



## Minutes

**Present:** Chuck Beaty, Bruce Blomdahl, Patrick Brien, Christie Collins (ABP), Gerald Douglass, Bill Gardner, Mike Gardner, Debbi Guthrie, Vance Hardin, Wolde-Ab Isaac, Jeff Kraus, Nanci Larsen, Andrew Lazarz, Clarissa Cervantes for Andy Melendrez Stan Morrison, Bob Nagle, RJ Rodriguez, Cherie Russell, David St. Pierre, Charity Schiller, Justin Tracy, Kris Whitehead, Shelby Worthington, Al Zelinka

**Guest:** Roman Valdez

**Excused:** Marcia Campbell, John Field, Barry Hildebrandt, Kirk Lewis, Shalini Lockard, Brian Pearcy, Steve Wollman, Ellie Uli

**Absent:** Miguel Cruz, Michelle Freeman

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Kris Whitehead called the meeting to order.

### 2) Self Introductions and Public Comment

Vance Hardin announced that he would be transferring to SWAT and Aviation. He introduced Bruce Blomdahl who would be taking over as the new North Area Commander.

Chuck Beaty said the Mission Inn Foundation would be hosting the 'Fling into Swing' event at the Mission Inn Hotel and Spa on February 6<sup>th</sup>.

David St. Pierre said Riverside Repertory Theater would be premiering West Side Story from January 30<sup>th</sup> through February 15<sup>th</sup> at the Box.

### 3) Minutes of December 10, 2014

**Motion:** To accept the Minutes of the Meeting of December 10, 2014

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

**Motion carried.**

### 4) Chair's Report

Kris Whitehead commented on the City being recognized as Number 5 for 'Cities to Live in for Empty Nesters'.

### 5) Items for Discussion

#### 5a) Investment Policy

Janice Penner said that at the last Board meeting, the issue of the rate of return RDP was receiving on its Certificates of Deposit (CDs) was raised. She noted that the investment policy had been based on the fact that the BID was renewed annually, noting that if it wasn't, the organization would need to be dissolved, all legal and filing fees paid, all financial obligations fulfilled, and severance paid to employees. She said the Executive Committee at that time had felt that the most financially prudent approach would be to invest reserves in certificates of

deposit of less than one year that could be liquidated with no loss of capital. She added that it was also felt strongly to that all investments be covered by federal insurance.

Janice Penner said that at their January 6<sup>th</sup> meeting, the Executive Committee did review the investment policy to see if it was still appropriate. She said the Executive Committee had decided that the investment policy was appropriate and should be maintained, and that any amount above the required reserve amount should be reinvested into the downtown business community rather than used for more aggressive investments. She noted that the destination marketing campaign, security cameras, and purchase of additional GEMs were examples of such reinvestment.

Janice Penner said that the Executive Committee adopted a motion to maintain the investment policy currently in place. She referred the Board to the minutes of the Executive Committee meeting for the discussion and motion.

### **5b) Annual Meeting and Awards Ceremony**

Janice Penner said the letters were sent to the award recipients on December 10<sup>th</sup>. She said the Annual Meeting was the cover article in the January BID Bulletin.

Janice Penner said the invitations would go out in mid-January after selection of the Roy Hord 'Volunteer of the Year' award recipient. She said promotion of the event would start prior to the invitations going out to encourage people to purchase their tickets early at the lower price.

#### **i) Sponsorship**

Janice Penner referred the Board to the attached sponsorship form. Janice Penner advised that Riverside Community Hospital had agreed to be the event sponsor again this year.

Janice Penner said there were a number of sponsorships still available. She encouraged the Board to contact RDP if they wished to be a sponsor of the Annual Meeting.

Janice Penner said letters to the opportunity drawing donors from last year requesting donations had been sent out. She said staff would also be contacting downtown businesses regarding donations. She noted that the Annual Meeting and Awards Ceremony was the one event for which RDP actively solicited sponsorships and donations.

### **6) Items for Information**

#### **6a) Nominating and Board update**

Janice Penner advised that the Board had approved the list of officers for the upcoming Board term at the last Board meeting, and that the ballots for the officers and the four candidates for the elected at large director positions had gone out with a return date of January 16, 2015. She noted that the final Board Slate would go to the Board for approval at the February meeting.

#### **6b) RDP activities**

Janice Penner said RDP would be working with Cherie Russell from Riverside Community Hospital on their 6<sup>th</sup> Annual Red Dress Fashion Show and Health Expo to take place at the Riverside Convention Center on Saturday, February 28<sup>th</sup>. She said RDP would be coordinating

the fashion show component with outfits provided by downtown retailers She said that Riverside Community College's School of Cosmetology would be providing hair and makeup services.

Janice Penner said RDP would be partnering with the Small Business Majority on a seminar for small businesses on access to capital and the Affordable Care Act. She said the seminar would be held from 9:30 am to 11 am on Wednesday, February 11<sup>th</sup> at The Center for Arts and Philanthropy. She advised that other partners included the Arlington Business Partnership, the City of Riverside Office of Economic Development, the Riverside County Black Chamber of Commerce, and the Greater Riverside Hispanic Chamber of Commerce. She noted that an evening seminar would be held at the Arlington Public Library at 5 pm that day for those who could not attend in the daytime.

Janice Penner said the January luncheon would feature Chris Carlson of the Riverside Community College District and an update on the RCC Centennial Plaza project. She said that the luncheon would be held at Loft.84 and catered through Shelby Worthington.

Janice Penner said RDP had finalized its advertising placement for 2015 to include additional placements in the new Travel Host magazine for Spring and Summer. She said 2015 placements would also include destination ads in Palm Springs Life and Inland Empire hard cover issues for hotels, and Westways during the summer months.

## **7) Financial Reports**

### **7a) Financial Report as of December 31, 2014**

Janice Penner stated that the financial report for the month of December showed a deficit of \$14,230 compared to an expected deficit of \$7,901. She said that the main reasons for the variance were BID levy income of approximately \$3,900 less than expected and Business Promotion expenses of approximately \$2,000 greater than expected due to reprinting the Dining and Pocket Guides earlier than planned.

Janice Penner reported that for the year to date there was a deficit of \$7,999 compared to an expected deficit of \$24,576. She said that the positive variance of \$16,577 was due to BID levy income being \$23,530 greater than budgeted. She said that the additional income was offset by lower than budgeted membership revenue and higher than expected expenses in the security category due to timing and in the administration category due to vacation time being taken.

**MOTION:** To accept the financial report at December 31, 2014

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

**Motion carried.**

## **8) City Council Updates**

### **8a) Ward One**

Councilman Mike Gardner reported that the negotiations for the Stalder Building site appeared promising. He said there was a revised development proposal for the Stalder Building site that would include retail/commercial on the ground floor and residential on the top floors. He also said the project would preserve the historic façade of the building.

Councilman Mike Gardner gave an update on the Riverside Transit Agency's plan to move to a grid system. He advised that a property on Vine Street would be transferred to RTA for

development of a multi-modal facility. He advised that RTA would close the downtown terminal within the next year.

Bill Gardner had some negative feedback on the 91 freeway closures. Councilman Mike Gardner encouraged Bill to contact Dennis Green, the point of contact on the project. Bill Gardner also said the landscaping on the University railway underpasses needed to be repaired. Janice Penner said she believed that the damage was caused by the homeless climbing up the slope to sleep around the adjacent properties. She added that RDP was working with the East Area Commander and the Marketplace businesses on homeless and security issues.

### **8b) Ward Two**

Clarissa Cervantes gave an update on Ward 2 activities. She said there would be a series of presentations and discussions on health at the Caesar Chavez Community Center on February 5<sup>th</sup>. She said a fundraiser for the Riverside School for the Arts would be held in March.

### **9) Security Update**

Vance Hardin stated that the North Area lost about one car per day to theft. He reported a decrease in car thefts overall but said the problem was still occurring.

Vance Hardin commented on security during the Festival of Lights. He commented on the protests and the incident that occurred during one of them where a car drove into the crowd. He said the Riverside Police Department did identify the individual.

Vance Hardin advised that the Riverside Police Department was working with the District Attorney's Office on prosecuting the individual who disrupted the Fall Fashion Show.

Vance Hardin said that CVS would have a security guard patrolling the parking lot they shared with Starbucks on Market Street.

Vance Hardin thanked RDP and said that he had enjoyed his time downtown. The Board thanked Vance Hardin for his service to the downtown community.

Janice Penner mentioned that the California Association of Police Chiefs would be holding their annual symposium in Riverside at the Riverside Convention Center in February.

### **10) City Community Development Department Update**

Al Zelinka reported on the number of permits issued from July 1<sup>st</sup> through the end of November. He said 2,200 permits were issued for projects evaluated at \$87 million. He commented on the number of projects and that they were increasing staffing levels.

Al Zelinka said the 2<sup>nd</sup> Annual Grow Riverside Conference would take place from June 11<sup>th</sup> to June 13<sup>th</sup> at the Riverside Convention Center.

Al Zelinka said the recommendations for development of the Old Fire Station and Olivewoods sites would be reviewed by the City's Development Committee on January 22<sup>nd</sup>.

Al Zelinka said Staff had submitted a draft of recommended changes to the Sign Code subcommittee for review.

Al Zelinka said a meeting would be held to discuss the 'Expanded Ambassador Program' planned as part of the Clean and Safe programs for the entertainment district.

### **11) Arlington Business Partnership Update**

Christie Collins reported on ABP's Winterfest event that took place in December. She said ABP planned to grow the event in 2015.

Christie Collins said applications for their Annual Chili Cook-Off and Cycle Show would go out on January 22<sup>nd</sup>.

Christie Collins announced that ABP would be bringing back the Arlington Times publication that would feature increased business advertising.

Christie Collins advised that the City had approved a new Walgreens and Sonic project for Arlington on Magnolia.

Christie Collins mentioned that several ABP businesses are being served with ADA violations from individuals that are not handicapped. She said ABP would be providing their businesses with additional resources.

### **12) New Business**

Debbi Guthrie said that Union Pacific Railways would be holding their convention in Riverside on the weekend of January 17<sup>th</sup>. She said that Riverside was receiving national attention as a convention destination and that Smart Meetings Magazine had featured Riverside as one of five desirable cities for meetings. She advised that the Riverside Convention and Visitors Bureau had booked conventions as far out as 2020.

### **13) Adjournment and next meeting date**

Kris Whitehead adjourned the meeting until the next one scheduled for February 11, 2015