



## Minutes

**Present:** Chuck Beaty, Patrick Brien, Gerald Douglass, Bill Gardner, Mike Gardner, Debbi Guthrie, Bryan Dailey for Vance Hardin, Barry Hildebrandt, Jeff Kraus, Nanci Larsen, Kirk Lewis, Shalini Lockard, Bob Nagle, Andy Melendrez, Stan Morrison, Brian Pearcy, RJ Rodriguez, David St. Pierre, Charity Schiller, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington, Ellie Uli, Al Zelinka

**Excused:** Marcia Campbell, John Field, Andrew Lazarz, Marty Lueking, Cherie Russell

**Absent:** Miguel Cruz, Wolde-Ab Isaac

**Staff:** Janice Penner, Robbie Silver

### 1) Call to Order

Kris Whitehead called the meeting to order.

### 2) Self Introductions and Public Comment

Patrick Brien said the Mayor's Celebration for Arts and Innovation would take place on Saturday, October 11<sup>th</sup> at the Riverside Municipal Auditorium. He also said The Pillowman would run at The Box from October 31<sup>st</sup>-November 2<sup>nd</sup>.

Shalini Lockard said the Red, White, and Blues would take place at White Park on Friday, October 3<sup>rd</sup>.

Al Zelinka said TEDx Riverside would be held on Thursday, October 16<sup>th</sup> at the Fox.

David St. Pierre noted that the Riverside Repertory Theater was starting its new season and briefly outlined the plays being presented.

RJ Rodriguez reminded the Board of the fall fashion show on Thursday, October 2<sup>nd</sup>.

Stan Morrison advised that the American Heart and Stroke Foundation would be holding its annual walk on Saturday, September 20<sup>th</sup>.

Jeff Kraus said that the Citizens University Committee would hold its fall kick-off on October 8<sup>th</sup>. Janice Penner said that she wanted to commend both Shirley Schmeltz and Robbie Silver for their efforts while she was on medical leave, and advise the board of the incredible RDP staff.

Kris Whitehead advised that Curves was holding their annual open house along with a blood drive. She said that Curves was also holding a fundraiser for breast cancer during October.

### 3) Minutes of July 9, 2014

**Motion:** To accept the Minutes of the Meeting of July 9, 2014

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

**Motion carried.**

#### **4) Chair's Report**

Kris Whitehead noted that Riverside was rated by Forbes as a millennial growth city and also as the 8<sup>th</sup> coolest city in the country.

#### **5) Items for Information**

##### **5a) RTA change from hub to grid system**

Janice Penner said that the item was not going to City Council until December, after the RTA board had reviewed and approved the change. She said that she had arranged for RTA to make a presentation on the change at the RDP October luncheon. She suggested that the Board defer the item until after both the RTA and City Council had taken action.

Councilman Andy Melendrez said that RTA had to reach out to the rest of Riverside County as part of its consideration of the change. He noted the change would result in approximately 3,000 daily riders being shifted from the downtown terminal to curbside transfers. He said that more information would be available in the next month or so.

It was agreed to defer the item and reconsider after the RTA presentation at the October luncheon.

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

##### **6a) Preparation of BID Renewal Report for 2015**

Janice Penner said that the BID renewal report was on track for review and approval at the October 8<sup>th</sup> Board meeting. She said that the goal was to submit the renewal report to the City in mid-October for setting of the Public Hearing and approval of the BID levy for 2015 in sufficient time for the January 1, 2015 effective date. She said that a PowerPoint presentation would be prepared for the Public Hearing.

##### **6b) RDP Activities**

###### **i) Report on Movies on Main / Summer Street Jam / Concerts at City Hall**

Janice Penner said that the year was the most successful to date with attendance averaging 300 to 400 people each night. She said that RDP reduced the number of movies to three during July based on low attendance last year in August. She said that the success was in part to the addition of entertainment and activities prior to the movies.

Janice Penner said that the Summer Street Jam took place on August 2<sup>nd</sup>. She said that there were some issues with the headliner who complained about the mobile stage and lighting but that staff had documentation that all of the limitations regarding the stage and lighting were made clear to the band, their tour manager, and their agent as part of the original contract negotiations.

Janice Penner said that the Concerts at City Hall were relatively successful for the first year. She said that staff would be recommending that the concerts start earlier in June and end in July due to the weather in August, and that the entertainment be relocated so it is more visible.

###### **ii) Update on Fall Fashion Show / Zombie Crawl**

Janice Penner said that Plans were well underway for the Fall Fashion Show. She said that RDP provided retailers with an invitation that they could send out to their client list, and was also promoting the following Saturday as a special shopping day with opportunity drawings.

Janice Penner said that activities had been expanded and the site layout changed to allow more room for children's activities and a zombie themed carnival in the main Civic Plaza area. She noted that Joshua Roa St. Pierre was assisting with the event.

### **iii) Other programs and activities**

Robbie Silver reported on the informational meeting held for the second phase of the Downtown Intern Program on Tuesday, September 9<sup>th</sup> at 9:00 am at the Center for Arts and Philanthropy. He said that ten businesses attended and placement would start at the end of the month.

Janice Penner said that the September luncheon would feature Teresa Rosales speaking on Seizing our Destiny at the Old Spaghetti Factory. She said that the October luncheon would be relocated as the Woodfire Café would not be open in time. She said that she was working on the location of the November luncheon location but she had confirmed Lea Dessing to speak on the City's improved website and Tilden-Coil Constructors as the sponsor.

Janice Penner said that RDP had appointed Lucas Quass from the Land Use committee to be its representative on the City's Riverside Reconnects Street Car Steering Committee.

Janice Penner said that RDP would be working with City's Arts and Cultural Affairs Department staff on expanding the Festival of Lights material to provide more detail on retailers and restaurants open during the event.

Janice Penner said that RDP would be holding a healthcare seminar in October with a speaker from the Small Business Majority and in partnership with the City and with ABP.

Janice Penner said that RDP was working with the City and ABP to bring in Michael Gerber to speak as part of the Shop Small Shop Local promotions for Small Business Saturday.

## **7) Financial Reports**

### **7a) Draft Financial Report as of July 31, 2014**

Steve Wollman said that the BID levy payment received in June had been less than expected which resulted in a deficit at the end of the financial year. He said that the BID levy payment received in July was greater than expected which resulted in a surplus for that month. He noted that the BID levy income did even out when June and July were taken together.

**MOTION:** To accept the draft financial report at July 31, 2014

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

**Motion carried.**

### **7b) Draft Financial report as of August 31, 2014**

Steve Wollman noted that BID levy income varied in August due to the payment being \$6,000 less than the budgeted amount of \$23,972. He said that from a liquidity standpoint, the organization was on sound ground.

**MOTION:** To accept the draft financial report at August 31, 2014

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

**Motion carried.**

### **7c) 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.

## **8) City Council Updates**

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

Councilman Mike Gardner said the City Council had approved a residential development project next to the Metrolink Station. He said that it was part of the transit oriented development envisioned for the area. He said that rents would be slightly higher for the units, noting that it should alleviate neighbors' concerns that the project would be low rental.

Councilman Mike Gardner talked about the thunderstorm and resultant damage. He said that Mount Rubidoux had withstood storm water runoff but that Fairmount Park and Bonaminio Park had both sustained some flood damage. He noted that several underpasses also had flooded but sustained no real damage. He said that there was also a power outage that took time to correct.

Chuck Beaty asked about the cement platforms installed on Brockton. Councilman Mike Gardner said that the cement platforms were to protect the asphalt from the weight of the buses.

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

Councilman Andy Melendrez said that the Canyon Crest area had a number of trees that were uprooted as a result of the storm. He commented on the spirit of the neighborhood.

Councilman Andy Melendrez advised that a number of individuals in the University neighborhood had banded together to put together events and activities to offer positive alternatives for youth and others. He said that the Music School had been quite successful considering its limited budget. He said that the school now had a fundraising arm as well as a group of dedicated volunteers.

Councilman Andy Melendrez talked about the outdoor roller rink that would be in North Park during the month of October. He said that funds raised would be used to assist underprivileged youth with recreational activities. Janice Penner said that RDP had provided a one-time contribution towards the week.

Janice Penner advised that there were two new restaurants in the Marketplace; El Patron in the old Coffee Depot building, and Bann Thai in the old Mi Tortilla building. She noted that Bann Thai was the second location for the owner.

There was a brief discussion about some of the physical changes that would result from RTA's change to a grid system. Councilman Andy Melendrez said that the bus stops would be improved to include shelters as well as schedules. Janice Penner noted that RTA had arranged a field trip to Long Beach and Santa Ana and that the understanding was that RTA was looking at the Long Beach model with rider amenities.

## **9) Security Update**

Bryan Dailey reported on the activities of the Community Livability Task Force. He said that the results had been quite positive even with the reduced hours. He said that on Thursday, Friday, and Saturday evenings, the officers were dedicated to downtown in the entertainment district.

Bryan Dailey said that the police and Public Works had cleaned up a large homeless encampment by Fairmount Park, noting that six dump trucks were required.

Bryan Dailey commented on the value of the security cameras. Janice Penner noted that due to Wi Fi no longer being available downtown, several of those cameras were inactive. She noted that the cameras on University and Mission Inn that were focused on the hospitality establishments were on the fiber optic network and active.

Janice Penner asked about the grant for educational outreach on DUI. Councilman Mike Gardner said that RPD had received funding to have a team out in the hospitality establishments with breathalyzers advising people on avoiding exceeding legal limits. He said it was modeled after a program in Arizona. Shelby Worthington said that there was a video that showed how the program worked. Councilman Mike Gardner said that it was hoped to have the program in effect for Festival of Lights.

Michele Freeman asked about transportation options for those who had too much to drink. Shelby Worthington said that it would be helpful to have designated taxi zones downtown and identified two areas she felt would be suitable. It was agreed that Al Zelinka would ask City Staff to start discussions about what would be needed.

Chuck Beaty asked about the No Solicitation signs at certain on and off ramps. Janice Penner said that the signs were put up by Caltrans but that RPD could enforce the ordinance.

Bryan Dailey said that there were POP officers walking Main Street and that they were addressing some of the issues with transients and panhandlers.

#### **10) City Community Development Department Update**

Al Zelinka said that the Imperial Hardware development project had been approved by City Council. He said that there was increased activity and interest by developers in downtown and the City as a whole and cited a number of statistics regarding permits and valuations.

Al Zelinka commented on the CVS and Starbucks property and the ongoing security issues. Janice Penner said that Vance Hardin had identified the property as being Number One and Two for calls for service. She said that the Security Committee had suggested using that as an incentive for CVS and Starbucks to address their security.

Al Zelinka commented on staff changes in the Community Development department and challenges with increased workload. He advised on the status of the Clean and Save RFP.

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

There was no update. Robbie Silver noted that they had hired a marketing person.

#### **12) New Business**

There was no new business.

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

Kris Whitehead adjourned the meeting until the next one scheduled for October 8, 2014