



## Minutes

**Present:** Cynthia Azari, Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Shalini Lockard, Andy Melendrez, Oscar Moreno, Stan Morrison, Cherie Russell, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Kris Whitehead, Steve Wollman, Al Zelinka, Teresa Rosales.

**Excused:** Lyn Cloninger, Gerald Douglass, John Field, Kirk Lewis, Bob Nagle, Shelby Worthington, Greg Lackey

**Absent:** Michelle Freeman, Marty Lueking, Ellie Uli

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Charity Schiller called the meeting to order.

### 2) Self Introductions and Public Comment

Kris Whitehead mentioned Curve's diet and exercise programs.

Tera Hardin said the Pub Crawl will be held on February 8<sup>th</sup> and the Mardi Gras Gala will take place on February 12.

David St. Pierre discussed the coalition called "Totally Mt. Rubidoux" that planned to submit a bid for the land and the cross if the City decided to sell to avoid the possible lawsuit from Americans United for Separation of Church and State. He asked the board for their support.

Stan Morrison and Chuck Beaty commented on Totally Mt. Rubidoux coalition.

### 3) Minutes of December 12, 2012

**Motion:** To accept the Minutes of the Meeting of December 12, 2012.

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller said the Mayor's State of the City Address would take place on Thursday, January 24<sup>th</sup>. Charity Schiller said she and Janice Penner would meet with Mayor Bailey to familiarize him with RDP and its activities such as the destination marketing strategy.

Chuck Beaty asked why the Mayor's State of the City Address had been moved to 4:30 pm. Janice Penner said the change in format was due to the Convention Center being closed. Sola-Ahluwalia said the Riverside Auditorium and Events Center was not able to accommodate a large luncheon as was the format in the past. Bill Gardner asked if the City Beautification

Awards would take place during the Mayor's State of the City Address. Janice Penner said the City Beautification Awards ceremony was part of the program. Charity Schiller thanked David St. Pierre and Chuck Beaty for their update on the Totally Mt. Rubidoux Cross Coalition.

## **5) Items for Discussion**

### **5a) Strategic Plan Update as of January 2013**

Janice Penner referred the Board to the spreadsheet providing progress on the plan since the update in September 2012. She advised the Board to contact her if they had any questions. She said a new strategic plan for the three years 2014 to 2017 would be started near the end of 2013 for approval in 2014.

Stan Morrison asked how suggestions for new initiatives should be brought forward. Janice Penner said that they should be forwarded to either the Chair or to staff for review by the Executive.

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

Janice Penner said that the award recipients with the exception of the Roy Hord 'Volunteer of the Year' Award had been agreed upon and notified. She said that the Annual Meeting and Awards Ceremony was the cover story for the January 2013 BID Bulletin cover story.

Janice Penner said that seven nominations for the Roy Hord 'Volunteer of the Year' Award had been received and that they had been sent to the Hord family for selection of the recipient. She said that a press release on the event would be sent out once the Roy Hord award recipient has been selected.

Janice Penner said that the ticket price for the event had been set at \$60 per person and \$550 for a table of ten to ensure that the costs for the event were covered. She said that RDP had purchased a small gift item to have at the tables for attendees.

Janice Penner said that request letters for the opportunity drawing had been sent out. She said that a request for cash sponsorship to cover complementary meals and the cost of the awards as well as to request opportunity drawing items was attached to the Board package. She said that the request would also be sent out in early January to select companies and individuals.

## **6) Items for Information**

### **6a) Membership Drive**

Janice Penner said that staff was working on compiling a list of downtown organizations that benefited from RDP activities. She said that once that list was completed, it would be provided to the Executive and the Board to identify which organizations they could contact for the membership drive. She said that information on how these downtown organizations benefited from RDP activities would also be provided.

## **6b) Nominating and Board Update**

Janice Penner said that the request for members to consider running for the four Director-at-Large positions had been sent out. She said that the ballots for the election of officers and the four at large positions would be sent out that week. She said that she would be contacting Board members about their positions on the Board during the first part of January. She said that the final Board Slate was scheduled for approval by the current Board at its February meeting.

## **6c) RDP activities**

### **i) Destination Fashion District Initiative – retail/restaurant components**

Janice Penner said that RDP would be working on the regional fashion district initiative and a complimentary restaurant initiative in the next few months. She said that an action plan for the regional fashion district initiative had been being prepared for discussion at the January Cultural Committee meeting.

### **ii) Workshops**

Janice Penner said that RDP was working with the Small Business Majority organization and would be holding a free workshop on California healthcare reform on Tuesday, January 29<sup>th</sup> from 8:30 am to 10 am in the Boardroom at The Center for Arts and Philanthropy. She said that ABP was partnering on this and that RDP and ABP would provide complementary coffee and refreshments.

Janice Penner said that RDP was also working with the Chabad Jewish Center to arrange a seminar with Michael Gerber, a business consultant. She said that the seminar was tentatively scheduled for February 13<sup>th</sup> in the evening and that ABP was planning to partner

### **iii) Other**

Janice Penner said that the meeting between the police and downtown bar owners had been set for Tuesday, January 15<sup>th</sup> at 10:30 am in the Mayor's Ceremonial Room at City Hall. She said that the meeting would include vice officers and people from ABC. She said that RDP would be providing complementary refreshments.

Janice Penner said that RDP had scheduled the Easter Egg-stravaganza event for March 30, 2012 and submitted the event permit application to the city for the event. She noted that under the new rules, an event permit application must be submitted 3 months in advance to avoid paying a \$300 late fee.

## **7) Financial Reports**

### **7a) Financial report at December 31, 2012**

Marcia Campbell reported that there was a loss at December 31, 2012 of \$5,843 compared to an expected surplus of \$22,544. She said that the variance was due largely to BID levy income that was less than expected plus additional variances during the month due to timing.

Marcia Campbell said the year to date loss was \$59,754 compared to an expected loss of \$10,173, largely to the lower than budgeted BID levy income of \$42,225. She said that similar

situations had occurred in the past and that timing variances were expected to be resolved by the financial year end.

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

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

**Motion carried.**

## **8) City Council Updates**

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

Councilman Mike Gardner advised that Ken Gutierrez had replaced Rusty Bailey as the Councilmember for ward 3. He said Councilman Ken Gutierrez's position was temporary until the June election.

Councilman Mike Gardner said that the 12,000 square foot exhibit space in the Fox Performing Arts Plaza would open soon. He said that the space would be available for meetings and events and would be beneficial for the Riverside Convention and Visitors Bureau until the Convention Center reopened. He said that the Black Box Theater was also near to completion. He said that a RFP to operate the Fox Performing Plaza would be sent out as the current contract would expire in June.

Councilman Mike Gardner said that the downtown fire station would open around May. Charity Schiller asked if the fence surrounding the fire station would be removed prior to completion. Councilman Mike Gardner said the fence would come down as soon as the building was secure.

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

Councilman Andy Melendrez said the Eastside School for the Arts opened on December 20<sup>th</sup>. He mentioned that the Eastside School for the Arts was seeking monetary sponsorship and donations for instruments.

Councilman Andy Melendrez said that he felt a public transportation committee should be formed to discuss the future of the downtown bus terminal. He said that the overall growth of people who depend on public transportation increases every year by 8-12%.

Councilman Andy Melendrez advised that UCR would have an interim Chancellor and encouraged the board to attend a UCR sport events.

Bill Gardner commented on the huge increase of application rate for UCR. Jeff Kraus said UCR was the campus of choice in the UC system. Stan Morrison commented on the University's leadership that increased student population.

## **9) Security Update**

Vance Hardin said RTA had agreed to increase security at the downtown station. He advised that car thefts had increased in the last month due to careless drivers leaving valuables on the front seats.

Vance Hardin said he had met with the owners of ProAbition and discussed healthy business practices.

Vance Hardin said extra officers would be on patrol for Arts Walk on First Thursdays. Janice Penner asked Patrick Brien for an update on the lighting situation for Art Park. Patrick Brien said it had improved due to the four lights on the Pixels building.

Janice Penner said the Marketplace Security Committee had met on Tuesday, January 8<sup>th</sup> and discussed lighting concerns in the area as well as other issues.

Janice Penner said the three additional security cameras RDP had purchased would be installed shortly. She said that two cameras would be installed on the corner of University Ave and Orange and the third on Mission Inn Ave facing the Hideaway Bar and Mario's Place. She said that the cameras were on a fiber optic system so as to not interfere with the City's WIFI network.

Marcia Campbell commented on the growing homeless population in the Marketplace. Janice Penner advised that RDP was working with Andy Flores on Marketplace security.

Sharon Sola-Ahluwalia advised that Mission Inn Ave would be closed for Lunar Fest and the Dickens Festival. She also proposed that the March board meeting take place at the Black Box Theater. Janice Penner said she would follow up on that.

## **10) Redevelopment Update**

Al Zelinka discussed the amount of permits processed with the City of Riverside in the last year. He said that there was an interest in downtown by developers due to a favored urban model plan.

Al Zelinka announced that Hero's Restaurant would take over the former Big Cheese location. Janice Penner thanked Al Zelinka for introducing the owners to downtown Riverside.

Al Zelinka advised that clean and safe programs were discussed at the Downtown Specific Plan meeting on Tuesday, January 8<sup>th</sup>. He said that a meeting regarding bringing the "Move LA" transit program to Riverside would take place on Tuesday, January 22 from 5:30 pm to 7:30 pm.

Al Zelinka advised that City Council had adopted a business ready strategy which entailed five points including purchasing Project Docs, an online plan check system. He said most cities that used this program saw a 2% to 50% gain in processing efficiency.

Al Zelinka mentioned that the Redevelopment Department would be merging with the Community Development Department. He discussed the need for neighborhood planning. He said that an urban designer would be hired on to promote healthy business practices.

Jeff Kraus asked Al Zelinka for ideas on expanding the Festival of Lights as well as calculating the return on investment for the event. Stan Morrison commented on the crowd impact on downtown Riverside this year.

Bill Gardner suggested that RDP send a letter to the Mission Inn thanking them for the Festival

of Lights.

**11) Arlington Business Partnership Update**

Teresa Rosales gave an update regarding the Chili Cook Off and noted that the sub- committee for the event would start meeting in January.

**12) New Business**

Chuck Beaty noted that Chris Manning had retired and suggested that RDP send a letter thanking him for his contributions.

**13) Adjournment and next meeting date**

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