



## Minutes

**Present:** Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Andrew Lararz, Bob Nagle, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, Teresa Rosales, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Shelby Worthington, Al Zelinka

**Excused:** Cynthia Azari, Charlie German, Marty Lueking

**Absent:** Chuck Beaty, Miguel Cruz, Nanci Larsen, David St. Pierre, Cherie Russell

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Charity Schiller called the meeting to order.

### 2) Self Introductions and Public Comment

The Board congratulated Stan Morrison for receiving the City of Riverside's 2012 Spirit Award.

Patrick Brien said the Mayor's Celebration for Arts and Innovation would be held on Saturday, October 12<sup>th</sup> at the Fox Performing Arts Center.

Councilman Mike Gardner said Riverside Mayor and City Council Regatta and BBQ would be held on Saturday, June 22 from 11 am to 2 pm at Fairmount Park.

### 3) Minutes of May 8, 2013

**Motion:** To accept the Minutes of the Meeting of May 8, 2013

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller noted that Measure A passed allowing the City to continue to transfer certain funds received through Riverside Public Utilities to the general fund.

### 5) Items for Discussion

#### 5a) Approval of Budget for fiscal year July 1, 2013 to June 30, 2014

Janice Penner highlighted certain details of the budget. She noted that the budget for the upcoming fiscal year was balanced. She said that RDP projected a slight increase in BID levy income based on prior years experience and included the expected County Supervisor sponsorship income.

Janice Penner explained that the deficit for the current fiscal year was due to unbudgeted but approved expenses such as additional sponsorships and advertising. She said the CDA conference would be held in San Diego and that RDP had budgeted for staff and Board members to attend the conference. She noted that RDP had saved \$2,000 a year by holding

Board meetings at The Center for Arts and Philanthropy rather than the Marriott Hotel.

Janice Penner said Fashion's Night Out was on hiatus for 2013 but RDP would pay the registration fee for 2014 in the 2013 fiscal year. She said that based on the cost benefit analysis, Love in Riverside would no longer be an event as there was insufficient return. She said that RDP had added Summer Street Jam as a free outdoor summer concert to be held on August 3<sup>rd</sup>. She said RDP had allocated sponsorship funds towards the Mayor's Celebration for Arts and Innovation as well as The Long Night of Arts and Innovation, noting that the sponsorships provided in the current fiscal year had not been budgeted although approved.

Charity Schiller asked if there were any additional questions regarding the budget and then called for a motion to approve the budget.

**Motion:** To approve the proposed budget for the fiscal year July 1, 2013 to June 30, 2014.

**Motion made by:** Kirk Lewis

**Motion Seconded by:** Bill Gardner

**Motion carried.**

## **6) Items for Information**

### **6a) RDP Activities**

#### **i) Events**

##### **(1) Restaurant Week**

Janice Penner advised that 20 restaurants were participating in Restaurant Week Downtown Riverside including the four restaurants located inside the Mission Inn Hotel and Spa and the Bakery Café inside the Hyatt Place Hotel. She commented on the media coverage regarding Restaurant Week including the cover photo and story in Riverside Magazine and articles in the Press-Enterprise. She noted that the City was allowing distribution of the postcards for Restaurant Week at their free 'Tribute Band Thursdays' at the Box at the Fox Entertainment Plaza.

Janice Penner added that RDP was looking at doing a themed food and fashion event in partnership with the Riverside Arts Council in January 2014 at the Box.

##### **(2) North Park**

Janice Penner said RDP was working with Cosme Cordova on several events at North Park. She said the events included ARTnival which took place on June 1<sup>st</sup> and First Fridays planned for June 7<sup>th</sup>, July 5<sup>th</sup>, and August 2<sup>nd</sup>. She said RDP would be assessing the success of these events as the intent was to draw people to the area who would patronize the Marketplace restaurants.

##### **(3) Movies on Main**

Janice Penner said the fourth annual Movies on Main series would take place every Thursday beginning on July 11<sup>th</sup> and ending on August 14<sup>th</sup> on Main Street between University and Mission Inn Ave. She said RDP did not allow vendors at the event except for businesses within the BID and non-profits wanting to provide information to attendees such as the Riverside Community Health Foundation.

##### **(4) Mission Inn Kickoff Classic Football game California vs. Texas.**

Janice Penner said RDP was working with the Riverside Sports Commission on partnering with the Riverside County Outlaws Semi-Pro Football team. She said the team planned to host a

kick-off party in downtown Riverside for their July 13<sup>th</sup> and 20<sup>th</sup> games versus Texas and Arizona at Ramona High School stadium.

#### **(5) Summer Street Jam**

Janice Penner said the Summer Street Jam was planned for Saturday, August 3<sup>rd</sup> on Orange Street between University Avenue and Mission Inn Ave between 2 pm and 9 pm. She said that nine downtown hospitality establishments were participating and would be contributing \$500 each towards entertainment for the event.

#### **(6) Fireball Run**

Janice Penner said RDP was working with the Riverside Visitors and Convention Bureau and the City of Riverside on the event scheduled for September 28<sup>th</sup> in downtown Riverside. She said that RDP would be contributing the cost of showing the movie, Cars 2, outdoors that evening.

#### **i) Other**

Janice Penner said Robbie Silver had arranged for two CBU professors to host a social media workshop on Tuesday, September 17<sup>th</sup> at 9 am at the Center for Arts and Philanthropy.

Janice Penner said RDP would be posting videos of the Destination STYLE Spring Fashion Show on the Facebook page. She said the videos contain interviews with Mayor Rusty Bailey, Councilman Mike Gardner, and Charity Schiller among others.

Bill Gardner commented on the Caesar Chavez memorial dedication ceremony. Janice Penner said that although RDP did not provide funds for the monument, \$500 was contributed towards the events surrounding the dedication ceremony.

### **7) Financial Reports**

#### **6a) Financial report at April 30, 2013**

Stephen Wollman gave the financial report for May 31, 2013 which showed a loss of \$30,359 compared to an expected surplus of \$4,123 for the month.

Stephen Wollman said the financial report showed a year to date loss of \$66,275 compared to an expected loss of \$18,521. He said the negative variance year to date was due largely to BID levy income being \$20,597 less than expected and approved but unbudgeted expenses.

Janice Penner noted that total unbudgeted but approved expenses to date included additional sponsorships (\$7,500), security cameras (\$10,000 plus \$9,900), pergola lighting (\$4,500), and additional advertising (\$9,000). Stephen Wollman said RDP would be receiving the City Match money for the next fiscal year likely in August, noting that BID levy income had been received late in past months and shown as an Accounts Receivable. Councilman Mike Gardner said he would follow up with the City's Finance Department if needed.

**MOTION:** To accept the financial report at May 31, 2013

**Motion made by:** Patrick Brien      **Motion Seconded by:** Stan Morrison

**Motion carried.**

## **8) City Council Updates**

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

Councilman Mike Gardner discussed the proposed renovations to the downtown library that had been presented at Council. He said a public survey would be conducted next year to discuss possible funding sources to proceed with the renovations.

Councilman Mike Gardner said the grand opening of Ryan Bonaminio Park would be held on Saturday, June 29<sup>th</sup>.

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

Councilman Andy Melendrez stressed the importance of adding programmable family activities on the plaza of the downtown library as a means of discouraging loiterers.

Councilman Andy Melendrez said Euphony would hold its grand opening on Friday, June 21<sup>st</sup>.

Councilman Andy Melendrez said that the music school at Cesar Chavez was still seeking monetary donations as well as instruments.

Councilman Andy Melendrez gave an update on Lee's Sandwiches and In N Out coming to University Avenue.

## **9) Security Update**

Vance Hardin reported on grand theft auto crimes in the downtown area. He said GTA incidences were down 43% from last year. He also reported that burglaries were down 58% from last year. He said the Riverside Police Department would continue to work on reducing crime but that robberies, burglaries, and car theft were still issues in the downtown area.

Vance Hardin said he was approached by the owner of Maxi Foods who was interested in installing cameras around the store. He added that drug dealing and alcohol issues were an issue near that area.

Teresa Rosales asked for an update on the Mt. Rubidoux vehicle break-ins. Vance Hardin said that vehicle break-ins were still an issue surrounding the mountain. He said that one suspect had been arrested who was responsible for several of the vehicle break-ins.

## **10) Redevelopment Update**

Al Zelinka said the City received two proposals for a clean and safe strategy as part of the downtown entertainment district that was part of the Downtown Strategic Plan update. He also reported that the City is currently in the process of updating their sign code.

Al Zelinka said Hero's Bar and Grill would be opened by the end of July. He mentioned that there was a proposal from Ratkovich properties to redevelop the Imperial Hardware building with retail and residential space.

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

Teresa Rosales reported that 40,000 to 45,000 people attended the Chili Cook-Off and Classic Car Show. She mentioned that Applebee's Downtown Riverside took third place in the restaurant category for chili.

Teresa Rosales said that ABP hired a new administrative assistant.

**12) New Business**

Bill Gardner said Simple Simon's had a couple chairs stolen and could not get a response from the City. Janice Penner said she would follow up Public Works. Councilman Mike Gardner also suggested reporting the incident to 311.

Stan Morrison said Riverside's Got Talent would be held on Sunday, June 23<sup>rd</sup> at 6 pm at the Riverside Auditorium and Events Center.

**13) Adjournment and next meeting date**

Charity Schiller adjourned the meeting until the next one scheduled for July 10, 2013.