



## Minutes

**Present:** Cynthia Azari, Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, John Field, Michelle Freeman, Bill Gardner, Mike Gardner, Charlie German, Tera Harden, Bryan Dailey for Vance Hardin, Jeff Kraus, Nanci Larsen, Andrew Lararz, Bob Nagle, Kirk Lewis, Shalini Lockard, Stan Morrison, Teresa Rosales, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Shelby Worthington, Al Zelinka

**Excused:** Gerald Douglass, Marty Lueking,

**Absent:** Barry Hildebrandt, Andy Melendrez, Cherie Russell

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Charity Schiller called the meeting to order.

### 2) Self Introductions and Public Comment

Kris Whitehead said that Curves would be hosting their annual blood drive on Thursday, May 16<sup>th</sup> from noon to 6 pm.

David St. Pierre said Totally Mt. Rubidoux would be hosting a community BBQ at White Park on Sunday, May 19<sup>th</sup> from noon to 4 pm.

### 3) Minutes of April 10, 2013

**Motion:** To accept the Minutes of the Meeting of April 10, 2013

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller reported that according to Forbes, Riverside was identified as a top 10 city for happy young professionals. She said she would forward the article to Janice Penner to distribute to the Board.

### 5) Items for Discussion

#### 5a) Position on food trucks operating downtown

Janice Penner advised that The Riverside County Board of Supervisors was expected in the next while to consider allowing food trucks to operate in the County without being part of an event. She said a poll of downtown restaurants indicated that the majority were opposed to this as they felt it would be detrimental to their business, particularly with new restaurants opening.

Janice Penner said it was being proposed that RDP take the position that there be no change in the current policy regarding the operation of food trucks and that they only be allowed to operate as part of a special event. She said that the Board might wish to restrict their position to downtown Riverside only, recognizing that there might be industrial areas that were

underserved in terms of dining options.

Councilman Mike Gardner said that since food trucks were banned within Riverside County, they were also banned within the city limits of Riverside except when they were part of a special event. He said there were certain parts of the City that were underserved due to lack of restaurants.

Charlie German asked who would enforce food trucks not operating near a restaurant if they were allowed within the City. He said he was concerned about the negative impact of having food trucks operate within the downtown area.

John Field discussed the County inspection process of food trucks, noting that there had been health violations in the past.

Shelby Worthington stated her concerns regarding food trucks in the City. She said if the policy was changed to allow food trucks within the City limits, the City would need to enforce regulations preventing them from operating within a certain distance of existing restaurants.

Chuck Beaty said that allowing food trucks especially in the downtown area would be detrimental to existing restaurants and deter new restaurants from coming to downtown Riverside.

Michelle Freeman said she supported the idea of having food trucks during special events.

Jeff Kraus suggested that the motion include food trucks participating in a special event pay any applicable BID levy.

**Motion:** That there be no change in the policy regarding the operation of food trucks in the City and County of Riverside and that food trucks only be allowed to operate as part of a special event. Further that food trucks operating in the City of Riverside as part of a special event be required to take out a City of Riverside business license for the event and pay any applicable BID levy.

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

**Motion carried with Councilman Mike Gardner abstaining.**

#### **5b) Position on timing of renovation of downtown library**

Janice Penner said that it had been suggested that RDP adopt a motion to support the renovation of the downtown library in the upcoming fiscal year and to urge the City Council to move forward. She said that RDP did have a motion of support for the renovation of the downtown library but without a specific time frame.

Janice Penner advised that the Executive Committee felt that the Board should discuss the suggestion and decide if RDP's position of support for the renovation of the library should include a specific time frame. Charity Schiller recommended that RDP support the renovation of the downtown library but not indicate during which fiscal year.

Bill Gardner expressed his support for the renovation of the downtown library. Councilman Mike Gardner added that the proposal would go to Council in June.

## **6) Items for Information**

### **6a) RDP activities**

#### **i) Events**

##### **(1) Destination STYLE Spring / Summer Fashion Show**

Janice Penner reported that over 20 retailers, five salons, and eight hospitality establishments with after parties participated in the Spring/Summer fashion show on Thursday, May 2<sup>nd</sup>. She said that RDP arranged for videotaping of the event and interviews prior to the show to be used to create two 'commercials' to be used on the website, Facebook, and in Council presentations.

Robbie Silver reported that the Destination STYLE social media accounts were growing in reach and public engagement. Charlie German said Applebee's had an increase in sales of 13% that evening.

##### **(2) Downtown Riverside Celebrates Cinco de Mayo**

Janice Penner said RDP partnered with Parks and Rec and Cosmo Cordova on the event in North Park on Saturday, May 4 from 2 pm to 6 pm. She said that Applebee's, Mi Tortilla, Old Spaghetti Factory, and Café Sevilla had a presence at the event which featured entertainment and artisans. She advised that RDP provided the funding for the event at a cost of about \$1,000 with Park and Rec waiving facility rental fees. She said the intent for next year was to replace the Cinco De Mayo event that occurred on the May Arts Walk and replace it with a Cinco De Mayo event at North Park.

Robbie Silver said about 150-200 people attended the event. Charlie German commented on the interactive entertainment. Janice Penner said Mi Tortilla and Old Spaghetti Factory advised that their sales increased that day.

##### **(3) Summer Street Jam**

Janice Penner said RDP had scheduled a free summer concert for Saturday, August 3<sup>rd</sup> from 2 pm to 9 pm with four bands. She said there were nine participating hospitality establishments that agreed to provide \$500 each towards the entertainment. She said that RDP was covering stage, sound, police, marketing, and permitting with the City. She added that the hope was to make Summer Street Jam an annual event to draw people downtown during the slower summer months.

#### **ii) Other**

##### **(1) Advertising**

Janice Penner said that the destination ad was now in the Westways magazine and calls were being received from people interested in the affordable weekend getaway. She added that the ad and commentary had been placed on the website to help guide people in putting together their own weekend getaway using RDP Guides, directory and Events Calendar.

Janice Penner said that one of the new destination ads had been revised to show that downtown Riverside was voted 'best Inland Empire downtown' by readers of the San Bernardino Sun and Redlands Daily Facts.

## **(2) Restaurant Week**

Janice Penner said Downtown Riverside Celebrates Restaurant Week would be held from June 20<sup>th</sup> to June 30<sup>th</sup> to encourage people to visit downtown restaurants. She stated that up to 20 restaurants were expected to participate and the promotion was the cover story in the May BID Bulletin.

Janice Penner said the Restaurant Committee had suggested a second event to be held in September. She said that the event would be a 'taste of downtown' with restaurants providing specific menu items and that Phood on Main had offered to have the event at their restaurant.

## **(3) Security Cameras**

Janice Penner said RDP would be installing two security cameras on the Raincross Square Building on Main near 5<sup>th</sup> Street. She said the cameras would be linked to the City's fiber optic network.

## **6) Financial Reports**

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

Stephen Wollman gave the financial report for April 30, 2013 which showed a loss of \$14,928 compared to an expected loss of \$13,037. He said the variance was due largely to the timing of certain expenses offset by slightly higher BID levy income for the month.

Stephen Wollman said the financial report showed a year to date loss of \$35,916 compared to an expected loss of \$22,645. He said the negative variance of \$13,271 year to date was attributable to unbudgeted but approved expenses that were partially offset by lower expenses in other categories and timing of certain expenses compared to budget.

A discussion took place regarding RDP's financial position including solvency. Stephen Wollman said that in terms of its balance sheet and long term trends, RDP was financially solvent. Justin Tracy said the Executive Committee made financially sound decisions and that RDP had financial reserves.

**MOTION:** To accept the financial report at April 30, 2013

**Motion made by:** David St. Pierre **Motion Seconded by:** Bill Gardner

**Motion carried.**

## **7) City Council Updates**

### **7a) Ward One**

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.

Councilman Mike Gardner said the City received 7 bids for the management of the Fox Theater and Municipal Auditorium.

Councilman Mike Gardner advised that the City was waiting for the results of the traffic analysis from Riverside Community Hospital to determine the outcome of the Brockton Ave Restriping Project.

Councilman Mike Gardner stated that the City of Riverside had banned medical marijuana dispensaries within the City limits and that the Riverside County Supreme Court had upheld that ban in its ruling. He discussed Measure A and the negative impact if it did not pass.

Chuck Beaty expressed his concerns if Measure A did not pass and how it would affect RUSD.

#### **7b) Ward Two**

Councilman Andy Melendrez was not in attendance so no Ward Two update was available

#### **8) Security Update**

Bryan Dailey discussed vehicle break-ins in the downtown area. He reported an increase in vehicle break-ins and thefts particularly around Mount Rubidoux. He advised that certain precautions should be taken such as hiding personal belonging.

Bryan Dailey reported on a multi-county burglary case that spanned a number of years and involved Los Angeles based gang members.

#### **9) Redevelopment Update**

Al Zelinka said the City would receive proposals for the sign code update on Friday, May 17<sup>th</sup>. He said the City contacted companies that had not submitted proposals for a clean and safe strategy to find out why they had not. He said that several would be submitting proposals as a result and that the updated proposals were due on Thursday, May 16<sup>th</sup>.

A discussion took place regarding changes to Temporary Use permits for hospitality establishments offering entertainment. Councilman Mike Gardner said the hope was to allow businesses to explore different entertainment options as a means of attracting new customers.

#### **10) Arlington Business Partnership Update**

Teresa Rosales said the ABP Chili Cook-Off and Car Show would be held on Saturday, May 25<sup>th</sup> on Van Buren BVL D and Magnolia Ave.

#### **11) New Business**

There was no new business.

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

Charity Schiller adjourned the meeting until the next one scheduled for June 12, 2013.