



**BOARD OF DIRECTORS MEETING  
7:30 AM WEDNESDAY, JULY 9, 2014  
THE CENTER FOR ARTS AND PHILANTHROPY**

**Minutes**

**Present:** Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Debbi Guthrie, Vance Hardin, Wolde-Ab Isaac, Nanci Larsen, Bob Nagle, Andy Melendrez, Stan Morrison, Brian Pearcy, Charity Schiller, Justin Tracy, Kris Whitehead, Ellie Uli, Andrew Guerra

**Excused:** Barry Hildebrandt, Jeff Kraus, Andrew Lazarz, Kirk Lewis, Shalini Lockard, David St. Pierre, Steve Wollman, Shelby Worthington, Al Zelinka

**Absent:** Miguel Cruz, Michelle Freeman, Marty Lueking, RJ Rodriguez, Cherie Russell

**Staff:** Janice Penner, Robbie Silver

**1) Call to Order**

Kris Whitehead called the meeting to order.

**2) Self Introductions and Public Comment**

Brian Pearcy introduced himself as returning to the Board.

Bill Gardner said that he was pleased that the red light cameras would be discontinued.

**3) Minutes June 11, 2014**

**Motion:** To accept the Minutes of the Meeting of June 11, 2014

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

**Motion carried.**

**4) Chair's Report**

Kris Whitehead said that she hoped that everyone had a good Fourth of July.

Kris Whitehead said that Channel 4 was coming to Riverside on Thursday, July 10<sup>th</sup> to talk about how people could deal with drought and fire risks. She encouraged people to attend. Bill Gardner asked that RDP put the information on its website.

**5) Items for Information**

**5a) Partnerships with City – Riverside Restaurant Week and Concerts at City Hall**

Janice Penner said that she felt it would be helpful to provide the Board with information on various partnerships with the City. She said that she would highlight two recent ones.

Janice Penner said that last year, RDP had launched Downtown Riverside Celebrates Restaurant Week with 20 restaurants participating and \$5,000 in advertising. She said that thanks to the partnership with the City and the Arlington Business Partnership, almost 80 restaurants participated with 27 being from downtown, and there was over \$30,000 in advertising, including significant online and radio advertising. She said that restaurant weeks in other cities usually took five years to establish themselves and that advertising was key.

Janice Penner said that RDP had also partnered with the City on presenting Concerts at City

Hall, a series of 8 concerts each Tuesday commencing June 24<sup>th</sup> featuring local performers. She said that RDP and the Arts and Cultural Affairs department were splitting the \$1,900 cost of the concerts. Robbie Silver said that the concerts were averaging 50 to 60 people and he had observed City and County employees and jurors bringing their lunch to enjoy the concert. Janice Penner added that RDP was organizing a pizza picnic on July 15<sup>th</sup> to encourage people to get their coworkers together and grab lunch for the concerts.

**5b) Live Nation co-promotions**

Janice Penner said that RDP was assisting Live Nation in promoting certain performances and events at the Fox Performing Arts Center (Fox PAC) and the Riverside Municipal Auditorium (RMA) by distributing posters and complementary tickets to downtown businesses. She said that she was advised by Adrian Flores, Marketing Manager for Live Nation, that the assistance was so successful for the recent Beatles versus Stones performance at the RMA that return on distributed complementary tickets hit a Live Nation record.

Janice Penner said that RDP prepared a special dining guide targeted toward patrons of the Fox PAC and the RMA, noting that it was on the RDP website. She said that RDP had also assisted Live Nation by partnering downtown restaurants with certain performers such as Mario's Place with the VIP Sound Check Party for the upcoming Kenny Loggins concert.

**5c) RDP activities**

**i) Movies on Main**

Janice Penner said that Movies on Main would kick off on Thursday, July 10<sup>th</sup>. Robbie Silver said Riverside Youth Theater would provide entertainment from 7 pm to 7:30 pm to get the kids engaged. He said that several businesses would have tables and provide information and activities prior to the movie. He said that one business was also holding a raffle that would cover the three movie span.

Janice Penner said that the movies had been cut back to three from six due to low attendance in August but it was felt that the added entertainment and activities would increase the appeal.

**ii) Summer Street Jam**

Janice Penner said that the event had been difficult due to problems confirming the headliner. She said that RDP had been fortunate in having the booking person from Mission Tobacco Lounge helping with the booking. She said that RDP had signed with 103.9 FM for radio advertising with social media and on-site presence with activities.

**iii) Other activities**

Janice Penner said that several changes would be made to the fall fashion show as a result of input from the Strategic Initiatives committee. She said that instead of entertainment, they would add a dance component to the opening segment, and that retailers would be provided with an invitation that they could mail out to their client list. She said that RDP would also work with the retailers to have a hand-out at the show inviting attendees to come back downtown the next Saturday for sales, specials and the chance to win gift baskets, similar to the promotion used for the first fashion show in November 2012.

Janice Penner said that staff had reached out Phyllis Clark of Healthy Heritage suggesting that her Fashion Week event planned for mid-October be coordinated with the fall fashion show. She noted that Phyllis Clark worked with RDP on the 2011 and 2012 Fashion's Night Out events.

Janice Penner said that she was looking at putting together tours to offer different experiences in downtown.

Janice Penner noted that the July monthly luncheon would be held at Café Sevilla.

Janice Penner reminded the Board that the Chamber was holding a special meeting on RTA changing from a hub to a grid system at 3 pm on July 10<sup>th</sup>.

Bill Gardner asked if there was any information on the new restaurant, Wolfskill. Councilman Mike Gardner said that there was a delay due to a few outstanding items but that they should be open shortly. Janice Penner said that two new restaurants, Bann Thai and Woodfire Café, were still under renovation.

## **7) Financial Reports**

### **7a) Financial report at June 30, 2014**

Janice Penner reported the May BID levy payment received in June was expected to be about \$65,000 but was actually about \$15,000. She said that this had happened in the past and referred the Board to the table provided in the Notes to the Agenda that showed history back to 2007. She said that the year end results would be skewed and would show a significant deficit rather than the zero balance that was budgeted. She said that the deficit would likely be offset in July with a large BID levy payment received that month. She noted that the organization had enough funds available or receivable to cover expenses and outflow without having to access the CDs.

Janice Penner thanked John Field and District Two for the additional Community Designation Improvement funds received.

Bill Gardner noted the email sent out by Janice Penner regarding the Board assisting with soliciting memberships, and encouraged fellow board members to do so. Janice Penner noted that memberships had declined from a historical high of 100 to less than 50.

**MOTION:** To accept the financial report at June 30, 2014

**Motion made by:** Bill Gardner      **Motion Seconded by:** Debbi Guthrie

**Motion carried.**

## **8) City Council Updates**

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

Councilman Mike Gardner said that there was enough money left from the funding of last fiscal year's the Community Livability Task Force initiative to keep one team going until calendar year end. He said that he had noticed an increase in homeless encampments with the reduction in the Task Force teams. He commented on some of the difficulties encountered with clearing out encampments, noting that the homeless would move into other areas of the city. He said that for those who refused services, it was hoped that they would find conditions in Riverside uncomfortable and move elsewhere.

Councilman Mike Gardner reported that the Office of the City Attorney would have an individual who would be prosecuting offences under the Riverside Municipal Code. He said that City Council had approved hiring an Interim City Attorney under a contract with Best Best and

Krieger. He noted that the individual being hired had City Attorney experience as well as prosecution experience.

Chuck Beaty suggested sending a note of congratulations to Greg Priamos on his appointment as the County Attorney.

Councilman Mike Gardner said that the fire department and police department put out three teams on the Fourth of July looking for illegal fireworks. He said that the teams confiscated three times as many illegal fireworks as were confiscated in the past two years together. He said that he felt that there needed to be financial penalties in addition to the fireworks being confiscated in order to deter people from setting them off. Councilman Mike Gardner was asked if there had been any video taken of the Mount Rubidoux fireworks by drones and responded that he would check with the firefighter who had taken the one of downtown.

Councilman Mike Gardner said that the developers of the residential project at the corner of 1<sup>st</sup> and Market were reexamining the project as the current entitlement specifications might not provide enough units to make it financially feasible. He said that they needed to consider the costs of going through a second entitlement process.

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

Councilman Andy Melendrez said that he had met with a developer who was interested in the old scrap yard on Commerce. He said that there were a number of developers who were interested in various properties in that area but nothing concrete as yet. He said that there was more definite interest in the old packing house near the Iron Works Building however.

Councilman Andy Melendrez said that the School for the Arts housed in the Cesar Chavez Center was facing funding challenges. He said that the school received \$25,000 in funding but needed \$70,000. He said that the school was looking at various fundraising opportunities. He said that he had also been talking to a charter school who was interested in setting up a facility in the Eastside and that there was the possibility of them providing instructors for after school programs.

Councilman Andy Melendrez said that the HEAL (Healthy Eating Active Living) program was funded by Kaiser Permanente and that one of the options being considered was mobile farmers markets that could bring healthier food to people in areas with few grocery stores.

Councilman Andy Melendrez said that the Opera Program had started up again with Suzanna Guzman from the LA Opera. He said that the program had both adults and children enrolled. He commented that one of the students had said that the program was superior to those provided by opera companies at significantly greater costs.

Councilman Andy Melendrez said that there were some delays with the In-N-Out that was supposed to replace the Coco's at University and Iowa. He also provided some details on planned student housing.

Bill Gardner asked about the relationship if any between the City's School for the Arts and the Riverside City College Coil School for the Arts. Janice Penner suggested that RDP schedule a presentation about the City's school at one of the monthly luncheons.

## **9) Security Update**

Vance Hardin said that a female body had been found and that he was unable to share many details but felt that the case would be solved shortly.

Vance Hardin related a case that RPD had been working on for some time on theft of cable amplifiers in a number of California counties. He said that the case ultimately involved the FBI due to the multi district nature of the case plus the amount of stolen property involved which was in excess of \$2 million. He said that FBI convictions were more likely to result in the perpetrators serving out their entire sentence.

Janice Penner said that the Homeless Outreach team would be reaching out to businesses to discuss transient and homeless issues.

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

John Field said that the County was providing incubation services for start-up companies in partnership with UCR. He said that there was also a company that was providing space and training for vocational services. Bill Gardner commented that the training was a great idea and should be promoted more.

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

Andrew Guerra gave details of the Chili Cook-off, noting that it was extremely successful.

Andrew Guerra said that ABP was recruiting for a marketing person.

Andrew Guerra said that ABP has issued an annual report for the first time. He said that ABP had also adopted a Strategic Plan and was looking at a wayfinding program for the area.

## **12) New Business**

Debbi Guthrie gave an update on the sports activities such as the Pan Am water polo competition at the Riverside Aquatic Center and other facilities. She also updated on upcoming conferences and conventions, noting that the Convention Center would be busy.

Janice Penner commented that the sports activities kept the downtown restaurants busy during the summer months.

Chuck Beaty commented that Charter Schools had far greater leeway in facilities than public schools.

Chuck Beaty commented on the explosion of a food truck and asked about the regulations regarding use of propane tanks in trucks. John Field commented that there were few food trucks in Riverside County due to the regulations and lack of population density. Councilman Mike Gardner noted that food trucks selling prepackaged foods were allowed.

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

Kris Whitehead adjourned the meeting until the next one scheduled for September 10, 2014