



Minutes

Present: Cynthia Azari, Marcia Campbell, Lynn Clonniger, Miguel Cruz, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Barry Hildebrandt, Jeff Kraus, Andy Melendrez, Kirk Lewis, Lisa Williams for Chris Manning, Teresa Rosales for ABP, Cherie Russell, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Steve Wollman

Excused: Chuck Beaty, Patrick Brien, Greg Lackey, Marty Lueking, John Matheson, Peter Meyers, Oscar Moreno, Bob Nagle, Brian Pearcy, Ellie Uli, Kris Whitehead, John Worden,

Absent: Ian Davidson, Shelby Worthington

Guests: Phyllis Clark – Art Institute, Jennifer Paris – Convention and Visitors Bureau

Staff: Natasha Ferguson, Janice Penner

1) Call to Order

Acting Chair Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Self-introductions were completed. There was no public comment.

3) Minutes of June 8, 2011

Motion: To accept the Minutes of the Meeting of June 8, 2011.

Motion made by: Bill Gardner

Motion Seconded by: Kirk Lewis

Motion carried.

4) Chair's Report

Charity Schiller reminded the Board that there was a series of free concerts at Fairmount every Wednesday and encouraged Board members to attend.

5) Items for Discussion

5a) Bring It Home presentation

Jennifer Paris of the Riverside Convention and Visitors Bureau made a presentation on the Bureau's campaign to increase conventions in downtown Riverside through contacts with Riverside business people. She said that trade shows, conferences, conventions, sporting events, and other meetings were beneficial to the Riverside economy as attendees stayed in hotels, ate in restaurants, and purchased goods. She said that Riverside had a number of attractions that helped to draw people to conventions.

Jennifer Paris gave examples of conventions that had been brought to Riverside by business and other leaders. She noted that Janice Penner of RDP had assisted in bringing the California Downtown Association conference to Riverside. She said that the diving conference coming to Riverside in July was expected to have an economic impact of in excess of \$1 million. She encouraged people to think of groups they were involved with that might be interested in coming to Riverside for a meeting.

Janice Penner added her encouragement, noting that the Convention and Visitors Bureau did a lot of the work involved in submitting a proposal for a meeting. She said that the team included the Convention Center and the two downtown hotels, the Mission Inn Hotel and Spa and the Marriott Riverside.

Jennifer Paris said that the campaign had been going on for some time under various names and was expected to continue into the future. She said that the Convention and Visitors Bureau also offered other services and provided support and items to include in welcome bags.

Bill Gardner asked about the expansion of the Convention Center. Sharon Sola-Ahluwalia said that a recommendation would be presented to City Council on July 26th to move forward. Councilman Mike Gardner said the City had received six bids for the expansion.

Steve Wollman asked how long the renovation of the Marriott would take. Sharon Sola-Ahluwalia said that it was expected to be completed in a month. Councilman Mike Gardner advised that the new Hyatt Hotel under construction would have five floors. He added that the Hyatt was expected to open around Christmas.

Charity Schiller thanked Jennifer Paris for her presentation.

6) Items for Information

6a) Update on Strategic Plan for 2011 to 2013

Janice Penner said that preparing the strategic plan was more involved due to need to factor in the changed downtown environment with the City's Strategic Agenda, the Renaissance, the economy, and the redevelopment issue. She said that she had recommended to the Executive Committee that the strategic plan be sent to the Board by the end of July, reviewed during August, and adopted at the September Board meeting.

6b) Update on RDP activities

i) Marketplace sign

Janice Penner said that RDP was providing contract management to the City for the upgrade of the Marketplace sign. She said that the project had been awarded to Quiel Bros. She said that the stationary tri-fold signs would be replaced by a second LED screen that could generate advertising revenue. She said that the sign would be completed by the end of September and the projected down time was only five days.

ii) Website upgrades

Janice Penner said that RDP was getting a quote from Geographics on adding a map feature to the downtown directory using Google Maps. She said that the quote would also include expanding the calendar function so that businesses could put their events on the RDP website calendar directly. She said that RDP would still approve the entries though. She added that she had talked to Teresa Rosales about partnering with ABP to share in the benefits and costs.

Barry Hildebrandt asked that the website include a link to the downtown parking guide and to the website with the instructional video.

iii) Signature landscaping project

Janice Penner said that she and Peter Meyers met with Mike Gardner to discuss the signature

landscaping project. She noted that \$20,000 had been allocated in the budget for the project. She said that the landscaping might not be at Market and Fourteenth but at another signature corner downtown.

iv) Events

Janice Penner said that the Movies on Main will kick off on July 14th. She said that a number of restaurants were offering take-out menus. She said that the Make a Wish Foundation would also have a table to promote their downtown office.

Janice Penner noted that RDP was a title sponsor of the Rhythm in Riverside summer concerts at Fairmount Park. She said that RDP's \$10,000 enabled eight concerts rather than four.

Janice Penner said that she had sent Board members a link to websites to illustrate the Zombie Walk RDP planned to hold on Saturday, October 22nd to promote downtown as a Halloween capital. She said the event would help promote Ghostwalk the following week and that RDP was looking at sponsoring a children's costume contest during the afternoon of the Saturday Ghostwalk.

David St. Pierre said that a Food Truck Festival was held at the Citizens Business Bank arena in June and that 11,000 people attended the event with 55 food trucks. He said that three organizations, the Riverside Arts Council, the IRC Lunar Fest, and Prevent Child Abuse of Riverside County were planning one on Saturday, September 3rd at Market and Third as a fundraiser. He said the space could hold about 50 trucks and would run from 10 am to 4 pm. He said the cost would be \$8 pre sale and \$10 at the gate, and that there would be \$25 VIP tickets. Janice Penner said that RDP was inviting all of the downtown restaurants to a meeting to discuss the event and how they could participate.

Janice Penner introduced Phyllis Clark to talk about downtown Riverside participating in the 2011 Fashion's Night Out. She said it was the third year of the event and although there were only two months to plan, it was felt that the event would be a good opportunity to draw people to the downtown retailers and restaurants.

Phyllis Clark thanked RDP for taking the event on. She said that the event was produced by Vogue magazine and started three years ago in New York City. She said that the event was now in 25 cities and four countries. She said that it was the largest consumer shopping event in one day. She said that she was a fashion instructor at the Art Institute and they had agreed to put on the fashion show on Main Street. She said that almost all of the retailers on Main Street had a fashion component. She said that by registering as a participant, RDP would share in the promotion and be able to sell the merchandise if wanted.

Janice Penner said that they had met with Councilman Mike Gardner on Monday and he supported the event. She added that she had registered RDP as a participant as the deadline was Tuesday, July 12th. She said that the Georgetown BID in Washington, DC was a model that RDP could use for its participation. She said that the cost of \$250 for registering plus the cost of entertainment etc. was relatively small in terms of the opportunity and payback for the downtown businesses. She added that Galleria at Tyler had also registered so that it was important that downtown participate as well.

Janice Penner said that Natasha Ferguson would be the RDP contact with Phyllis Clark. Phyllis invited board members to join the planning committee and passed around a sign-up sheet.

Charity Schiller asked if any of the Board had any comments concerning the update on RDP activities. Jeff Krauss said that he was on the Board of the California Riverside Ballet and that there was a concern that the Zombie Walk was a competing rather than a complimentary event to Ghostwalk. Janice Penner said that RDP had included Janet Rose in the planning discussions and that Zombie Walk was intended to help promote Ghostwalk the following week.

6c) Update on California Downtown Association conference

Janice Penner said that the conference brochure had been sent out and encouraged Board members to contact her if they wished to attend or to volunteer.

Janice Penner said that she had sent out an email to Ian Davidson to suggest submitting the Main Street Renovation for the Excellence Awards. She said that the Arts Council was going to submit the Mayor's Ball for the Arts, RDP was going to submit the Historic Walking Guide, and that a suggestion had been made to the City that they submit the restoration of the Fox Theater. She said that RDP would fund the \$100 cost of each submission.

Bill Gardner asked about submitting the Arts Walk. Janice Penner said that there were a number of arts walks in other cities and they were concentrating on more unique entries.

7) Financial Reports

7a) Financial Report as of June 30, 2011

David St. Pierre said that June showed a gain of \$1,900 compared to an expected gain of about \$19,000. He said that the difference was due to not getting the large BID levy payment that came in either June or July.

David St. Pierre said that the gain for the year to date was \$641 compared to an expected loss of \$13,000. He said the variance was due in part to BID levy income being higher than expected and offset by additional expenses of \$3,065 in BID Parking for the token discount program, \$2,063 in BID Public and Retail Promotion, and \$8,277 in the Ambassador program.

David St. Pierre said that there would be an audit review done and that the financial statements were draft until then. Jeff Krauss asked about the negative number for donated assets. Janice Penner said that it represented the difference between the book value of the sweeper and scrubber and the lesser amount that RDP actually got when they were sold. She said that adjustments would be made as part of the audit.

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

Motion made by: Bill Gardner

Motion Seconded by: Justin Tracy

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner said that the biggest issue was the state budget and the impact on redevelopment agencies. He said that the City could 'buy' its way back in and reconstituting the

redevelopment agency by making a pro-rated payment of \$19.5 million in the first year and \$4.5 million for 10 years. He said Council had approved the concept but not actually making the payments. Staff had been directed to prepare the appropriate resolution for consideration on July 26th. He said that the first payment could be made but some services would have to be cut back for the additional payments. He added that some projects would have to be delayed as well.

Councilman Mike Gardner said because the redevelopment agency no longer existed, it could not enter into any new agreements or dispose of any property. He said the façade improvement programs that were virtually complete could be completed but that those that had not been started had to be put on hold until the agency was reconstituted. He said that the façade for the Main Street buildings would wait until after Festival of Lights. The Mission Lake office complex and the Big Cheese restaurant would also be delayed. He said that the convention center expansion could move forward but that the funding coming from the redevelopment agency would have to come from other sources. The Fox Performance Plaza and the Tequesquite Park would still move forward.

David St. Pierre asked if the money to come in from the redevelopment agency would be greater than the amount to be paid to the state. Councilman Mike Gardner said that a redevelopment agency was necessary to older cities that had to acquire property and clean sites to secure private development. He said that Riverside's redevelopment agency would not have any extra money until the economy turned around.

Bill Gardner asked if the schools and colleges could make the payments. Councilman Mike Gardner said that the payments were going to the most part to the educational institutions although it was not certain whether it was additional money for them or replacement of cuts by the state. John Field said that educational institutions got a flow-through of money from the redevelopment agencies that essentially paid them what they would have got had there been no redevelopment agency.

Jeff Krauss asked if there was a deadline to opt in to the payment. Emilio Ramirez said that the decision had to be made by November 1st and the payment made in January 2012. Jeff Krauss said that he had heard that cities participating in the legal challenge to the state would not be allowed to make the payments to reconstitute their redevelopment agencies. Councilman Mike Gardner said that there was language to that effect in one of the bills but the legal interpretation needed to go to the courts.

Councilman Mike Gardner said that there was no update on the City Manager. He said that he expected the Council to hire a head hunter to search for a new City Manager and appoint an interim City Manager at the next meeting. He said that Michael Beck had declined to be considered. Councilman Chris Mac Arthur would continue as Mayor Pro Tem until the end of the year to provide continuity for the City Manager search.

8b) Ward Two

Councilman Andy Melendrez said Walgreen's was expected to be complete in October. UEI had capacity for up to 1,500 students and was growing due to the strain on community colleges.

Councilman Andy Melendrez said that Newmark Merrill was out of receivership and working on University Village. He said that the senior housing development in the Eastside was moving forward.

Councilman Andy Melendrez said that a company that builds pallets for large aircraft wings would be

building at the March Joint Powers site.

Councilman Andy Melendrez said that a soccer club was interested in building a training facility with 40 dorms in Riverside. He said the owners had been looking at a 15,000 seat soccer arena but that they were concerned about the potential for media and other sponsorship.

Councilman Andy Melendrez gave an update on the opera program and the planned recitals.

9) Security Update

Lisa Williams reported on behalf of Chris Manning, and said that crime was down across the city with one small blip with vehicle burglaries of older Hondas. She said that the police had made a number of arrests including a person responsible for several thefts at the Mission Inn Hotel and Spa. She said that the security cameras mounted around downtown assisted.

Lisa Williams said that finger prints and DNA samples were being increasingly taken to add to the police database.

10) Redevelopment Update

Charity Schiller welcomed Emilio Ramirez to his new position as Development Director for the City of Riverside and to the RDP Board.

Emilio Ramirez reviewed the redevelopment agency funding, saying that funding left after allocation towards housing was about \$25 million each year. That money was used to pay off debts and bonds. He said that the City was allowed to not allocate any money towards housing in the first year to make the first large payment but would have to allocate money in the future.

11) Arlington Business Partnership Update

Teresa Rosales advised that ABP had donated four trip cameras to the police for use in the anti-graffiti program. She said that ABP was also working on installing four \$20,000 bus shelters in the Arlington area. She said that ABP was also working on enhancing its website.

12) New Business

Bill Gardner asked about the arts groups moving into the second story of the Biokorium building. David St. Pierre said that the California Riverside Ballet had moved in and that the Philharmonic and the Arts Council would be moving in over the summer, and the Community Foundation in the fall.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next meeting scheduled for September 14, 2011 at 7:30 am.