



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, Gerald Douglass, Bill Gardner, Lyn Anderson for Mike Gardner, Barry Hildebrandt, Jeff Kraus, Peter Meyers, Oscar Moreno, Emilio Ramirez, Cherie Russell, Justin Tracy, Charity Schiller, Mark Lewis for Sharon Sola-Ahluwalia, Kris Whitehead, Shelby Worthington, Teresa Rosales for ABP

Excused: Cynthia Azari, Ian Davidson, John Field, Kirk Lewis, Marty Lueking, Andy Melendrez, Chris Manning, Bob Nagle, Brian Percy, Steve Wollman, Ellie Uli,

Absent: Lynn Cloninger, Greg Lackey, John Matheson, David St. Pierre, John Worden

Staff: Natasha Ferguson, Janice Penner

1) Call to Order

As there was not a quorum at 7:30 am, Peter Meyers deferred the call to order and the items requiring a vote until there was a quorum. Peter Meyers formally called the meeting to order at 7:50 AM when a quorum was reached.

2) Self Introductions and Public Comment

Peter Meyers asked that people put in their business cards as self-introductions were being made as he would be drawing for a bottle of Security Bank wine.

Chuck Beaty noted that the Mission Inn Foundation had chosen Charlie Field to be recognized with the Frank A. Miller Civic Achievement Award. He said that he would like to thank the RDP staff for a good year.

3) Minutes of November 9, 2011

Motion: To accept the Minutes of the Meeting of November 9, 2011.

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

Motion carried.

4) Chair's Report

Peter Meyers wished everyone happy holidays and encouraged people to shop downtown.

5) Items for Discussion

5a) Introduction of new Homeless Coordinator, Carrie DeLaurie

Emilio Ramirez introduced the new Homeless Coordinator, Carrie DeLaurie. Carrie DeLaurie gave a brief background of her experience in the social services field in Orange County and her education qualifications. She said that she felt that she had a good handle on the community and homeless needs in Riverside and was hopeful that she could make an impact. She thanked the Board for the opportunity to meet them. Emilio Ramirez said that Carrie DeLaurie would be reorganizing the Homeless Outreach team and would be looking for input from the community.

5b) Approval of motion from Security Committee

Janice Penner explained that the issue had been discussed at both the Security Committee and the Executive Committee. She said that it had arisen due to concerns about a business operating without appropriate permits and the belief that RDP should take the position that all businesses needed to be on a level playing field. She said that the establishment that had caused concerns was not named since RDP wanted to take a policy position. She pointed out that not all businesses were subject to the same codes as they depended on when the business was established.

Chuck Beaty noted that the issue had been raised at the Mission Inn Foundation Board meeting with Ted Weggeland expressing concern about the problems caused by the business in question. Janice Penner noted that RDP had put a second Ambassador shift on to help alleviate problems on Thursday nights. Justin Tracy stated that he felt it important that ordinances and codes be enforced. Shelby Worthington agreed, adding that allowing businesses to flaunt the law was detrimental to those businesses that complied with actual requirements. She noted that hers and others complied with current requirements even though they were grandfathered to lesser levels.

Motion: To urge the City of Riverside to enforce all ordinances and codes relating to the operations of all businesses including bars and restaurants in downtown Riverside.

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

Motion carried.

5c) Nominees for RDP annual awards at 2012 Annual Meeting on February 16th

Janice Penner said that she had provided a listing of past awardees in the applicable categories and the recommended nominees for 2012, and asked that the Board approve the recommendations.

- Arts and Culture Award - The Barbara and Art Culver Center of the Arts
- Business Activity Award – Riverside Applebee’s
- Downtown Event Award – Rhythm of Riverside
- Downtown Improvement Award – Shelby Worthington for University Avenue facades
- Safety and Security Award – Downtown Area Neighborhood Alliance (DANA)
- Chair’s Award – Mayor Ron Loveridge

Bill Gardner said that he agreed with the recommendations but suggested that Evergreen Cemetery be considered in a future year.

MOTION: To approve the nominees outlined as the awardees at the 2012 Annual Meeting.

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

Motion carried.

6) Items for Information

6a) Changes in monthly meetings

Janice Penner said that the Marriott Riverside had advised that the cost per person for the Board meeting would go to \$12 per person effective January 1, 2012. She said that she had spoken to Patrick Brien and to the Executive and that it had been agreed to relocate the Board meeting to The Center for Arts and Philanthropy starting with the January meeting. She said that relocating the meeting should reduce costs by about one-half or almost \$1,700 per year. She said that RDP would try to hold several monthly luncheons at the Marriott to help offset moving the Board meeting.

Janice Penner said that the price of the monthly luncheons had remained at \$15 for the last ten years. She said that RDP did subsidize the luncheon but the amount had been increasing to the point where staff recommended an increase in the luncheon price. She said the Executive agreed that the cost of the luncheon be increased to \$18 which was consistent with the Citizens University Committee breakfast meeting at \$18 and the Chamber's GMR at \$20. She said that the January luncheon was being held at the Convention Center and would be a hot meal as a way of easing into the higher price. She said that RDP would continue to subsidize the luncheon but this would help offset the subsidy.

6b) BID Renewal Public Hearing

Janice Penner said that the BID levy was approved for the 2012 calendar year and for the first time there were no written or verbal protests. She showed the PowerPoint presentation that was used for the Council presentation. She noted that the presentation included video clips of the Fashion's Night Out and Zombie Crawl events.

6c) Nominating Committee update

Peter Meyers reported that the Nominating Committee had met on December 13th. He said that four people had submitted their names for the Directors at Large positions and that the ballots would be going out to the membership for approval. Janice Penner said the ballot would include Chuck Beaty, Bill Gardner, Shalini Dhalla-Lockard, and Ellie Uli for the four Director at Large positions, and Charity Schiller as Chair, Kris Whitehead as Vice-Chair, Marcia Campbell as Treasurer, and Kirk Lewis as Secretary. She said that there were only a few changes as the board had been reorganized over the past few years to be more reflective of businesses and BID areas, and briefly reviewed them.

6d) RDP activities

i) Marketplace sign

Janice Penner advised that RDP was advised that the City had decided to manage advertising sales for the sign.

ii) Signature landscaping project

Janice Penner advised that City staff had indicated that they had the information needed to proceed and that she was in the process of scheduling a meeting with them.

iii) Events

Janice Penner advised that RDP had assisted Phood on Main with their book signing event on November 15th and said that over 300 people attended, many from other counties.

Janice Penner said that RDP was working on a Valentine's Day promotion to involve downtown retailers and restaurants. She said that the event would be in partnership with the UCR Arts Block/Culver Center and would include taping Valentine messages to be shown on the screens in the front windows.

Janice Penner advised that RDP would be offering two security awareness workshops in partnership with Nancy Castillo of the RPD and with Kris Whitehead of Curves on Main. She said that RDP would also be offering a social media workshop on Thursday, January 12th at 9:30 am with Georg Burwick from UCR offering the same workshop he presented to the CDA

conference.

Janice Penner said that RDP would be setting up a series of 'meet and greets' in 2012 to provide an opportunity for businesses in the outer reaches of the BID to become more familiar with RDP.

Janice Penner said that RDP sponsored the broadcast of the Festival of Lights Switch-on Ceremony on Government TV for a total cost of \$2,000 including sponsorship and preparation of a commercial. She played the commercial that was prepared by Geographics for the spot and advised that the ad placed in the Press-Enterprise Gift Guide was the basis for the commercial. She added that RDP would be sponsoring the broadcast of the Mayor's State of the City address in January as well.

iv) Other

Janice Penner advised that the City would not be moving forward on the \$75,000 loan to the Redevelopment Agency.

7) Financial Reports

7a) Financial report at November 30, 2011

Peter Meyers reported that at November 30, 2011 there was a deficit of \$20,702 compared to an expected deficit of \$17,257.

Peter Meyers said that the Board should look at the big picture and referred to the Balance Sheet showing over \$400,000 in assets with over \$370,000 in unrestricted funds. He said that the organization was financially strong and had been able to spend additional money on promotions and events during 2011 as a result. He said that the organization should be proud of its work and stability.

Motion: To accept the financial report as at November 30, 2011.

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

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Lynn Anderson reported on behalf of Councilman Mike Gardner as he was recovering from back surgery and doing well. She said that he had attended the last City Council meeting.

Lynn Anderson reported that the City had sponsored an animal adoption event to assist Riverside County.

Janice Penner noted that RDP and ABP had both provided \$200 for the purchase of two bikes to be raffled to raise funds for Hunter Park. Bill Gardner commented that Hunter Park was greatly improved and the site of the Riverside Steamers Club.

Janice Penner said that she had attended the Council workshop on best practices from Austin, Texas as RDP had been mentioned in the report. She said that she had encouraged the City to include both RDP and ABP in small business development efforts. She said that several Council

members had stated that the BIDs needed to be more involved as well.

Janice Penner noted that the Lunar Fest would be funded through the City's sponsorship program.

8b) Ward Two

There was no report as Councilman Andy Melendrez was at another meeting.

9) Security Update

Janice Penner recommended that people be careful over the holiday season and lock up valuables in their cars. She reported that there were a number of new, service-resistant homeless in the downtown and related an incident in front of the RDP office.

10) Redevelopment Update

Emilio Ramirez said that the Redevelopment Agency was waiting for the decision from the Supreme Court that was expected on January 15, 2012. He said that in the interim, staff was working on the reports to go to Council on all of the items and projects that were in the pipeline prior to the Redevelopment Agency being terminated by the State. He said that the reports would be on Council agendas for several weeks and asked that he be advised if people were aware of any projects that were missed.

11) Arlington Business Partnership Update

Teresa Rosales said that they were concentrating on the Winter Fest and the business passport program. She said that completed passports would be entered in a draw for a number of prizes. She said that the last scheduled Santa visit would be at Arlington Park that Saturday.

12) New Business

There was no new business.

13) Adjournment and next meeting date

Peter Meyers drew for the bottle of wine. He thanked the Board and wished them a happy holiday.

Peter Meyers adjourned the meeting until January 11, 2012 at 7:30 am at The Center for Arts and Philanthropy.