



Minutes

Present: Cynthia Azari, Chuck Beaty, Marcia Campbell, Lynn Clonniger, Gerald Douglass, Tina English, John Field, Bill Gardner, Mike Gardner, Barry Hildebrandt, Jeff Kraus, Greg Lackey, Marty Lueking, Andy Melendrez, Kirk Lewis, Chris Manning, Peter Meyers, Oscar Moreno, Bob Nagle, Teresa Rosales for ABP, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Kris Whitehead, Ellie Uli, Steve Wollman John Worden, Shelby Worthington

Excused: Patrick Brien, Ian Davidson, Brian Percy

Absent: Miguel Cruz, John Matheson, Cherie Russell,

Staff: Natasha Ferguson, Janice Penner

1) Call to Order

Chair Peter Meyers called the meeting to order.

2) Self Introductions and Public Comment

David St. Pierre said that the Riverside Arts Council would be holding an event on July 2nd at White Park called the Red, White and Brew Fest, and directed people to the website for more information.

Bill Gardner noted that the mail boxes on Lemon Street had been removed. Councilman Mike Gardner said that due to the closure of Lime Street between University and 9th, that lane needed to be restricted for emergency vehicles.

Chuck Beaty congratulated Councilman Mike Gardner on his reelection.

Cynthia Azari announced that over 3,000 students would be receiving degrees from Riverside City College.

Kris Whitehead announced that Curves would be holding a blood bank event with the Make a Wish Foundation.

Councilman Mike Gardner advised that there would be a new General Manager at the Mission Inn Hotel and Spa. He said that the Culinary Salon might not be held as a result.

Lynn Cloninger reported that Phood on Main would be holding cooking classes and a number of events.

3) Minutes of May 13, 2011

Motion: To accept the Minutes of the Meeting of May 13, 2011.

Motion made by: Mike Gardner **Motion Seconded by:** Bill Gardner

Motion carried.

Janice Penner noted that the minutes were posted on the RDP website once they were approved by the Board of Directors. The agenda for each meeting was also posted in advance.

4) Chair's Report

Peter Meyers said that he would fold his remarks into the discussion about the budget and improvements.

5) Items for Discussion

5a) Proposed Budget for fiscal year July 1, 2011 to June 30, 2012

Peter Meyers said that there were a number of items in the budget to discuss. He said that they would try to answer all questions that might arise.

Janice Penner said that the first section of the budget was the departmental summary and directed attention to the income and expense detail. She said that there were notes shown for explanation of certain items.

Janice Penner said that the expected BID levy income for the year had been increased by \$10,000 to \$325,000. She said that the average BID levy income received over the past three years was \$350,000 so the new budgeted amount was still reasonable and noted that the cautious approach to expected income had been instrumental in generating RDP's reserves. She said that the City Match monies were now covered by an agreement that went to 2020. She said that the total estimated revenue for the year was \$514,400.

Janice Penner said that conference travel was lower due to not attending the IDA conference and the complimentary registrations for the CDA conference. She said that additional monies had been allocated to BID Parking to cover signage and increased usage of the token discount program, noting that the maximum of 400 tokens per month had been reduced to 200 tokens. She said that \$2,000 had been allocated for possible beautification projects for the CDA conference.

Janice Penner noted that monies had been allocated for the Movies on Main and for the new program, Music on Main, to be launched in the fall. She said that miscellaneous activities in BID Promotion covered events on Main Street. She said that the monies that had been previously spent on Cable TV ads would be used to increase social media marketing and that monies had been allocated to the Smartphone mobile application.

Janice Penner noted the various event sponsorships and the monies allocated for security initiatives and a signature landscaping project. She said that the budget being proposed for approval projected a \$25,000 deficiency. She noted that the budget could have been balanced but a conscious decision was made to spend \$25,000 on additional projects for security and beautification. The organization had sufficient reserves to fund the projected deficiency.

Peter Meyers asked Janice Penner to comment on the increased expenses for the Ambassador program. She said that RDP had three GEMs (Global Electric Motorcars) for the program and all were donated 2002 models. She said that with the GEMs being used heavily and being older models, expenses were expected to be higher. She added that RDP had been asked to have additional Ambassador shifts and allowance had been made for those.

Peter Meyers said that the Finance Committee had reviewed the budget, as had the Executive Committee, and that both committees recommended its adoption. He asked for a motion to approve the budget.

Motion: To approve the proposed budget for the fiscal year July 1, 2011 to June 30, 2012.

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

Motion carried.

David St. Pierre noted that the budget included a salary increase for office staff and Ambassadors. Peter Meyers noted that there had been no increases for three years.

6) Items for Information

6a) Update on RDP activities

Janice Penner advised that RDP assisted Broadway in Riverside and the Fox Foundation, along with KOLA 99 Radio and the Mission Inn Hotel and Spa, in promoting the 'Burn the Floor' production at the Fox Performing Arts Center. She said that RDP arranged for a stage and sound and dance performances by Ballet Folkorico de Riverside, Bre Dance Studio, and Curves on Main Zumba classes. She said about 500 to 600 people watched performances from 11 am to 1 pm and expressed particular thanks to Kris Whitehead for the Zumba class. She said RDP spent \$335 on the event including \$150 for sound and \$185 for stipends, and RDP received good promotional coverage from KOLA 99 Radio for the event.

Janice Penner said that RDP started promotion for the Movies on Main series and purchased an ad in the Press-Enterprise Summer Fun supplement. She said that packets of flyers were sent out to selected RUSD schools in targeted neighborhoods, the City was listing the series in their Outlook magazine and on the electronic sign on the 60 Freeway, and RDP would be using social media to promote the movies. She added that RDP would be working with downtown restaurants to encourage them to offer box suppers for the movie nights. She said that they expected good attendance at each of the movies.

Janice Penner said that RDP would be setting up a meeting with downtown businesses to discuss the planned October events, a Zombie Prom / Thriller event on October 22nd and a joint promotion with the California Riverside Ballet on the afternoon of Saturday's Ghostwalk.

6b) Update on California Downtown Association conference

Peter Meyer encouraged the Board to attend at least a portion of the CDA conference during October 12th to 14th. Janice Penner said that she would send the conference brochure out to the Board when it was available.

Janice Penner said that RDP would be encouraging entries for CDA's annual Excellence Awards. She asked the Board to send any suggestions to her. She said that RDP would purchase tickets to the Awards Luncheon if Riverside won an award.

Bill Gardner suggested a brief brainstorming session for possible entries. David St. Pierre noted that the Executive Committee had made a number of suggestions at the last Executive meeting and those were included in the minutes. Janice Penner said that the Main Street renovation should be submitted and that she felt the restoration of the Fox Theater should also be submitted.

Chris Manning said that the monthly Arts Walk was a good example of an event that showcased downtown in a positive manner and had almost no problems. Janice Penner said that there was an Arts Walk tour so it would be appropriate to submit it as an entry. Natasha Ferguson noted that Arts Walk would be celebrating its 10th anniversary in 2012. Chuck Beaty recommended that a representative of CDA be introduced at Good Morning Riverside on October 13th.

Shelby Worthington commented that San Diego had an Arts Walk and had signage that indicated participating venues. Natasha Ferguson agreed to take the idea to the Cultural Consortium's marketing committee.

7) Financial Reports

7a) Financial Report as of May 31, 2011

David St. Pierre said that the financial summary for the month of May showed a loss of \$18,870. The loss was greater than the expected loss of \$10,745 due to BID levy income for the month being lower than expected by \$4,560.

David St. Pierre said that for the year to May 31st, there was a loss of \$1,500 compared to the expected loss of \$32,165. He said that if the BID levy income received in June for May was as expected, the fiscal year end result would likely be a loss of \$5,400 compared to a budgeted loss of \$13,000.

Motion: To accept the financial report as at May 31, 2011.

Motion made by: Bill Gardner

Motion Seconded by: Chuck Beaty

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner thanked his supporters for his reelection.

Councilman Mike Gardner said that he had appeared before the Board of Supervisors in support of their motion to stop property sales on the sidewalk in front of the County Court House. He said that Rob Field would be working to find an alternative spot for them. He said that one of the problems was finding an available space that was affordable and had facilities.

Councilman Mike Gardner said that due to Caltrans' action regarding the crane for the Citrus Towers project, Lime Street would have to be closed between University and Ninth.

Chuck Beaty commented on the State's plan to transfer prisoners to the counties. Councilman Mike Gardner said that the County already was releasing prisoners early due to overcrowding and that any action by the State would make the problem far worse. He commented that many parolees were released to the County seat and that with the economy and cutbacks in services, many of them could not get jobs or retraining.

8b) Ward Two

Councilman Andy Melendrez said that the Juneteenth celebration went very well. He said that there were a number of middle school children participating in science enrichment programs.

Councilman Andy Melendrez said that there was interest in a number of available properties on University. He said the United Educational College had over 300 students and would be at over 400 by the end of the summer. He added that the Walgreen's was under construction and expected to be completed in the late fall.

Councilman Andy Melendrez said that there were over 50 participants in the Opera program in July and that there were performances planned for both children and adults. He said that Suzanna Guzman had adopted Riverside and was an incredible asset to the Opera program.

Councilman Andy Melendrez said that he and Councilman Mike Gardner were involved in the March Joint Powers Commission and that they had had meetings on two separate projects near the

Orangecrest neighborhood. He commented on the concern by the residents on flights patterns, and the expectation that the number of operations at the airport was expected to triple in the future. He noted that small aircraft did not use the entire runway.

Chuck Beaty asked if there was any information about the medical centers underway at March and at Moreno Valley. Councilman Andy Melendrez said that the March Joint Powers Commission was dealing with the issue for the present time.

9) Security Update

Chris Manning said that residential vehicle burglaries were up and that the police were increasing efforts.

Chris Manning said that the police were starting up a citizens' bike patrol and reestablishing the mounted patrol in Fairmount Park. He encouraged people to participate and to recommend the programs to others. He said that volunteers were expected to provide their own bikes and their own horses, tack, and trailers.

Jeff Krauss asked if there were any plans to provide maps for available parking in the Mount Rubidoux neighborhood with the new parking restrictions. Councilman Mike Gardner said that the parking program would change as circumstances dictated.

Chris Manning advised the Board that Mayor's Night Out was being held that night at Bryant Elementary School.

Sharon Sola-Ahluwalia asked about the bike school held at the Convention Center. Chris Manning said that it was not through the Riverside Police Department but through a different academy.

10) Redevelopment Update

Tina English said that redevelopment agencies were still being threatened by the Governor and encouraged people to continue to send letters. She said that there was a combined effort for an alternative that would allow redevelopment agencies to continue with funding and reporting options.

Tina English said that there was interest in the Olivewood site for student housing for Riverside City College. She said that the other construction projects downtown were moving forward as expected.

Bill Gardner asked about the restoration of the building that had been removed as part of the Fox Entertainment Plaza. Tina English said that restoration of the façade was to be included as part of the design build.

11) Arlington Business Partnership Update

Janice Penner said that ABP had its Chili Cook-off on the Memorial Day weekend and it was extremely successful with no incidents.

Bill Gardner asked about the formation of another BID in the Auto Center. Tina English said that the

BID had been formed and the City was providing funding for hardscape and landscaping improvements. The BID would provide ongoing maintenance. She noted that the BID would be limited in its operations. Janice Penner said that the CDA conference would provide an opportunity to promote more BIDs in the Inland Empire.

12) New Business

Shelby Worthington advised that there were significant façade improvements to the buildings that housed Worthington's Tavern, The Menagerie, and Back to the Grind. She said that the trees in front would be removed and replaced, and improvements made to the sidewalk. She said that she was also working on improvements to the building next to La Cascada and noted that La Cascade could be expanding into it. She said that in the interim, the windows in that building would be used to promote downtown events and showcase artists.

Councilman Andy Melendrez said that the building next to La Cascada was actually the first City Hall and had the first jail behind it. He suggested promoting the history of the building.

Bill Gardner remarked on the new solar powered trash and recycling receptacles along downtown streets.

13) Adjournment and next meeting date

Peter Meyers adjourned the meeting until the next meeting scheduled for July 13, 2011 at 7:30 am.