



## Minutes

**Present:** Cynthia Azari, Chuck Beaty, Patrick Brien, Marcia Campbell, Lyn Cloninger, Gerald Douglass, Michelle Freeman, Bill Gardner, Lynn Anderson for Mike Gardner, Tera Harden, Barry Hildebrandt, Tommy Palmeri for Greg Lackey, Kirk Lewis, Marty Lueking, Chris Manning, Stan Morrison, Bob Nagle, Emilio Ramirez, Cherie Russell, Justin Tracy, Charity Schiller, Sharon Sola-Ahluwalia, Ellie Uli, Kris Whitehead, Steve Wollman, Teresa Rosales for ABP

**Guests:** Corri Windsor-Stevens (ABP)

**Excused:** John Field, Jeff Kraus, Shalini Lockard, Andy Melendrez

**Absent:** Miguel Cruz, Oscar Moreno, David St. Pierre, Shelby Worthington

**Staff:** Natasha Ferguson, Janice Penner

### 1) Call to Order

Charity Schiller formally called the meeting to order.

### 2) Self Introductions and Public Comment

#### 2a) Self introduction of new members

Charity Schiller asked that Board members give their name and business association for the benefit of new members.

New members included Stan Morrison of Security Bank, Tera Harden of Brian Percy Law Office, and Michelle Freeman of the Freeman Companies. Shalini Lockard of Riverside Legal and Professional Management was not in attendance, having been excused.

Bill Gardner asked that the RDP Cultural Committee consider contributing to the Cesar Chavez memorial to be located on Main Street and make a recommendation to the Board.

### 3) Minutes of February 8, 2012

**Motion:** To accept the Minutes of the Meeting of February 8, 2012.

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

**Motion carried.**

### 4) Chair's Report

Charity Schiller welcomed the new Board members and said that she was looking forward to the new board year.

### 5) Items for Information

#### 5a) Mayoral Forum – joint with ABP

Janice Penner said that there had been discussions about holding one jointly with ABP. Since ABP preferred evening meetings and RDP preferred luncheons, it was decided that each organization would hold its own forum. She said that May 15<sup>th</sup> had been selected as the date and that it would be held at Noon at the Marriott Riverside. She said that three of the candidates had confirmed and

she was waiting to hear from the remaining candidates. She said that the May luncheon meeting would be cancelled as a result and the May speaker would be rescheduled to June.

**5b) Use of funds for trash enclosure for Lot 16A**

Janice Penner said that RDP had set up a meeting at the request of Councilman Mike Gardner to discuss the dumpster situation in Lot 16A. She said that the area had become a concern because youth and others were moving the dumpsters to hide behind. She said that the meeting resulted in a consensus that there should be a locked trash enclosure and shared larger bins. She said that the City's Building Services department was working on the logistics of the trash enclosure, including location and cost.

Janice Penner said that the Executive Committee approved deferring the pergola signature landscaping until the next fiscal year, and using those dollars to assist with the trash enclosure. She said that since the issue impacted a number of businesses and visitors to downtown who avoid the lot because of security concerns, the Executive Committee felt it should have priority.

Bill Gardner said that he had heard that trash enclosures now needed to be ADA compliant. Janice Penner said yes, that there needed to be a 'path of travel' for a wheelchair.

**5c) Annual meeting and awards ceremony**

Janice Penner said that attendance was down from last year by about 25 people. She said that although the price of the ticket did increase, lower attendance plus lower cash sponsorships resulted in a loss of about \$350. She said that steps to increase attendance and cash sponsorships would be considered by RDP staff for next year.

Janice Penner said that the event went very well with positive comments from both honorees and attendees. She said that the only change that would be made to next year's event would be to move the selection of the Roy Hord 'Volunteer of the Year' Award up by several weeks so that the name of the recipient was included on the invitation without delaying printing.

**5d) ADA claims and information for businesses**

Janice Penner asked that Teresa Rosales report on the seminar she had attended on ADA claims and small businesses. Teresa Rosales said that several ABP businesses had received a form letter from a lawyer citing ADA violations and asking for payment of damages. She said that she attended a seminar hosted by Senator Bob Dutton's office on how to respond to ADA claims.

Teresa Rosales said that the seminar was put on by the organization, 'Lawyers against Lawsuit Abuse'. She said that Senator Bob Dutton had introduced a bill to allow businesses time to fix any ADA violations before incurring claims. She said that the seminar dealt with common violations and how to fix them and was extremely informative. She provided a copy of the seminar information for Janice Penner.

Charity Schiller asked if any downtown businesses had received similar letters to which Janice Penner responded no. She said she felt that it was important to share the information with downtown businesses so that they would be prepared.

Justin Tracy said that he had received a letter regarding his handicapped parking spaces and said

that the letters were usually to extort money not resolve accessibility issues. Marty Lueking said that there were companies that would assess businesses to see if there were accessibility issues, often with aisles and restrooms in older buildings, and provide recommendations to resolve them. He said that these types of legal claims usually were for personal benefit and not to correct accessibility issues.

Janice Penner thanked Teresa Rosales for providing the information.

## **5e) RDP activities**

### **i) Debrief on 'Love in Riverside'**

Janice Penner said that the electronic media part of the event went quite well and said that the Culver Center participation was amazing. She said that they had identified several changes needed including evening sessions for taping for downtown employees, and an outreach to active military stationed in the area to have them tape messages for their families along with a special expo on a weekend with businesses participating.

### **ii) Meet and Greet**

Janice Penner said that the first Meet and Greet session was held on Tuesday, February 21<sup>st</sup> at the Mission Lakes office complex boardroom with nine businesses in attendance. She said that RDP offered a complementary BID Bulletin ad to each business as a thank-you for attending.

Marcia Campbell added that several of the new businesses in attendance said that they were very impressed with the material they received from RDP and what they knew of RDP activities.

Janice Penner said that RDP planned to have another 'Meet and Greet' in either late May or early June in the Market/14<sup>th</sup> Street area.

### **iii) Events**

Janice Penner advised that the Easter event was scheduled for Saturday, March 31<sup>st</sup> and that posters and flyers had been distributed. She outlined the activities for the event, noting that volunteers from Supervisor Tavaglione's Youth Council would be helping with the egg stations and with face painting.

Janice Penner said that RDP was assisting the Riverside Convention and Visitors Bureau with the National History Day California competition coming to Riverside on the last weekend in April. She said that RDP was funding a movie on Saturday night for the students and a DJ for their Friday social at a cost of \$1,000. She noted that 1,000 people were expected that were likely to spend a minimum of \$10 or more, and that Riverside was making a bid to become the Southern California home for the competition.

Janice Penner advised that RDP had booked the movies for this year's Movies on Main. She said that the movies booked were Kung Fu Panda 2, Puss in Boots, Muppets, The Zookeeper, Adventures of Tin Tin, and Spy Kids 4. She said that the movies were booked early to ensure that the schedule got into the City's Summer Activities Guide distributed to all residents. She said that she would be arranging with Nancy Castillo for children's fingerprinting.

Charity Schiller asked the Board for comments on the activities being planned and if there were any

concerns and comments.

Lyn Cloninger said that she agreed that the Movies on Main were popular but that she felt that the event had no direct benefit to them. She said that she noticed many people bringing in their own food. She said that she would prefer something different such as sending out gift certificates to areas like La Sierra that don't come downtown. She said that Friday nights were dead and she would like to have some type of activity that would be an incentive for people to come downtown. She said that the Arts Walk was not beneficial to them and in fact was a detriment due to young people congregating and causing problems. She said that the bars were creating a problem with \$2 beer nights.

Bill Gardner said that he wondered if some form of Downtown Wednesday Nights could come back. Janice Penner said the City had tried to bring a similar event back but that it had not proven successful. She said that RDP was still working with the City on the Music on Main program but that it needed to be a City sponsored program to cover the insurance liability.

Charity Schiller asked if RDP had any information on the benefit to businesses from Movies on Main. Janice Penner said that Antonious' Pizza Café and Coffee Bean and Tea Leaf did benefit and that a number of movie attendees did stop at fast food places in the downtown to pick up food. She said that Applebee's had reported a slow but steady increase in take-out sales. She said that the event was designed to build future markets and improve the quality of life.

Lyn Cloninger said that her concern was that the existing businesses might not last long in the current economic situation. Janice Penner said that assisting existing businesses would be part of the discussion about the update of the Downtown Specific Plan and the implementation of the Downtown Retail and Entertainment Strategy.

Charity Schiller asked about the security concerns raised. Janice Penner advised that the Riverside Arts Council had arranged to move the street vendors off the sidewalks and into Parking Lot 44 which had helped control many of the problems. She said that RDP had also added a second Ambassador shift with one dedicated to circulating in the downtown core.

Lyn Cloninger asked if there could be children's arts and crafts on Main Street during Arts Walk to bring more families and perhaps deter the youth from gathering. Janice Penner noted that prior to the vendors congregating in the one area during Arts Walk, the average age of attendee was higher. Patrick Brien said that the Culver Center was also looking at activities to draw people to the area. Lyn Cloninger said that activities were needed to draw people to downtown and the businesses. Janice Penner said development of future activity would need to be done jointly between organizations such as the Arts Council.

### **iii) Other**

Janice Penner said that RDP was working with Councilman Andy Melendrez, RPD, and Parks and Recreation on security issues in North Park. She said that RDP had funded the purchase of a security camera similar to those previously purchased, with Parks and Recreation covering all associated installation costs, to cover the activity in the parking lot.

Janice Penner said that RDP was upgrading their website including a change to Word Press. She said that the upgrade was budgeted and that there would be some savings realized by moving the hosting of the site to another provider.

## **6) Financial Reports**

### **6a) Financial report at February 29, 2012**

Marcia Campbell said that for the month ending February 29, 2012 there was a loss of \$3,400 compared to an expected surplus of \$15,015 due to BID levy income being less than and approved but unbudgeted expenses for the 'Love in Riverside' promotion.

Marcia Campbell said that for the year to date there was a positive variance of more than \$30,000 due to greater than expected BID levy income and the management of the Marketplace Sign upgrade. She said that there were additional expenses for Fashion's Night Out, Zombie Crawl, and Love in Riverside. She concluded by saying that all variances were explainable and that RDP was financially solid.

**Motion:** To accept the financial report as at February 29, 2012.

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

**Motion carried unanimously.**

## **7) City Council Updates**

### **7a) Ward One**

Lynn Anderson reported on behalf of Councilman Mike Gardner. She said that the City Council had approved changing the name of Tequesquite Park to the Ryan Bonaminio Park. She reported that due to the new consensus data, the City was looking at redistricting the wards. She said that Councilman Mike Gardner had recommended that redistricting not go to the Governmental Affairs Committee until there was sufficient opportunity for public input into the proposals.

### **7b) Ward Two**

There was no update from Councilman Andy Melendrez.

## **8) Security Update**

Chris Manning reported that there had been a drop in property crimes downtown. He said that there were some issues on the Mall including two incidents where young men pushed large planters into the fountain by Mission Inn Avenue. He said that although the incidents were recorded by security cameras, the resolution of the images was not sufficient to make a positive ID.

Chris Manning said that there was no large St. Patrick's Day event planned downtown but that Killarney's at Riverside Plaza was planning one with an expected 3,000 people. He said the police had implemented specific security requirements for the event including hiring policemen for the event and having an ambulance on hand.

Chris Manning said that there had been a significant drop in violent crime downtown. He said that the violent crimes that had occurred were where the victim knew the attacker. He said that there was an increase in unarmed robberies.

## **9) Redevelopment Update**

Emilio Ramirez reported that there were plans to install a Cesar Chavez memorial on Main Street

near University. He reported that work on updating the Downtown Specific Plan would start shortly.

Emilio Ramirez said that there would be a presentation to the Development Committee on the idea of installing public restrooms on Main Street. He asked that RDP provide their comments on the issue to the City.

Emilio Ramirez said that the City would be holding the annual Neighborhood Conference on June 2<sup>nd</sup> downtown on Main Street. He said it would be more family oriented.

Emilio Ramirez advised that the first meeting of the Oversight Committee for the Successor Agency for the City's redevelopment department would be held that Thursday and that it was open to the public.

Chuck Beaty asked about the status of the California Tower. Emilio Ramirez said that he felt it would be maintained by the City as there was outstanding debt.

Emilio Ramirez said that the City had an open RFP for a restaurant in the new Fox Entertainment Plaza that was available online.

#### **10) Arlington Business Partnership Update**

Teresa Rosales introduced their new Marketing Manager, Corri Windsor-Stevens. She said that ABP was planning its own Mayoral Forum on May 3<sup>rd</sup> in the evening at Arlington High School.

Teresa Rosales distributed their Chili Cook-off flyers and encouraged participation as a chili cook and as a volunteer. She noted that there were prizes in various categories.

#### **11) New Business**

Bill Gardner advised that the air show would be held on March 31<sup>st</sup>.

Cherie Russell reported that Riverside Community Hospital would be hosting a health and fitness fair event on June 9<sup>th</sup>.

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

Charity Schiller adjourned the meeting until the next one scheduled for April 11, 2012 at 7:30 a.m. at The Center for Arts and Philanthropy.