



## Minutes

**Present:** Cynthia Azari, Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Barry Hildebrandt, Kirk Lewis, Lisa Williams for Chris Manning, Oscar Moreno, Stan Morrison, Emilio Ramirez, Charity Schiller, Sharon Sola-Ahluwalia, Ellie Uli, Kris Whitehead, Shelby Worthington, Teresa Rosales for ABP

**Excused:** Lyn Cloninger, John Field, Greg Lackey, Shalini Lockard, Andy Melendrez, Bob Nagle, David St. Pierre, Justin Tracy, Steve Wollman, Jeff Kraus,

**Absent:** Miguel Cruz, Marty Lueking, Cherie Russell,

**Staff:** Janice Penner

### 1) Call to Order

Charity Schiller formally called the meeting to order.

### 2) Self Introductions and Public Comment

Self introductions were made.

### 3) Minutes of March 14, 2012

**Motion:** To accept the Minutes of the Meeting of March 14, 2012.

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller reminded the Board about the April 24<sup>th</sup> luncheon.

### 5) Items for Discussion

#### 5a) Mayoral Forum – format and questions

Janice Penner advised that the Mayoral Forum had been scheduled for Tuesday, May 15<sup>th</sup> at the Marriott Riverside as a luncheon. She said that Charity Schiller would be moderating.

Janice Penner said that the cover story of the BID Bulletin would be on the forum to solicit questions from the downtown businesses as well as the Board. She said that she would also be assisting Teresa Rosales with the ABP Mayoral Forum being held on May 3<sup>rd</sup>.

Janice Penner asked that Board members submit their questions prior to April 30<sup>th</sup> so that the Executive Committee could review them at their May 1<sup>st</sup> meeting.

### 6) Items for Information

#### 6a) RDP activities

##### i) Meet and Greet.

Janice Penner said that RDP would be planning another 'Meet and Greet' for the businesses in the area of Market Street from University to 14<sup>th</sup>. She said that the intent was to hold it in mid-June.

## **ii) Events**

Janice Penner said that the Easter Egg-stravaganza was held on Saturday, March 31<sup>st</sup> and that the cool day likely resulted in lower attendance. She said that half of the people surveyed had been at last year's event, She said that many had seen the event in the Press-Enterprise as well as the City's electronic Outlook and billboard and the Riverside Arts Council's 'Favorite Things to do in Riverside'. She said that RDP planned to hold the event again next year and she planned to contact the Riverside Police Officers Association to see if they were interested in partnering as they held an Easter event the following weekend.

Janice Penner said RDP was working with the Riverside Convention and Visitors Bureau with the National History Day California competition on the last weekend in April. She described some of the activities and the planned promotion of the event.

Janice Penner said that RDP was considering several possible enhancements to Movies on Main, including renting out colorful chairs to make the event more visually appealing. She said that RDP would not do the actual rental but would do so through one of the downtown businesses.

Janice Penner said that planning for the 2012 Downtown Riverside Presents Fashion's Night Out had started with Phyllis Clark of the Art Institute. She said RDP had registered as a returning participant on the FNO website managed by Vogue and that a launch meeting with downtown businesses would be held on May 16<sup>th</sup> to discuss plans and participation.

Janice Penner said that planning for the 2012 Zombie Crawl would start shortly. She said that she would be contacting Joshua Roa St. Pierre from the Riverside Arts Council's Human Roast haunted house about becoming involved with the event for more Zombie-related activities such as acting classes. She said that the event was unique in the Inland Empire and had the potential to draw people to downtown Riverside.

## **iii) Other**

Janice Penner said that the security camera that RDP purchased for North Park was now installed and operational.

Janice Penner said that she was participating on the City's new Homeless Services sub-committee. She said that both ABP (Teresa Rosales) and RDP are representing business interests in the City Council requested plan to improve homeless services.

Janice Penner said that the first estimate on the trash enclosure for Lot 16 A came in from the City at \$78,000, and that due to the high cost, other options were being explored. Councilman Mike Gardner commented on some of the reasons for the high cost such as ADA requirements. He said that one of the options being considered was the installation of a compactor and sharing of larger trash bins by the businesses.

Janice Penner advised that RDP would be participating on a new committee that the Mayor and CAP Group would be establishing on placemaking, a process to turn public spaces such as Main Street and Mission Inn Avenue into vital gathering spaces.

Janice Penner said that the City was starting the process of updating the Downtown Specific Plan and that RDP would be involved in the stakeholders' committee.

Janice Penner said that the RDP website was in the process of being converted to a new hosting service and to WordPress and noted that the website would be kept current during conversion.

Janice Penner reported that RDP was working with the City's Development Department on the Neighborhood Conference that would be held in downtown Riverside on Saturday, June 2<sup>nd</sup>. She said that the conference had been held at the California Baptist University campus previously.

## **7) Financial Reports**

### **7a) Financial report at March 31, 2012**

Marcia Campbell reported that the financial results for March, 2012 were close to budget with a loss of \$11,658 compared to an expected loss of \$11,878. She said that for the year to date there was a surplus of \$18,926 compared to an expected deficit of \$25,265 and noted some of the reasons for the variance.

Gerald Douglass asked about the financial reserves shown on the balance sheet. Marcia Campbell explained that the reserves were used to help stabilize cash flow, noting that in the past, cash flow had been an issue.

Janice Penner explained that RDP had built the reserves by being conservative with income projections and realistic with expense projections. She noted that RDP was able to use some of the reserves to fund new initiatives such as the destination marketing campaign and to take advantage of opportunities such as the Fashion's Night Out event. She said that RDP had to operate as a business and be fiscally responsible.

**Motion:** To accept the financial report as at March 31, 2012.

**Motion made by:** Bill Gardner      **Motion Seconded by:** Patrick Brien

**Motion carried unanimously.**

### **7b) Appointment of Finance Committee**

Marcia Campbell explained that each year the RDP Board appointed a Finance Committee. She explained the composition of the Finance Committee and the process and timetable. She added that any Board members who were also interested in serving should put forward their names.

**MOTION:** To appoint the 2012 Finance Committee consisting of Marcia Campbell, Charity Schiller, and Kris Whitehead as Ex-Officio members and Cynthia Azari, Greg Lackey, Robert Nagle and Stephen Wollman as Board members.

**Motion made by:** Barry Hildebrandt      **Motion Seconded by:** Bill Gardner

**Motion carried unanimously.**

## **8) City Council Updates**

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

Councilman Mike Gardner spoke about the Ward redistricting process. He noted that there would be community meeting in each Ward before recommendations on revised boundaries would go to Council for public hearings and adoption.

Councilman Mike Gardner noted that the Hyatt Place Hotel would be opening. He also noted that

the Municipal Auditorium would be reopening on June 1<sup>st</sup>.

Councilman Mike Gardner noted that there had been delays in construction of the downtown Fire Station due to financial issues the contractor was having but that construction was now back on track with completion expected late in 2012. He said that the City was potential uses for the present downtown fire station building and site from new development to governmental reuse. He said that he favored a development or adaptive reuse that would bring people and energy to the location and work well with the Art Museum across the street.

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

There was no update from Councilman Andy Melendrez as he was unable to attend.

#### **9) Security Update**

Lisa Williams reported on behalf of Chris Manning. Detective Ken Koehler gave a presentation on the effective use of security cameras by businesses. He also provided information on how the police department used security cameras to investigate crimes.

Charity Schiller thanked Detective Koehler for the presentation and noted that RDP would be interested in having a follow-up presentation at a later date.

#### **10) Redevelopment Update**

Emilio Ramirez reported that the Oversight Committee would be meeting regarding redevelopment issues. He provided a brief update on the planning of the Neighborhood Conference.

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

Teresa Rosales provided an update on the ABP Chili Cook-off and encouraged people to register as cooks.

Teresa Rosales reminded the Board that ABP would be holding its Mayoral Forum on Thursday, May 3<sup>rd</sup> in the evening.

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

There was no new business.

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

Charity Schiller adjourned the meeting until the next one scheduled for May 9, 2012 at 7:30 a.m. at The Center for Arts and Philanthropy.