



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Michelle Freeman, Bill Gardner, Lynn Anderson for Mike Gardner, Tera Harden, Vance Hardin, Jeff Kraus, Nanci Larsen, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, Teresa Rosales, David St. Pierre, Sharon Sola-Ahluwalia, Justin Tracy, Ellie Uli, Kris Whitehead, Shelby Worthington, Charlie Wyckoff, Al Zelinka

Excused: John Field, Barry Hildebrandt, Andrew Lararz, Bob Nagle, Charity Schiller

Absent: Gerald Douglass, Charlie German, Marty Lueking, Cherie Russell, Steve Wollman

Staff: Janice Penner, Robbie Silver

1) Call to Order

On behalf of the Chair, Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

Patrick Brien reminded the Board to save the date for the upcoming Mayor's Celebration for Arts and Innovation taking place on Saturday, October 12th at the Fox Performing Arts Center.

Sharon Sola-Ahluwalia said the next Inside Downtown would be held at the Showcase space inside the Fox Entertainment Plaza on October 3rd.

Stan Morrison congratulated the City of Riverside Parks and Recreation Department on the dedication of the Ryan Bonaminio Park.

3) Minutes of June 10, 2013

Motion: To accept the Minutes of the Meeting of June 10, 2013

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

Motion carried.

4) Chair's Report

There was no Chair's Report.

5) Items for Discussion

5a) Position on Food Trucks – Update

Janice Penner said that RDP adopted a motion that food trucks only be allowed to operate in the downtown area as part of a special event. She said that staff followed up with businesses after the County held its Food Truck Festival and that most of the businesses contacted reported a significant drop in business. She said that she advised Councilman Mike Gardner, Councilman Andy Melendrez, and Supervisor Tavaglione's Chief of Staff, John Field that RDP would take its position to the County Board of Supervisors when the revised ordinance went before it.

Shelby Worthington stated her concerns regarding the operation of food trucks in the downtown area. She said that in her opinion 'culinary style' food trucks would harm the existing businesses.

Al Zelinka suggested that RDP contact the BID in downtown Portland and see how they handled food trucks. Janice Penner said she would contact the downtown Portland BID. She noted that downtown Portland had an area designated area for food trucks that was located in an underserved area.

5b) Motion from Land Use Committee

Janice Penner said the City had a long-range management plan that they would be submitting to the Department of Finance regarding specific properties including certain ones in the downtown area. She said the City was seeking RDP's support of the values of economic development and historic preservation of such properties.

Al Zelinka noted that the properties included the Old Imperial Hardware Building and the Stalder Building.

Janice Penner clarified that RDP's motion was to support the City's stated values of economic development and historic preservation on certain properties, and not approving any specific development.

Motion: RDP supports the core values of economic development and historic preservation as contained within the City's long range management plan for disposition of certain redevelopment properties. RDP also supports the City's ability to condition the sale of certain properties within downtown to encourage development that incorporates those values.

Motion made by: Stan Morrison

Motion Seconded by: Bill Gardner

Motion carried with Councilman Andy Melendrez and Al Zelinka abstaining.

5c) Update on Strategic Plan

Janice Penner referred the Board to the spreadsheet in the Board package that provided an update on the progress on the plan as of July 2013. She said that the update included any changes to existing programs/events or new initiatives, and noted that changes included the adoption of a retail initiative to brand downtown as a destination fashion district, and the adoption of a restaurant initiative.

Janice Penner said that the strategic plan for the three years 2014 to 2017 would be started near the end of 2013 for approval in 2014. She asked the Board to review the update and to provide any input into the preparation of the new strategic plan by September.

6) Items for Information

6a) RDP Activities

i) Events

(1) Restaurant Week

Janice Penner said that twenty restaurants participated in Restaurant Week including the Hyatt and the four Mission Inn Hotel restaurants that came on board later. She said that Riverside Magazine did a cover story on Restaurant Week and full page ads were in both Riverside Magazine and Inland Empire magazine.

Janice Penner said that the goal was to raise awareness of downtown Riverside as a dining destination prior to the slower summer months. She said that the City had been very supportive, using the logo and link to Restaurant Week in all of their electronic media. She said that the data from social media indicated that the reach for the Facebook page was 7,700 for the week and impressions were over 111,000 with friends of fans (likes). She said that when other Facebook pages were added in, impressions were over half a million.

Robbie Silver reported that it took about a month to get to 420 likes on the Restaurant Week Facebook page.

Chuck Beaty asked if the restaurants saw an increase in sales during Restaurant Week. Janice Penner said the restaurants noted customers asked for the specials. She said staff will conduct a survey of all the restaurants that participated.

(2) North Park

Janice Penner said that she had met with Councilman Andy Melendrez to discuss more involvement with the events planned by Cosme Cordova at North Park. She said that Councilman Melendrez would be working with Cosme Cordova to make the events more sustainable and that they would report back to the Board on the issue. Janice Penner noted that North Park had been fenced in and that the gates would be locked at 9 pm.

(3) Movies on Main

Janice Penner said Movies on Main would kick-off on Thursday, July 11th. She said that RDP was working on arranging an autograph signing as part of the August 1st showing of Thunderstruck as the daughter of a vendor in Aurea Vista was a co-star in the movie.

(4) Summer Street Jam

Janice Penner reported that RDP was still waiting on the final permit for the event.

(5) Fireball Run

Janice Penner said that the Fireball Run Festival would be held in downtown Riverside on Saturday, September 29th and RDP's contribution towards the event would be a showing of Cars 2 that evening

(5) Destination STYLE Fall Fashion Show

Janice Penner said that the Destination STYLE Fall Fashion Show would take place on Thursday, October 3rd from 6 pm to 7 pm on Main St. between University and Mission Inn Ave. She said that RDP would be meeting with the RCC Cosmetology Department to discuss how cosmetology students could volunteer and assist with hair and makeup.

(6) Riverside Zombie Crawl

Janice Penner said that the Riverside Zombie Crawl would take place on Saturday, October 19th from 3 pm to 9 pm on Main St. between University and Mission Inn Ave. She said RDP was sponsoring the RCC horror film festival on October 12th. She said RDP was also working with the Culver Center that would be showing zombie movies on October 18th and 19th. She added that RDP would be organizing a zombie survival station with Josh Roa-St. Pierre for the Zombie Crawl event as well as the showing of Warm Bodies at 7 pm.

ii) Other

Janice Penner added that RDP would be hosting a free social media marketing seminar on Tuesday, September 17th presented by two CBU professors.

Janice Penner said that RDP had posted several videos of the Destination STYLE Spring Show and Riverside Zombie Crawl on its YouTube channel.

7) Financial Reports

7a) Financial report at June 30, 2013

Janice Penner reported on behalf of Steve Wollman. She said the financial report for the month of June 2013 showed a surplus of \$41,074 compared to an expected surplus of \$18,522. She said the variance was due to BID levy income being \$21,684 greater than expected.

Janice Penner reported that the financial report showed a year to date loss of \$25,201 compared to a zero balance. She said the negative variance of \$25,201 year to date was due largely to unbudgeted but approved expenses offset by savings in other areas.

Janice Penner noted that the unbudgeted but approved expenses included additional sponsorships of \$9,000 (\$5,000 for Long Night of Arts and Innovation, \$2,500 for Mayor's Ball for Arts and Innovation, and \$500 each for Cesar Chavez monument activities, Mount Rubidoux community celebration, and Amazing College Race), \$4,500 for pergola lighting, \$10,000 for security cameras not covered in City Match, and \$9,000 for ad in Westways magazine.

Janice Penner said that the June 30, 2013 financial report could be adjusted following the financial review by the auditor.

MOTION: To accept the financial report at June 30, 2013

Motion made by: David St. Pierre

Motion Seconded by: Patrick Brien

Motion carried.

8) City Council Updates

8a) Ward One

Lyn Anderson reported on behalf of Councilman Mike Gardner. She gave a brief report on the downtown fire station and a potential project for the golf course.

8b) Ward Two

Councilman Andy Melendrez reported that the intent was to host sustainable events in North Park. He advised that Euphony Restaurant that took over the old Coffee Depot location was now open. He advised that the Santa Fe Depot and Packing House buildings were currently on the market to be sold.

Councilman Andy Melendrez reported on the growth of the Riverside School for the Arts located at the Caesar Chavez Community Center.

Janice Penner noted that security cameras were planned for the next fiscal year at the corner of Mission Inn and Vine to cover North Park and the restaurants. She said the camera currently in

the parking lot at North Park will be repurposed and moved elsewhere since the park was now fenced.

9) Security Update

Vance Hardin reported a decrease in crime around the bars and restaurants due to the security cameras. He said that seven officers would be on duty for the Fourth of July. He mentioned that the officers would be monitoring traffic and drinking issues. He noted that eight cameras had been installed near Bonaminio Park. He said vehicle break-ins were still occurring around Mt. Rubidoux.

Janice Penner said that trees near Maxi Foods would be removed or trimmed to deter people camping out and reduce drug dealings and loitering. Janice Penner also commented on the fiber-optic cameras installed on the Raincross Building.

Vance Hardin advised that officers Sturdavant, Tavaglione and Dillon would be leaving the downtown area. Vance Hardin reported on the growing homeless problem in the downtown area. He said a meeting would take place at City Hall to discuss putting together a task force to deal with the issue.

10) Redevelopment Update

Al Zelinka said the City was in the process of reviewing sign code proposals received from the May 17th deadline. He also said the City was still in the process of reviewing clean and safe proposals.

Al Zelinka advised that Heroes Bar and Grill would not be opening until the end of August due to delays with construction.

11) Arlington Business Partnership Update

Teresa Rosales said ABP was currently in the process of installing a mural. She advised ABP's Lunch and Learn would take place on Tuesday, July 16th at the Arlington Library and the cost was \$10.

12) New Business

Janice Penner said the RDP General Membership Luncheon would take place on Tuesday, July 23rd at the Chabad Jewish Community Center.

13) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for September 11, 2013. She reminded everyone that there was no meeting in August.