



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Bill Gardner, Debbi Guthrie, Vance Hardin, Jeff Kraus, Nanci Larsen, Andrew Lazarz, Kirk Lewis, Shalini Lockard, Bob Nagle, Andy Melendrez, Brian Percy, Cherie Russell, David St. Pierre, Charity Schiller, Justin Tracy, Kris Whitehead, Shelby Worthington, Ellie Uli, Emilio Ramirez for Al Zelinka

Excused: Mike Gardner, Barry Hildebrandt, Wolde-Ab Isaac, Stan Morrison, RJ Rodriguez, Steve Wollman

Absent: Miguel Cruz, Marty Lueking

Staff: Janice Penner, Robbie Silver

1) Call to Order

Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

Patrick Brien reminded the Board about the Mayor's Celebration coming up on Saturday and thanked Shelby Worthington for contacting the local bars and restaurants.

David St. Pierre said that he had brochures about the season of Riverside Repertory Theater.

Debbi Guthrie advised that the Riverside Convention and Visitors Bureau would be conducting a familiarization tour for meeting planners. She also advised that the Convention Center had a number of bookings for holiday parties but that there was still space available.

Chuck Beaty reminded the Board about the Mission Inn Run coming up on November 9th.

Bill Gardner asked the Board for nominations for the Old Riverside Foundation historic preservation awards.

Janice Penner asked the Board for suggestions for the RDP awards, noting that Bill Gardner had submitted several.

Kris Whitehead said that Curves was sponsoring a Halloween Candy drive for the Salvation Army. She said that Curves was also doing a Zumba-thon on October 17th at the outdoor roller rink to raise money for Breast Cancer awareness.

3) Minutes of September 8, 2014

Motion: To accept the Minutes of the Meeting of September 8, 2014

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

Motion carried.

4) Chair's Report

Kris Whitehead said that she would forego a report due to the agenda.

5) Items for Information

5a) Healthcare Seminar

Janice Penner said that RDP was doing a seminar on the Affordable Care Act at 9 am on Wednesday, October 22nd in the Mayor's Ceremonial Room at City Hall. She said that RDP was partnering with the City, the Arlington Business Partnership, the Black Chamber of Commerce and the Hispanic Chamber of Commerce. She said that Marcia Davalos from the Small Business Majority and others that were familiar with Covered California would be there to answer any questions.

5b) Shop Small Shop Local promotions

Janice Penner said that the City's Office of Economic Development was planning a number of Shop Small Shop Local promotions to build up to Small Business Saturday. She said that one of the promotions would be a presentation by Michael Gerber, author of the E-Myth series of books for small businesses. She said that RDP, ABP, and the City were partnering on bringing Mr. Gerber to Riverside on Wednesday, November 5th for a presentation at 7 pm in the City Council Chambers. She said that Rabbi Fuss of the Chabad Jewish Community Center made the contact and the Center would be included as a partner.

5c) RDP activities

i) Fall Fashion Show / Zombie Crawl

Janice Penner said the fall fashion show took place on Thursday, October 2nd with over 100 models and outfits on the runway. She said that for the first time, RDP had a special promotion to invite people back on Saturday for specials and giveaways including three baskets provided by RDP. She described a specific incident that occurred that caused a delay to the show's start but noted that the audience was not aware of the problem. She thanked David St. Pierre for being the MC.

Kris Whitehead remarked that it was a great show. Brian Percy asked how many attended the show to which Janice Penner responded about 800 not including RCC students. She said one discussion would be whether having the show on the same night as Arts Walk hindered or helped. She noted that media coverage and social media attention both significantly increased. Robbie Silver said social media reach on Facebook increased from 3,500 for the spring show to over 8,000 for the fall show, and Instagram followers were greater than Facebook likes.

Robbie Silver outlined some of the activities planned for the Riverside Zombie Crawl scheduled for Saturday, October 18th. He said that there would be Zombie themed carnival activities and the layout had been changed to allow more room for the parade of zombies versus survivalists. Janice Penner said that attendance was expected to be around 1,000 during the course of the event.

ii) Other programs and activities

Janice Penner said that the October luncheon would feature a presentation by RTA on the change to the grid system and be held at Heroes Restaurant and Brewery with Security Bank sponsoring. She said that the November luncheon featuring Lea Dessing of the City's Information Technology department would be held at the Hyatt Place hotel with Tilden Coil sponsoring.

Janice Penner said that staff had met with Gilbert Hernandez of Public Works and Jay Eastman

of Planning to discuss the feasibility of a taxi stand and the best location. She said that having a taxi stand would fit in well with the educational program the police were launching.

Janice Penner said that RDP was working with the City's Arts and Cultural Affairs Department on expanding the Festival of Lights map and schedule to include advertising by downtown businesses. She said the eight available spaces had been sold and \$1,600 had been raised to print additional copies for wider distribution. She said having a wider distribution was important to give visitors to downtown information about shops and restaurants.

Janice Penner said that Staff would be meeting with Councilman Mike Gardner and Jay Eastman of the Planning Department to start discussions about possible regulation of mobile retail trucks. She said that these trucks were a growing trend in Los Angeles and had started to migrate here. She said that Staff would bring the results of that meeting to the RDP Executive and then to the Board in preparation for RDP to take a position.

Janice Penner said that RDP was also working with Riverside Community Hospital on their February Heart Month luncheon and fashion show that would be held at the Riverside Convention Center on Saturday, February 28th. She said that the fashion show component would showcase downtown retailers.

7) Financial Reports

7a) Financial Report as of September 30, 2014

Janice Penner said that the financial report for the month of September showed a deficit of about \$8,900 compared to an expected deficit of \$14,800 due largely to BID levy income being greater than budgeted.

Janice Penner said that for the year to date there was a surplus of \$24,100 compared to an expected surplus of \$14,300 due largely to BID levy income being \$11,800 greater than budgeted. She noted that there were higher than expected expenses in categories such as promotion and security due to timing. She also noted that the RDP Annual Meeting and Awards Ceremony would be held in the Music Center at the Mission Inn Hotel and Spa and a deposit needed to be made.

MOTION: To accept the financial report at September 30, 2014

Motion made by: David St. Pierre **Motion Seconded by:** Debbi Guthrie

Motion carried.

7b) Financial review of fiscal year ended June 30, 2014

Janice Penner advised that the Auditor had all of the files and documents and was working on the review. She said that the review was expected to be completed in early October and distributed to the Board of Directors when completed.

Janice Penner said that one change made would increase the financial results by \$4,000 due to not being able to show insurance proceeds as restricted assets. She added that RDP had purchased a GEM to replace the one that was totaled in an accident.

8) Adjournment for Review and Approval of Annual Report for 2015 Renewal.

Kris Whitehead temporarily adjourned the RDP Board meeting so that the Advisory Board for the Riverside Downtown Parking and Business Improvement Area could review and approve the Annual Report for the 2015 renewal.

Motion: To approve the minutes of the October 9, 2013 meeting of the Advisory Board for the Riverside Downtown Parking and Business Improvement Area

Motion to approve: Bill Gardner **Motion seconded by:** David St. Pierre

Motion carried.

Kris Whitehead asked if there were any questions or comments on the Report. Charity Schiller commented positively on the Report, particularly the photos on the various programs and activities.

Motion: To approve the Annual Report for the 2015 Renewal

Motion to approve: Bill Gardner **Motion seconded by:** Charity Schiller

Motion carried with Councilman Andy Melendrez.

9) Reconvening of Board Meeting

Kris Whitehead reconvened the RDP Board meeting.

10) City Council Updates

10a) Ward One

There was no update as Councilman Mike Gardner was unable to attend.

10b) Ward Two

Councilman Andy Melendrez said that there were a number of activities going on in Ward Two. He said that Lee's Sandwiches opened last week and based on the traffic he saw, he felt it would do very well. He noted that the building had retail spaces available.

Councilman Andy Melendrez said that there was quite a bit of activity in the Marketplace area. He said that there was increased interest by developers. He noted that the roller skating rink seemed to be doing well. He said that the new restaurant, El Patron, was expected to open in a few weeks.

Councilman Andy Melendrez said that the School for the Arts was participating in the Give BIG campaign. He noted that they would be looking at a change in the name to avoid confusion with the RCC School for the Arts.

Councilman Andy Melendrez talked about some of the positive changes in the Eastside neighborhood. He added that UCR had its block party recently.

11) Security Update

Vance Hardin said that the police department had received a grant to implement a public education program about DUI similar to the 'Know Your Limit' program launched in Scottsdale, Arizona. He said that in addition to helping to reduce driving while intoxicated, the program would also bring more security downtown. He said that a meeting had been set up with the bar

owners on Tuesday, October 21st at 9 am at the Chamber of Commerce to introduce the program. He said that the primary goal was to educate but that there would be an enforcement component later on in the evening. Janice Penner said that she would send the link to the YouTube video on the Scottsdale program.

Vance Hardin said that the Livability Task Force was continuing. He said that he had the services of two officers to patrol downtown. Shelby Worthington said that the additional police presence was appreciated. Debbi Guthrie said that she had seen a significant decrease in the number of transients on Main Street between University and Fifth.

Brian Percy asked if the taxi companies had been contacted regarding putting in a designated taxi stand. Janice Penner said not as yet as the location of the stand had to be determined. She said that there were several challenges in determining the location including proximity to the bars and not impeding bus traffic. She said that most of the bars had some type of relationship with local cab companies. Brian Percy said that it might be worth pursuing possible sponsorship of the DUI program since the taxi companies would benefit. Janice Penner said that possibility could be pursued once there was a location identified. Vance Hardin said that he had encountered situations where a taxi was called for an intoxicated patron and then the taxi company was cited for not being licensed to operate in Riverside. Janice Penner said that having the City authorize a designated area would hopefully encourage more taxi companies to get a license.

Chuck Beaty commented on the newspaper article on cleaning up the river bottom and the elaborate setups by the homeless. Vance Hardin said that the last cleanup had taken seven hours and six dump trucks. He said it was difficult at times to locate some of the encampments because they were so deep in the brush. Bill Gardner asked about having a formal encampment for the homeless. Vance Hardin said that Ontario had a tent city that had failed. He said that tent cities grew very quickly and often had problems since the inhabitants didn't have jobs and spent their time looking for and often stealing what they needed.

Vance Hardin said that they did have problems with other cities and entities dropping off homeless in Riverside. He said that they had dealt with one entity by charging them with kidnapping.

Shalini Lockard asked if there was any information on designating specific areas of downtown for homeless to sleep without being. Brian Percy said that there were significant problems in Los Angeles' Skid Row with trash and resultant health issues.

12) City Community Development Department Update

Emilio Ramirez said that the staff levels had decreased with the termination of the Redevelopment Agency but that the department was now actively recruiting due to the increase in developer interest.

Emilio Ramirez said that the City would be holding 'Neighbor Fest' on Saturday, October 18th at Bobby Bonds as part of the 26/26 Neighborhood initiative.

Emilio Ramirez said that the Successor Agency had a number of RFPs out including University and Park, the old downtown Fire Station, Merrill by Riverside Plaza, and Five Points in La Sierra. He said that the RFPs for Olivewood and the two Victorians had come in, as had two

affordable housing developments. He said that the City had entered into an agreement with a developer for the Imperial Hardware building. He said that the developer would be going through the design process with input from the community and that construction would likely be late summer of 2015.

Emilio Ramirez said that the development proposed for the Stalder building site was on hold due to litigation. He said that there was a multi-family housing development proposed for the corner of First and Market and an apartment complex proposed for the corner of Commerce and Mission Inn.

Emilio Ramirez said that there was quite a bit of activity in the Marketplace. He said that there were several locations for development and that new legislation had generated interest in those sites.

Emilio Ramirez said that the Planning Department was coordinating the Riverside Connects and the committee had met. He said that Smart Code was pending due to getting input from various areas.

Councilman Andy Melendrez asked for more information on the Commerce and Mission Inn apartment complex and on the sports arena. Emilio Ramirez said that there were 214 units proposed for the apartment complex with retail opportunities on the ground floor. He said that he would send the concept plans over to Janice Penner to distribute to the Board. He said that the City was reviewing a proposal by a group to do a feasibility study on building a sports arena on the parking lot at Market and Third, and noted that the arena would need to include a parking structure to replace lost surface parking.

13) Arlington Business Partnership Update

Janice Penner noted that ABP was partnering with RDP on several seminars. Robbie Silver said that the Public Hearing for ABP's renewal had been held the day before and was approved.

14) New Business

Councilman Andy Melendrez said that the City Council would be selecting a recruitment firm for the City Manager and City Attorney positions.

Bill Gardner asked if RDP could make a recommendation to the City about putting an ornamental arch over Main Street at 5th. Janice Penner said that the suggestion needed to go through the Land Use committee. Brian Percy said that the cost involved could warrant a more travelled street such as Market.

15) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for November 12, 2014