



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, Bill Gardner, Mike Gardner, Andrew Guerra (ABP), Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Cara Swearingen for Andrew Lazarz, Nanci Larsen, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, Bob Nagle, Charity Schiller, David St. Pierre, Justin Tracy, Kris Whitehead, Shelby Worthington, Al Zelinka,

Excused: John Field, Jeff Kraus, Steve Wollman, Ellie Uli

Absent: Miguel Cruz, Michelle Freeman, Marty Lueking, Cherie Russell,

Guest: Lowana Richardson, ABP

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Patrick Brien made an announcement regarding the upcoming Mayor's Celebration for Arts and Innovation taking place on Saturday, October 12th.

Kris Whitehead said Curves would be partnering with RDP to host a blood drive during the Riverside Zombie Crawl on Saturday, October 19th.

Barry Hildebrandt thanked RDP for sponsoring the upcoming Long Night of Arts and Innovation. He thanked Janice Penner and Robbie Silver for promoting the event.

Stan Morrison stated that the ARC County of Riverside was hosting the unveiling of a mural on Friday, October 25th.

Chuck Beaty encouraged the Board to vote in the upcoming RUSD school board election.

3) Minutes of September 11, 2013

Motion: To accept the Minutes of the Meeting of September 11, 2013

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

Motion carried.

4) Chair's Report

Charity Schiller commented on the Mayor's Celebration and the Long Night of Arts and Innovation.

5) Items for Discussion

5a) Give BIG Riverside

Karen Lampert discussed the upcoming Give BIG Riverside event taking place on Tuesday, November 12th. She encouraged the Board to promote the event and to donate to their favorite non-profit organization.

5b) Food Trucks position – update

Janice Penner said she and other representatives from the City and County would be attending a workshop on Friday, October 11th hosted by Supervisor Jeffries. She said that the first hearing on the proposed ordinance to allow food trucks to operate without a special events permit could be scheduled at the Board of Supervisors' meeting on October 22nd. She said that RDP planned to attend the public hearing to state RDP Board's position opposing the operation of food trucks in downtown unless as part of a special event. She said that RDP would not oppose food trucks operating in underserved areas of the City or unincorporated areas.

Charity Schiller requested that the Board be notified when the public hearing was set so that they could express their own business concerns. Councilman Andy Melendrez stated that he had requested that the County expand the ordinance to include grocery trucks to provide a needed service to certain areas of the City.

6) Items for Information

6a) RDP activities

(1) Destination STYLE Fall Fashion Show

Janice Penner acknowledged the RCC Cosmetology Department and their hard work during the Destination STYLE Fall Fashion Show. She advised that RDP would be making a \$250 donation to the school in appreciation.

Janice Penner reported that attendance at the Fashion Show was about 800 people. She said the Fashion Show had its largest retail and model participation to date. She said RDP planned to hire one or two contract personnel to assist with the Spring Fashion Show. She said that RDP would be working with the RCC Cosmetology Department on additional initiatives in upcoming shows.

(2) Riverside Zombie Crawl

Janice Penner said the Riverside Zombie Crawl would take place on Saturday, October 19th from 3 pm to 9 pm on Main Street between University and Mission Inn Ave. She said RDP was working with Joshua Roa St. Pierre on zombie survivalist activities to appeal to the older demographic. She added that RDP was advertising the event in San Diego through Clear Channel Radio to draw individuals that attended the San Diego Zombie Crawl.

(3) Other Events and Activities

Janice Penner said RDP hosted a free social media marketing seminar for downtown businesses on Tuesday, September 17th lead by Dr. Hernandez and Dr. Mary Ann Pearson from CBU. She reported that the seminar was well attended and RDP received compliments regarding the speakers. Janice Penner said RDP would be working with the two CBU professors on a possible internship initiative for the downtown businesses.

Janice Penner said RDP assisted the City with the Fireball Run Festival event on Saturday, September 28th.

Janice Penner said the RDP Executive had approved the purchase of four additional security cameras, two at Mission Inn and Orange, one on Vine, and one at Mission Inn and Vine. She advised that RDP would be working with the City to formally donate the cameras to limit future liability for their maintenance and repair.

Janice Penner said RDP was working with the City's Planning department on developing a clean and safe strategy for the downtown hospitality district. She said that she had attended the two workshops held with the consultants.

Janice Penner said RDP was assisting the City with the Long Night of Arts and Innovation by providing sponsorship as well as social media marketing assistance.

Janice Penner said the October 22nd luncheon would feature the Hispanic Chamber of Commerce and be held at Café Sevilla with Security Bank sponsoring.

Janice Penner said RDP would be hosting a Downtown Security Forum in partnership with the City and Councilman Mike Gardner on Thursday, October 24th.

Janice Penner said RDP was working with the Small Business Majority on an Affordable Health Care seminar in January 2014. She added that RDP planned to hold educational workshops several times a year in place of 'Meet and Greets' as they were more beneficial for businesses.

7) Financial Reports

7a) Financial report at September 30, 2013

Janice Penner said the financial report for the month of September showed a loss of \$18,339 compared to an expected loss of \$7,124. She said the variance of \$11,215 was due largely to BID levy income being approximately \$7,000 less than expected for the month plus the timing of certain expenses such as deposits for security cameras and events.

Janice Penner reported that the year to date showed a loss of \$37,089 compared to an expected loss of \$27,593. She said the negative variance of \$9,496 was due to timing of certain expenses such as deposits for security cameras and events plus timing of vacation days within the Administrative Wage category.

MOTION: To accept the financial report at September 30, 2013

Motion made by: Bill Gardner

Motion Seconded by: Patrick Brien

Motion carried.

7b) Financial Review and Tax Return sent to Board

Janice Penner said the financial review and tax returns were sent to the Board. She said that as no changes or concerns were noted prior to the final date for comment of Friday, September 27th, the tax returns were filed.

8) Adjournment for Review and Approval of Annual Report for 2014 Renewal.

Motion: To adjourn the Board Meeting and reconvene after approval of the Annual Report for the 2014 Renewal.

Motion to approve: Bill Gardner **Motion seconded by:** Chuck Beaty

Motion carried.

Charity Schiller 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 2014 renewal.

Charity Schiller said there were no proposed changes to the BID boundaries. She said the Annual Report highlighted RDP activities in 2013 and commented on their continuation in 2014. She added that RDP planned to reduce the number of Movies on Main in 2014 due to low attendance in August with the early start of school. She said RDP planned to continue certain events like Summer Street Jam, Zombie Crawl, Restaurant Week and the Destination STYLE Fashion Shows. She noted that RDP planned to continue its destination marketing campaign, and that RDP received positive feedback in regards to the Westways ad.

Marcia Campbell commented positively on the number of RDP activities that took place in 2013.

Motion: To approve the Annual Report for the 2014 Renewal

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

Motion carried with Councilman Andy Melendrez and Al Zelinka abstaining.

9) Reconvening of Board Meeting

Charity Schiller reconvened the RDP Board meeting.

10) City Council Updates

10a) Ward One

Lynn Anderson spoke on behalf of Councilman Mike Gardner. She said the City was moving forward with its contract with Live Nation to operate the Fox Theater and the Riverside Municipal Auditorium. She noted that the trees near Maxi Foods that were damaging the sidewalks and providing shelter for transients had been removed. Janice Penner said RDP paid for the removal of the trees. Vance Hardin added that the trees would be replaced.

10b) Ward Two

Councilman Andy Melendrez stated that the proposed plans for a sports complex would be brought forth to the land use committee. He said the discussion process would last between 90 and 120 days.

Councilman Andy Melendrez said RCTC had put out a call for projects including a pedestrian bridge to connect the Metrolink Station on Vine Street to the County Administrative Center.

11) Security Update

Vance Hardin reported on the increase in security measures for the Fireball Run and the visit by the Olympic diving trials committee. He said there were no issues during both events.

Vance Hardin reported that 30 vehicle break-ins occurred last month. He said that the problem was that individuals continued to leave personal belongings visible in their cars.

12) Redevelopment Update

Al Zelinka said the City received a grant from the State of California to conduct a study in partnership with Caltrans for the proposed Riverside Reconnects project. He said the idea was to connect the downtown area to UCR and to the Tyler Mall using streetcars. He said the study would show the potential positive and negative impact on business and real estate.

Al Zelinka advised that the City had approved the contract for a consultant to assist the City in reviewing the current sign code. He said that a committee would be established for public and business input and that RDP would have a representative on that committee.

Al Zelinka discussed the City was looking at opportunities to enhance the agriculture and revenue from the Arlington Greenbelt. He said a two day conference was planned for March to look at alternatives.

Al Zelinka reported on the recent visit by the Responsible Hospitality Institute as part of their developing a clean and safe strategy for the downtown entertainment district. He said the group did not find any major issues. Janice Penner said the focus would be geared towards developing proactive strategies rather than responses to existing problems.

13) Arlington Business Partnership Update

Andrew Guerra reported that the City renewed the Arlington Business Partnership for 2014. Janice Penner commented on the physical improvements that ABP invested in 2013 and its impact on the Arlington Village. He said ABP would be planning their Winterfest event as well as a health fair in March.

14) New Business

There was no new business.

15) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for November 13, 2013