinances to assist in addressing some of the issues with the homeless; an anti-begging rule to keep panhandlers away from certain areas such as ATMs where people could feel vulnerable, and the requirement for a facility user permit to regulate homeless feedings. He advised that the City's homeless outreach team had hired two new people to assist with efforts.

Councilman Mike Gardner noted that the Smart Code Specific Plan Request for Qualifications had gone out in December. He said that the RFQ also contained a request for a Northside Vision and master planning of 179 acres at the site of the old Riverside Golf Course. He said that the community outreach portion of that part of the project was expected to last approximately nine months.

8b) Ward Two

Andy Melendrez was unable to attend.

9) Security Update

Vance Hardin reported that few problems took place during the Festival of Lights season. He advised that Friday and Saturday nights drew between five and ten thousand people. He noted that twenty-two officers were on duty for the Switch-on Ceremony and four on Friday and Saturday nights.

Vance Hardin reported that while there was a decrease in parking structure vehicle break-ins for November and December, they were still a reoccurring issue in the downtown area overall. He said the Police Department was working with RDP on “Do not keep valuables in your vehicle” signage for the parking structures.

Vance Hardin said he met with Live Nation on security issues relating to the Fox Performing Arts Center and other performance venues they were responsible for downtown.

10) Redevelopment Update

Al Zelinka was unable to attend. Janice Penner noted that updates had been provided on the clean and safe programs being looked at for the downtown entertainment district and on the Smart Code Specific Plan project.

11) Arlington Business Partnership Update

Andrew Guerra advised that ABP would be holding their Health Fair on Saturday, March 15th and their annual Chili Cook-Off on Saturday, May 24th.

Andrew Guerra said ABP met with the Police Department on the increase in graffiti on their murals and bus shelters in the Arlington Village. He said the increase was deemed likely due to insufficient security lighting.

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 February 12, 2014