



## Minutes

**Present:** Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Gerald Douglass, John Field, Michelle Freeman, Bill Gardner, Lynn Anderson for Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Nanci Larsen, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington.

**Excused:** Cynthia Azari, Andrew Lararz, Bob Nagle, Ellie Uli, Al Zelinka

**Absent:** Marty Lueking, Cherie Russell

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Charity Schiller called the meeting to order.

### 2) Self Introductions and Public Comment

David St. Pierre said Delights & Invites moved to its new location at Aurea Vista.

Janice Penner said a tree will be planted in memory of Russ Walling which will be located at Rutland Park off Jurupa Ave. She said it would be next to the tree that had been planted in memory of LouElla Walling by RDP.

### 2a) Introduction of New Board Members

Charlie German and Nanci Larsen introduced themselves as the new additions to the RDP Board of Directors.

### 3) Minutes of February 13, 2013

**Motion:** To accept the Minutes of the Meeting of February 13, 2013

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller thanked the board members who attended and supported RDP's Annual Meeting and Awards Ceremony held on Thursday, February 21<sup>st</sup>.

### 5) Items for Discussion

#### 5a) Approval of amended Board Resolution regarding bank procedure

Charity Schiller stated that at the last Board meeting, the Board approved a resolution to no longer require Citizens Business Bank to confirm that there were two signatures on checks over \$2,000 and all payroll checks.

Charity Schiller advised that at the last RDP Executive Committee, it was recommended that the

policy that all check signers be on the Executive Committee be adopted for transparency purposes. She advised that as the RDP Executive Committee approved the policy, the Board Resolution previously adopted needed to be amended to change the names of authorized signers.

**Motion:** That Citizens Business Bank can accept for payment any check with one of the authorized signatures on the Riverside Downtown Partnership signature card, specifically Janice Penner, Charity Schiller, Justin Tracy, and/or Marcia Campbell. The Riverside Downtown Partnership will continue its own internal procedure regarding check signing authority.

**Motion made by:** Bill Gardner    **Motion Seconded by:** Kirk Lewis

**Motion carried.**

#### **5b) Budget and Strategic Plan Update – Board input**

Charity Schiller said RDP's Strategic Plan was based on a three year cycle. She said the current Strategic Plan would last through 2013. She said the preliminary planning process for the Strategic Plan for 2014 to 2016 would begin this fall and encouraged board members to send their input to Janice Penner. She said the suggestions would then go to the Executive Committee for review and referral to one of RDP's committees if appropriate.

### **6) Items for Information**

#### **6a) Recap of Annual Meeting and Awards Ceremony**

Janice Penner advised that the attendance was up from last year with 155 people in attendance. She stated that RDP did increase the price of the ticket by \$5 but a combination of fewer sponsorships and additional costs resulted in a loss of just over \$300. She said while the event was not a fundraiser for RDP but a showcase of downtown achievements; the goal was to break even on the event. She said that RDP would be seeking additional sponsorships for the 2014 Annual Meeting.

Janice Penner said overall the event went very well and received positive comments from both honorees and attendees. She mentioned that RDP was particularly pleased with the recognition of the Riverside Police Department and the North Area Neighborhood Policing Center officers.

#### **6b) RDP activities**

##### **i) Destination Fashion District Initiative –**

Janice Penner advised that Vogue announced that there would be no Fashion's Night Out in 2013 in the U.S.A. although it will be held in select other countries. She stated RDP was not able to do an independent event as Fashion's Night Out was a branded event and the name and event could only be used with permission.

Janice Penner said RDP would be working with the Fashion Committee to move the Fall Fashion Show up to the first Thursday in October and connect it with the Long Night of Arts and Innovation event in the following week. She said RDP would also pursue continuing the RDP Fashion Star design competition but extending it beyond Art Institute students, and continuing the hair styling competition.

## ii) Other

Janice Penner advised that RDP was planning to partner with the downtown hospitality establishments on a summer concert that would celebrate the anniversaries of Menagerie, Lake Alice, and Mission Tobacco Lounge, and recognize the various new hospitality establishments opening in the downtown area including D-Dogs, Euphony, and ProAbition.

Janice Penner mentioned that RDP was a sponsor of the Great College Race held in downtown Riverside Sunday, March 3<sup>rd</sup>. The \$500 sponsorship provided logo recognition on all materials and a booth at the event. Robbie Silver was the staff representative at the event promoting upcoming RDP activities and events.

Janice Penner added that RDP purchased a table to the Chief's Breakfast on March 7<sup>th</sup> to support the police department. She said the table of 10 was filled with staff and board members.

Janice Penner said RDP's Easter Egg-Stravanga would take place on Saturday, March 30<sup>th</sup> from Noon to 4 pm. She advised that the event was listed on the community calendar on the City's website and in the Explore Riverside newsletter distributed to residents. She mentioned that flyers would be distributed to Park and Recreation centers and to the downtown library.

## 7) Financial Reports

### 7a) Financial report at February 28, 2013

Charity Schiller and the board thanked Marcia Campbell for her work as Treasurer last year.

Stephen Wollman stated that the financial report at February 28, 2013 showed a surplus of \$20,059 compared to an expected loss of \$2,656. He noted that the variance was due largely to BID income that was higher than budgeted and to the timing of certain expenses for the Annual Meeting and Awards Ceremony.

Stephen Wollman said that the financial report showed a year to date loss of \$19,664 compared to an expected loss of \$2,497. He said that the variance was due to several factors including lower than budgeted BID levy income, unbudgeted but approved additional sponsorships, purchase of three security cameras for the downtown area, and timing of certain expenditures, and that timing variances should be resolved by the financial year end.

Stephen Wollman advised that RDP staff was working on compiling a list of organizations benefiting from RDP activities for the membership drive.

Janice Penner said that the City had determined the T3's purchased in 2007 were surplus assets, and a report was going to City Council to have them transferred back from RPD to RDP. RDP would then dispose of them and use the funds for additional security cameras.

**Motion:** To accept the financial report at February 28, 2012

**Motion made by:** David St. Pierre **Motion Seconded by:** Stan Morrison

**Motion carried.**

## **8) City Council Updates**

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

Lynn Anderson said Councilman Mike Gardner could not attend the board meeting because he was out of town.

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

Councilman Andy Melendrez stated that Lee's Sandwiches was under construction at the corner of Ottawa and University Avenue across from United Education Institute (UEI) vocational school. He advised that discussions were underway about an In-N-Out at the corner of University Ave and Iowa as the current tenant, Coco's, did not renew their lease.

Councilman Andy Melendrez stated that a 1,200 square foot educational facility would be added to Sycamore Canyon Wilderness Park. He also added that the UCR Athletics department would be hosting a fundraiser on Saturday, April 20<sup>th</sup> at Ramona High School.

## **9) Security Update**

Vance Hardin said he received complaints regarding drug dealings in the downtown area. He said several suspects were apprehended during an undercover exercise. He said that grand theft auto was an issue in the downtown area and throughout the City, as was copper thefts. Chuck Beaty mentioned that the freeway construction on the 91 and 60 seemed to provide more opportunities.

Janice Penner said that the Marketplace Security Committee met on Tuesday, March 12. She said a discussion took place regarding homeless in North Park and feedings. She advised that North park would be gated and closed to the public on weekends. She said that the Marketplace Security committee discussed installing two security cameras at the corner of Mission Inn Ave and Vine that RDP would fund.

## **10) Redevelopment Update**

Al Zelinka was not in attendance.

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

Teresa Rosales passed around flyers for the upcoming Chili Cook-Off. She said the first place winner would be awarded \$1,000. She also mentioned that contestants could compete for charity.

Teresa Rosales advised that ABP had moved to the corner of Indiana and Harrison.

Teresa Rosales said ABP had completed its bus stop shelter project. She said the project made the Arlington area more visually pleasant for people who shop within the BID. Janice Penner said that ABP had been active in physical improvements.

**12) New Business**

Stan Morrison said a prayer breakfast would take place on Friday, March 30 at 7:00 am at Woodcrest Christian School.

**13) Adjournment and next meeting date**

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