



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Andrew Lazarz, Kirk Lewis, Shalini Lockard, Marty Lueking, Andy Melendrez, Stan Morrison, Cherie Russell, Charity Schiller, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington,

Excused: Nanci Larsen, Bob Nagle, Ellie Uli, Al Zelinka

Absent: John Field, RJ Rodriguez David St. Pierre

Staff: Janice Penner, Robbie Silver

1) Call to Order

Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

Dr. Wolde-Ab Isaac said that Riverside City College would be graduating over 3,000 students but that only about 400 would be actually taking part in the ceremony.

Charity Schiller advised that the Library Foundation was having a fundraiser.

Both Councilman Andy Melendrez and Councilman Mike Gardner advised that they were selling regatta tickets.

Debbi Guthrie said that there were 500 bridge players in town for a conference and advised that water polo and soccer events would be in town later in June. Janice Penner noted that Debbi Guthrie had been recognized with the Spirit Award by the City of Riverside.

Stan Morrison said that there would be a unique auction of the Mission carpet that had been in the Mission Inn Hotel and Spa.

Bill Gardner advised that there would be a luncheon at Mario's Place on June 22nd to raise funds for the Judge Gabbert's scholarship fund.

Chuck Beaty said the Sycamore Canyon Nature Park would be dedicated to Ameal Moore. He also advised that King High School had its largest commencement ever and that a drone were used to film certain parts of the ceremony.

Jeff Kraus said that UC Riverside graduation ceremonies were filling hotels and restaurants in the area.

3) Minutes May 14, 2014

Motion: To accept the Minutes of the Meeting of May 14, 2014

Motion made by: Chuck Beaty

Motion Seconded by: Bill Gardner

Motion carried.

4) Chair's Report

Kris Whitehead noted that there had been several articles in the Press-Enterprise in the past few days about Lake Elsinore considering allowing food trucks to operate in that city. She said that one of the conditions being considered was a restriction that food trucks could not operate within 250 feet of an existing restaurant. Janice Penner noted there was concern about that restriction being challenged as a barrier to trade and that Riverside would be asking the City Attorney's office to monitor that.

5) Items for Discussion

5a) Approval of Budget for fiscal year July 1, 2014 to June 30, 2015

Janice Penner said that the budget followed the same format as in past years and that there were notes on the side for explanation. She commented that the membership numbers needed to be increased through a membership drive, and that the luncheons were increasingly successful since moving them to various restaurants. She said that the last page indicated timing of events and activities as well as the allocation of sponsorships outside of City Match monies.

Bill Gardner asked what was done for new businesses. Janice Penner said that a welcome package was sent out and Robbie Silver made a personal visit to those with storefronts.

MOTION: To approve the proposed budget for the fiscal year July 1, 2014 to June 30, 2015.

Motion made by: Bill Gardner

Motion Seconded by: Shelby Worthington

Motion carried.

6) Items for Information

6a) RDP activities

i) Restaurant Week

Janice Penner said that last year, Restaurant Week was just downtown but that this year it had expanded to the entire city. She said that the City was hosting the primary website, www.DineRiverside.com, and that there were over 60 restaurants registered with 21 of them from downtown. Robbie Silver noted that there were four downtown restaurants participating for the first time including Art's Bar and Grill, El Serape, and Farmer Boys. Janice Penner said that there was some additional follow-up required due to the registration process. She said that the Mission Inn Hotel and Spa was hosting the kick-off media event on June 13th at 10:30 am in the Music Room.

Janice Penner noted that RDP contributed \$4,000 as did ABP but the total advertising and promotional activities for Riverside Restaurant Week was in excess of \$30,000.

ii) City Hall Concerts

Janice Penner said that RDP was partnering with the City on concerts to be held for 8 Tuesdays starting June 24th at the fountain near City Hall. She said that RDP and Arts and Cultural Affairs would be splitting the costs of the concerts which included stipends for the performers and posters and postcards to promote the event.

iii) Other activities

Janice Penner said that City Staff had not yet issued the RFP for the Clean and Safe programs and that based on their advice, the RFP would not likely be issued until early summer.

Janice Penner said that RDP had created a special dining guide for Fox PAC and RMA patrons that would be stored at the Fox PAC box office for distribution to theater goers as well as through mailings. She said that the City contributed \$750 towards the cost of the special dining guide and their logo was on the guide. She said that RDP was working with Live Nation on various promotions.

Janice Penner said that staff was working with the 66'ers Minor League baseball team on their Zombie themed June 12th game. She said that RDP was providing zombie volunteers as well as a zombie themed maze and activities in return for promoting the October Zombie event.

Janice Penner said that due to problems booking a headliner for the Summer Street Jam, the format for the event was changed to feature local bands as more of a festival. She said that a portion of the cost savings would be used for additional advertising.

Janice Penner said that she had been working with a consultant engaged by the Chancellor's Office of the California Community Colleges to assess training in the retail, tourism, and hospitality industries. She said that she had connected him with various businesses as well as with Riverside City College. Andy Melendrez said that Moreno Valley City College used to offer a certificate in the hospitality industry and that he understood that the Art Institute in San Bernardino offered training as well. Wolde-Ab Isaac said that RCC had training in the pipeline.

Janice Penner said that RDP would be pursuing offering tours of downtown with participating businesses. She said that unlike a 'Taste of' event, there would be no financial exposure.

7) Financial Reports

7a) Financial report at May 31, 2014

Stephen Wollman reported that the financial report for the month of May showed a loss of \$8,054 compared to an expected loss of \$12,361 with the variance due to higher than expected BID levy income. He said that for the year to date there was a loss of \$47,093 compared to an expected loss of \$36,748 with the negative variance of \$10,345 attributable to additional promotional expenses, increased usage of the parking token discount program, and lower than budgeted annual membership revenue offset in part by higher than expected BID levy income.

Stephen Wollman said that the organization had \$364,000 in cash which was invested appropriately and was in good financial position. Janice Penner said that the financial results at the end of the year would depend on the BID levy income received in June. She said that if the payment was as budgeted, there would likely be a small deficit.

MOTION: To accept the financial report at May 31, 2014

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

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner said that there was a budget workshop as part of the City Council meeting. He said that the general fund budget was about \$240 million and that certain items were not included at the desired level such as library materials and the School for the Arts. He said that there would be another opportunity for people to comment on the budget during the

evening Council meeting on June 24th. He said that Council did not want to drop the reserves below 15% as doing so would affect the City's bond rating.

Councilman Mike Gardner said that one decision was not to continue the Livability Task Force that had been implemented in the current fiscal year to address transients, panhandlers and code violations at an additional cost of \$3 million. He said that money that had been allocated in the current year but not used would be carried over and used to continue one of the teams. He said that the initiative did have its detractors but that overall it was being quite effective in dealing with livability issues.

Councilman Mike Gardner said that there would be thousands of people in Riverside for the AYSO games and that there would be soccer themed fireworks on July 4th in appreciation.

Bill Gardner asked about the audit of the Sewer Fund. Councilman Mike Gardner said that he felt it was fine but that enough questions had been raised so that it was likely best to address them. He said that loans had been made from the Sewer Fund in accordance with guidelines and the audit would confirm that.

Chuck Beaty asked about housing for the AYSO games. Debbi Guthrie said that people were staying at hotels outside the City due to there not being enough rooms with an overlap of events. Councilman Mike Gardner said that there was likely enough demand for another downtown hotel and that the Utilities Plaza and the Marketplace were probable sites.

8b) Ward Two

Councilman Andy Melendrez said that one of the things he looked at during the budget review process was the opportunity to generate revenue. He said he felt that the Sports Commission should be expanded so that more sports events could be secured. He said that sports events generated significant tax revenue and that additional revenue would more than pay for the expansion of the Sports Commission. He said that without generating additional revenue, the City would continue to find it difficult to fund worthwhile programs such as the School for the Arts. He said that a group of individuals were fundraising for the School and consideration was being given to establishing a non-profit to take it over.

Councilman Andy Melendrez said that the Santa Fe Depot building was in escrow and that the purchaser was looking at putting in a school of cosmetology. He said that one of the concerns raised was the number of homeless in the area. He said that there was also interest in the vacant packing house closer to the Ironworks Building, and in building some residential units on the vacant land nearby.

Councilman Andy Melendrez said that there was a charter school interested in coming to the Eastside. He said that the school was interested in being nearby the School for the Arts.

Chuck Beaty commented that there were schools in the RUSD system that could take up the slack in music and arts programs.

9) Security Update

Vance Hardin said that the police had apprehended the individual who had murdered and dismembered a female victim. He said that they had been fortunate in that someone provided information on the individual's actions. He said the crime was not related to the apartment block

where the individual lived but to the circumstances themselves.

Vance Hardin provided statistics on the results of the Livability Task Force. He said that there were now two additional officers on Main Street on foot patrol and that the officers had instructions to be proactive with downtown businesses.

Vance Hardin said that the police were working with Live Nation on security for various concerts at the Riverside Municipal Auditorium. He said that the police were pleased with the cooperation from Live Nation. He said that by being proactive, RPD had avoided a number of problems encountered by other venues with the same performers, particularly when there were gang connections. Councilman Andy Melendrez and Shelby Worthington commented on similar situations they had encountered.

Shelby Worthington asked about RPD extending the security coverage once the concert had ended. Vance Hardin said that the police did patrol once the concerts were over as they recognized that concert attendees would patronize the bars afterward.

10) City Community Development Department Update

Al Zelinka was unable to attend so there was no report.

11) Arlington Business Partnership Update

Andrew Guerra was unable to attend. Janice Penner said that the report on the Chili Cook-off was that there were 40,000 people and 105 vendors, and that the event generated a small surplus. She said that ABP purchased tablets so that they could process credit card payments.

Janice Penner said that ABP was looking to hire a part-time marketing person and asked people to let her know if they had potential candidates.

12) New Business

Janice Penner passed out posters and flyers.

Bill Gardner advised that he would be holding an introductory welding class.

13) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for July 9, 2014