



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Lyn Cloninger, Miguel Cruz, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Barry Hildebrandt, Jeff Kraus, Greg Lackey, Kirk Lewis, Shalini Lockard, Marty Lueking, Chris Manning, Andy Melendrez, Oscar Moreno, Stan Morrison, Sharon Sola-Ahluwalia, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Teresa Rosales for ABP

Excused: Cynthia Azari, John Field, Emilio Ramirez, Charity Schiller, Shelby Worthington,

Absent: Bob Nagle, David St. Pierre, Cherie Russell

Staff: Janice Penner

1) Call to Order

In the excused absence of the Chair, Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

Marcia Campbell noted that she was the only CPA in the Inland Empire that served seniors and that she was looking for an experienced bookkeeper.

Marty Lueking advised that Electronics Warehouse had a new line of security cameras that were much easier to use.

Chris Manning advised that he and Lisa Williams would be rotating out of the North Area in July.

Greg Lackey advised that the new Center for Social Justice would be formerly opened on July 27th.

Bill Gardner advised that the Kiwanis Club would host their annual Turkey BBQ on September 20th.

Jeff Kraus said that 5,000 students were graduating that weekend from UCR and half were the first to graduate from university in their families.

3) Minutes of May 9, 2012

Motion: To accept the Minutes of the Meeting of May 9, 2012.

Motion made by: Chuck Beaty **Motion Seconded by:** Kirk Lewis

Motion carried.

4) Chair's Report

Kris Whitehead said the report would be deferred until the next Board meeting.

5) Items for Discussion

5a) Presentation by Mayor Ron Loveridge

Mayor Ron Loveridge thanked RDP for its work in the downtown, noting that a great city had a great downtown and a good downtown association. He said that when he became the Ward One

councilor, there was no downtown association. He said that the loss of redevelopment meant that work by organizations like RDP became more important.

Mayor Loveridge talked about Riverside's achievements, including participating in the competition for the Most Intelligent Community of the Year and the cities that had been included in the competition. He passed out lapel pins to commemorate Riverside's being chosen as number one.

Mayor Loveridge said that he had asked to speak to the Board to request that RDP take on a goal that he considered very important. He said one of the aspirations included in the 2025 General Plan was to have 5,000 new housing units in downtown. He hoped that RDP would take that aspiration as a goal to work towards. He said that successful downtowns had residential areas that were a source of customers and users. He said that Steve Hayes, the City Planner, had done research that indicated that 5,000 new units was a realistic goal and passed out a report from Steve Hayes to support that statement. He passed out an article that dealt with attracting younger professionals to downtowns, noting Richard Florida's book on the benefits of the creative class to downtowns. He concluded by asking RDP to adopt the goal of 5,000 new housing units downtown by the year 2025.

Bill Gardner said that he had read about people coming back to the urban core for a number of years and said that it appeared that the inward migration had reached a tipping point. Mayor Loveridge agreed, saying that in many cities, moving downtown would not have been attractive until recently. Chuck Beaty asked what type of housing was being contemplated, noting that the push had been for single family units for years. Mayor Loveridge said that he felt it needed to be a mixture with single family units in certain areas and multi-family in others. Chris Manning said that there was a perception that multi-family units caused safety problems but community efforts had changed that. Mayor Loveridge agreed, citing University Avenue as an example, and noting that those efforts had been achieved through redevelopment.

Janice Penner said that the request would be taken to the Executive Committee for consideration and possible referral to the Board. Kris Whitehead thanked Mayor Loveridge for his presentation.

5b) Proposed Budget for fiscal year July 1, 2012 to June 30, 2013

Marcia Campbell explained the process for preparing the budget, noting that the budget had been reviewed by the Finance Committee and then the Executive prior to coming to the Board. She said that the budget included an increase for office staff and the Ambassadors. She asked Janice Penner to explain how overhead was allocated.

Janice Penner said that salaries were allocated to the various categories with the exception of the City matching monies. She explained that overhead was also not allocated to the City matching monies so that 100% of the monies were reinvested in the BID. She said that rather than allocating overhead, a deficit was shown in the Administration category that was funded by the surplus shown in the other categories.

Marcia Campbell asked for questions. Bill Gardner said that he had requested at a prior Board meeting that RDP consider a contribution to the Cesar Chavez monument. He said that he understood that it had gone to the Cultural Committee for review but he hadn't seen the recommendation. He made a motion that the budget include a contribution of \$5,000 towards the monument. Marcia Campbell asked Janice Penner to respond. Janice Penner said that the request for a contribution to the Cesar Chavez monument had gone to the Cultural Committee who had

recommended that RDP not make a contribution as it was felt that it was not appropriate to allocate BID levy money or City matching monies towards a monument and RDP had never done so in the past. She said that the recommendation from the Cultural Committee went to the Executive Committee who agreed with their recommendation to not make a contribution.

Bill Gardner said that regardless, he wished to make the motion and ask for a second. Councilman Andy Melendrez said that he would second the motion and stated that he was Co-Chair of the monument committee. He said that he felt that the monument would be a real benefit to the community.

Motion: That RDP make a contribution of \$5,000 to the Cesar Chavez monument.

Motion made by: Bill Gardner **Motion Seconded by:** Andy Melendrez

Patrick Brien said that the Cultural Committee felt RDP's monies were best used to sponsor programs and events and that funding the monument would set a precedent, particularly as RDP had not sponsored any of the previous monuments. Bill Gardner said that RDP had sponsored infrastructure in the past such as physical improvements and the murals, and that he felt the argument about setting a precedent was inconsistent as RDP would never do anything new in that case.

Marcia Campbell suggested that the issue go back to the appropriate committees, noting that the budget being considered was balanced. She said that RDP had reserves that could be used for special projects that were approved. Janice Penner agreed, stating that the budget notes indicated that rather than allocating monies for special projects within the budget, the recommendation was that special projects go through the appropriate process for funding from reserves.

Chuck Beaty said that he had been part of the fundraising process for the majority of the monuments on Main Street and that it had never been thought that the monuments would be funded through the City or an organization such as RDP. He said that he had not heard much about the Cesar Chavez monument or the fundraising efforts and that he suggested that RDP promote fundraising by private citizens. Janice Penner said that RDP would promote the monument and fundraising efforts in the BID Bulletin. She said that they could also have the monument as a topic at one of the monthly luncheons.

Bill Gardner said that he would withdraw the motion and Councilman Andy Melendrez agreed. Janice Penner said she would take it back to the committees for review.

Motion withdrawn.

Marcia Campbell asked for a motion to approve the budget.

Motion: To approve the proposed budget for the fiscal year July 1, 2012 to June 30, 2013.

Motion made by: Justin Tracy **Motion Seconded by:** Patrick Brien

Motion carried unanimously.

6) Items for Information

6a) Riverside Auditorium and Entertainment Center

Sharon Sola-Ahluwalia advised that the last event at the Convention Center would be held that Friday. She said that about 70 employees would no longer be employed due to the closure. She said that they would be moving into the Auditorium by June 20th and that the first event

would be July 11th with the California Mineralogical Convention. She said the Convention Center had about 35,000 square feet of space compared to 18,000 square feet at the Auditorium, including the outdoor veranda. She said that the number of people that could be accommodated would be smaller at events as a result of the smaller space. She said that her staff and clients had to think outside of the box to figure out how to hold certain large events like the Mayor's Annual State of the City luncheon. She said that one example was using long banquet style tables rather than round tables and using the stage area as well as the main floor for seating.

Sharon Sola-Ahluwalia said that the renovation of the Auditorium had turned out beautifully and they were excited about having events there. She said the character of the original 1928 building had been maintained. She said that the Auditorium would hold about 1,600 people theater style. She said the only break-out rooms were limited to the garden room with the outdoor veranda. She said that the top tower room was unfortunately unable to be used as it was not ADA accessible.

Sharon Sola-Ahluwalia said that she would be working with Janice Penner to see if the July Board meeting could be held at the Auditorium so that the Board could see the renovations. Janice Penner said that they would also be looking at having the September monthly luncheon at the Auditorium.

Chuck Beaty asked if the Art Museum or the church next door could be used for break-out rooms. Sharon Sola-Ahluwalia said that they were exploring the possibility. She said that they were also looking at other types of events for the Auditorium.

Marty Lueking asked about parking. Sharon Sola-Ahluwalia said that the City would be providing Lot 27 across the street and that the City had also put in more 90 minute parking spaces nearby. She said that they also could arrange for valet parking. Marty Lueking said it would be helpful to let the churches know about events at the Auditorium so that they could arrange overflow parking. Janice Penner noted that Auditorium events would be listed in the calendar insert in the monthly BID Bulletin.

Councilman Mike Gardner asked about the kitchens. Sharon Sola-Ahluwalia said that three trailers would be combined into one, located in the Auditorium parking lot, and connected to the Auditorium. She said that until the trailers were completed, they would be allowing outside caterers for those events requiring food.

Bill Gardner asked about the effects on Art Museum parking, noting that the Auditorium parking was mostly used by the Art Museum. Councilman Mike Gardner said that there were regular meetings with the Art Museum about parking and other issues.

6b) RDP activities

Janice Penner referred the Board to the notes to the agenda. She commented on certain items.

i) RCVB and Convention Center

Janice Penner said that the Aquatic Center was attracting thousands of visitors and that RDP was working with the RCVB to provide guides to the attendees at the various competitions at the Riverside Aquatic Center.

7) Financial Reports

7a) Financial report at May 31, 2012

Marcia Campbell said that the deficit was lower than anticipated due to reallocation of certain qualifying expenses to City matching monies.

Motion: To accept the financial report as at May 31, 2012.

Motion made by: Bill Gardner **Motion Seconded by:** Mike Gardner

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner said the second phase of the old M Sole project was being looked at by a developer who was interested in a mixed use project with retail on the ground floor and residential above and an interior parking structure. He said that the property was owned by the bank and that the buildings on the property either had been or would be removed with the exception of two historic homes that would be relocated. He said that it was not a City project but a private project.

Bill Gardner suggested that the City research the possibility for tenants in the Main Street buildings owned by the City to acquire the buildings. Councilman Mike Gardner said that the City likely would not be able to do so due to the restrictions on redevelopment. Bill Gardner said that he would look at having a real estate agent could do the research.

8b) Ward Two

Councilman Andy Melendrez said that in response to Bill Gardner's suggestions, he had been advising tenants in City owned buildings on University Avenue about the process for disposition and on how they could get involved if they choose to.

Councilman Andy Melendrez said that there was a building behind the Metrolink Station that had been purchased and would be renovated to a solar panel factory, bringing in about 300 jobs. He said that permits would be probably pulled within 60 days. He said that there was a new health clinic on University near Park that was expected to open soon. He said the UEI was expanding their programs.

Councilman Andy Melendrez advised that the Sycamore Canyon Trail would be adding an interpretive center within the next 12 months.

9) Security Update

Chris Manning said that there had been a spike in stolen vehicles in the North Side. He said that the average recovery period was about seven days. He added that Hondas were the vehicle of choice and cautioned people to lock their cars.

Chris Manning said that there had been an issue at the last Arts Walk with Victory Outreach Church out promoting an event with a loudspeaker. He said that he had spoken to the minister at the church and advised him that the action was not allowable. He said that the police had also arrested two adult taggers who had tagged the Life Arts Building.

Michelle Freeman said that several people had set up tables in front of the building adjacent to hers during Arts Walk and that when the owner called the police to come out, she was advised to call Code Enforcement but they weren't on duty after 5 pm. Janice Penner said she had noticed the tables and had called Patrick Brien and the Ambassador to report it. She said the Ambassador had worked with the police on duty and the people had removed the tables and left. She advised Michelle Freeman to call the Ambassadors on duty or to call her if it occurred in the future.

10) Redevelopment Update

As Emilio Ramirez was unable to attend, there was no update.

11) Arlington Business Partnership Update

Teresa Rosales said that the Chili Cook-off was a great event with an increase in attendees, participants, and cash and in-kind sponsorship.

12) New Business

Janice Penner advised that RDP was hiring a Communications and Events Liaison and distributed a position description, asking Board members to refer candidates.

Janice Penner advised that RDP was revamping its website and that she would advise the Board when the site went live.

13) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for July 11, 2012 at 7:30 a.m. and advised the Board to check the location as it could be held at the Auditorium.