



## Minutes

**Present:** Chuck Beaty, Patrick Brien, Marcia Campbell, Lynn Clonniger, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Tom Harris, Barry Hildebrandt, Jeff Kraus, Greg Lackey, Kirk Lewis, Deanna Lorson, Marty Lueking, Lisa Williams for Chris Manning, John Matheson, Andy Melendrez, Peter Meyers, Oscar Moreno, Bob Nagle, David St. Pierre, Cherie Russell, Sharon Sola-Ahluwalia, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington, Teresa Rosales for ABP

**Excused:** Brian Pearcy, Charity Schiller

**Absent:** Miguel Cruz, Ian Davidson, Ellie Uli, John Worden

**Staff:** Natasha Ferguson, Janice Penner

### 1) Call to Order

Chair Peter Meyers called the meeting to order.

### 2) Self Introductions and Public Comment

Peter Meyers asked that Board members include their affiliation and RDP activities in their self-introduction for the benefit of new Board members.

Bill Gardner suggested sprucing up downtown Riverside in preparation for the California Downtown Association conference in October.

David St. Pierre advised that Performance Riverside's next show would be Curtains.

### 3) Minutes of February 9, 2011

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

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

**Motion carried.**

### 4) Chair's Report

Peter Meyers noted that RDP had sent a letter in support of redevelopment agencies to California legislators. He said that he had received several responses including one from Kevin Jeffries who said that he appreciated RDP's comments but that the future of redevelopment didn't look positive.

### 5) Items for Discussion

#### 5a) Planning session for Strategic Plan

Peter Meyers said that RDP needed to look at where it wanted to go for the next three years. He said that the Executive Committee had planned a session for Wednesday, March 30<sup>th</sup> at the Security Bank offices from 8 am to 11 am. He said that all Board members were invited to attend and asked that those who wished to do so RSVP to Janice Penner. He said that the session would look at the

last Strategic Plan and then where RDP wanted to go in the future. He encouraged Board members to bring ideas.

## **6) Items for Information**

### **6a) 2011 Annual Meeting and Awards Ceremony**

Janice Penner reported that the event had the highest attendance to date – just shy of 170. She said that the event would show a slight loss of about \$400. She noted that the ticket price was kept at last year's level but that costs for the meal, awards, and invitations went up and cash sponsorships went down slightly.

Janice Penner said that RDP did not aggressively solicit sponsorships for the event as it was not a fundraiser for RDP. She said that staff did recommend to the Executive Committee that the ticket price be raised since an increase of \$5 would have resulted in a small surplus. She said RDP tried to provide as much value as possible for the event. She said that the Executive Committee agreed that an increase in the ticket price for the 2012 event was warranted but that the amount would not be decided upon until closer to the event. She then handed out RDP pins designed by Marty Tobias for those Board members who were unable to attend.

### **6b) Americans for the Arts Economic Impact Study**

Janice Penner said that the Riverside Arts Council was approached by Americans for the Arts about participating in a study of the economic impact of arts in Riverside County. She said that the Riverside Arts Council took part in the 2005 study and RDP provided funding for that study. She said that the Riverside Arts Council was able to negotiate a discounted price of \$4,500 versus the full price of \$7,500 for the current study. RDP staff recommended that RDP fund the cost of the study with its City match funds and the Executive Committee agreed via email poll to so.

Patrick Brien explained that the study was important as it provided data on the economic benefit of funding arts and cultural organizations. He said that one advantage of the current study was that Riverside would receive a City-specific breakdown of the data.

### **6c) Ward One Candidate Forum**

Janice Penner said that RDP had held a candidate forum during the last two Ward One elections. She said that RDP would hold a Ward One candidate forum on April 26<sup>th</sup> as the monthly luncheon at the Convention Center. She said that the cost would increase to \$20 per person. She said that the final invitations would be sent out to the candidates following close of nominations that Friday.

### **6d) Update on California Downtown Association conference**

Janice Penner said that RDP staff contacted the conference planner to offer assistance to the Association in planning the event. She said that she and Teresa Rosales participated in the first conference call for the CDA Conference Committee on Thursday, March 3<sup>rd</sup>.

Janice Penner said that RDP and ABP met with the City to discuss topics to submit for sessions and would be submitting about ten for consideration. She added that RDP and ABP would set up a host committee to assist with the conference and act as ambassadors. She said that the City had agreed to host the opening reception on Wednesday, October 12<sup>th</sup> at the Grier Pavilion, and to help market

the conference to surrounding Inland Empire cities. She noted that when Marcia Campbell had attended the 2010 conference in Sacramento, a number of attendees had said that they were hoping more inland cities would attend with the conference being in Riverside. She said that the CDA conference could be the stepping stone to the IDA spring conference.

Sharon Sola-Ahluwalia commented on a 13 mile bike tour that was put together for the German visitors and suggested that something similar be set up for the CDA conference. Bill Gardner said that he was working with the Riverside Public Utilities on a possible tour of facilities and with the Old Riverside Foundation on a tour of historic buildings. Janice Penner said that several of the sessions being proposed included a construction tour, historic tour, and Arts Walk tour.

John Field asked if the majority of attendees were city staff or electeds. Janice Penner said that about 70% would be downtown professionals with the remainder city staff and others.

## **7) Financial Reports**

### **7a) Financial summary as of February 28, 2011**

David St. Pierre reported that the report showed a surplus of \$15,594 for the month of February compared to an expected surplus of \$20,597. He said the variance was due to slightly lower income.

David St. Pierre said that for the year there was a surplus of \$29,162 compared to an expected loss of \$9,837. He said that the positive variance of about \$39,000 was due to higher BID levy income offset by additional experiences in several BID categories.

David St. Pierre noted that the Balance Sheet showed a reduction in assets of \$25,000 reflecting the restricted mural funds that were paid to UCR for the LED screens for the Culver Center.

**Motion:** To accept the financial report as at February 28, 2011.

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

**Motion carried unanimously.**

### **7b) Agreement with Redevelopment Agency for upgrade of Marketplace electronic sign**

Janice Penner said that the City asked RDP to serve as the contract manager for the upgrade of the Marketplace electronic sign to full color. She said that RDP has acted as contract manager for the City in the past. She said that the agreement was approved by the Executive Committee and the signed agreement forwarded to the City.

## **8) City Council Updates**

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

Councilman Mike Gardner reported that the property owner of the building that housed Curves and other businesses was considering whether to cut another entrance into that parking lot. He said that if the property owner decided that having that entrance was worth the loss of several parking spaces, the City was ready to go forward.

Councilman Mike Gardner said that construction of Citrus Towers was proceeding well. He noted that there was an issue with the crane extending over the Freeway and that Caltrans was

threatening to force Mark Rubin into removing the crane. Peter Meyers said that he had noticed another crane on the site. Janice Penner said that she had asked Mark Rubin to provide an update at the next RDP Land Use Committee meeting.

Councilman Mike Gardner said that Council had approved the construction of Fire Station One and that would result in Parking Lot 30 being closed to public parking. He said staff was required to find alternative parking for those parkers prior to the lot being closed. He said that permit parkers in Lot 27 would be relocated but that those spaces were not sufficient to replace the lost spaces. He said that the City was looking at leasing interim spaces at other locations such as the old Econo Lube N Tune at Mission Inn Avenue and Lime.

Councilman Mike Gardner said that Sacramento only needed a majority to pass a budget but that a 2/3's vote was required to put a measure on a ballot. He said that could result in a budget being passed that was based on redevelopment agencies going away without a ballot to actually put that into effect. He said that cuts to a variety of services were likely as the Governor and legislature tried to deal with the budget shortfall.

Bill Gardner asked what was being done to replace parking spaces lost due to construction of the Fire Station and Hyatt Hotel. Councilman Mike Gardner said that the new garage at the Fox Entertainment Plaza would replace the parking lost due to the Hyatt Hotel. He said that there had been a development agreement with the Shopoff Group to build an office complex with parking on the site of the old Fire Station but that agreement had lapsed. He said that he had asked staff to look at options for repurposing of the old Fire Station which would then leave the parking lot across from the Municipal Auditorium open for a new parking structure. Bill Gardner commented that the Riverside Art Museum had considered expansion options that included buying the apartment building to the North.

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

Councilman Andy Melendez said that the Marketplace multi-modal transit facility assessment had been pushed back to June. He said that the City had been discussing 'quiet zones' for various areas of the City due to the number of trains in residential areas. He said that the rail crossings at Third and at Mission needed to also be considered for quiet zones due to their proximity to residential neighborhoods and the number of trains each day.

Councilman Andy Melendez said that they were in discussions with developers about potentials sites along University Avenue. He noted that Walgreen's was building on University near Chicago. He said that United Educational Institute had started interior tenant improvements in the office complex between Ottawa and Chicago. Several sites including the old KFC site were in the process of being sold to private developers who planned to put an Asian sandwich shop on the site.

Councilman Andy Melendez said that discussions had started on establishing a music school at the Cesar Chavez Center. He said there would be an Easter Egg Hunt at the Bobby Bonds Sports Center on April 16<sup>th</sup>.

Bill Gardner commented that the street landscaping along University was a major improvement in the appearance of the area.

## **9) Security Update**

Sergeant Lisa Williams gave the Security update on behalf of Lieutenant Chris Manning. She thanked RDP for the support for Officer Bonaminio.

Sergeant Williams said that she and Chris Manning had attended a meeting with the First Congregational Church to discuss security issues and the installation of a fence. She said that there had been progress in determining the culprits in a series of downtown car burglaries.

Justin Tracy commented on a tagging incident near his business and encouraged people to report suspicious activity, particularly late at night. Sergeant Williams said that instantaneous information through email was very helpful in gathering data and spreading alerts. She added that security cameras were also extremely helpful.

Sergeant Williams spoke about the advantage of having warnings posted in the downtown garages advising them to lock up their valuables. Janice Penner said that the need for these warnings had been discussed at the RDP Security Committee meeting and would be brought to the Downtown Parking Committee.

## **10) Redevelopment Update**

Deanna Lorson said that redevelopment was in high gear. She said that the Fox Entertainment Plaza was in the detailed design development phase. She said that the elevator portion would be finished first. She said that the Metropolitan Museum was still open during renovations. David St. Pierre asked how long Parking Lot 16 would be impacted. Deanna Lorson said that she would have Joel Belding follow up.

Deanna Lorson said that the design build project for the renovation of the Convention Center was out to bid. She said the design build project for the Municipal Auditorium had been awarded to Stronghold Engineering and should be complete by next March. The contract for the new Fire Station had also been awarded, and the multi-modal transit study was also underway.

Deanna Lorson said that the City was undertaking an alley demonstration project that was in the design assessment phase. Janice Penner advised that she had sent the RDP report on historic names for the allies to the City.

Councilman Mike Gardner said that the City had a preference for Riverside companies but that they did not always bid. He said that any company hired by the City was subject to a local hiring clause that required that 50% of the people employed had to live within 50 miles of the City.

Bill Gardner asked about the Eliza Tibbets statue. Councilman Mike Gardner said that there had been a number of setbacks due to the artist's health and that no firm date had been set. Temporary uses of the statue base were discussed.

Justin Tracy suggested that the City consider naming the parking garages and parking lots for better identification.

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

Teresa Rosales said that ABP was very excited about the CDA conference and would be proposing a walking tour of the murals. She said that ABP was working on cleaning up of the murals for the conference. She said that ABP was working on adding two bus shelters to the area.

Teresa Rosales said that the Chili Cook-off was proceeding very well and that contestants were also participating in the YWCA's Men Who Cook event. She encouraged people to consider being a cook for the event.

### **12) New Business**

Janice Penner encouraged Board members to attend the Legally Blonde promotion event and outlined some of the activities.

Justin Tracy said that the Don O'Neill studio was now open.

Janice Penner reported that RDP was hosting an Easter event for the downtown core businesses.

Janice Penner advised that RDP was assisting with the Culinary Salon. She said that the Culinary Salon would be the topic of the next RDP monthly luncheon. She pointed out that RDP was supporting the Culinary Salon as it was expected to bring a targeted demographic.

Cherie Russell advised that the Riverside Community Hospital was supporting a major event and would be sending the information to RDP for distribution.

**Shelby Worthington provided additional information on the 'Art of the Bar' portion of the Culinary Salon.**

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

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