



Minutes

Present: Cynthia Azari, Chuck Beaty, Marcia Campbell, Lynn Cloninger, Gerald Douglass, Bill Gardner, Mike Gardner, Barry Hildebrandt, Jeff Kraus, Andrew Lazarz for Greg Lackey, Marty Lueking, Andy Melendrez, Peter Meyers, Kirk Lewis, Bob Nagle, Brian Percy, Emilio Ramirez, Justin Tracy, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Kris Whitehead, Teresa Rosales for ABP

Excused: Patrick Brien, Ian Davidson, John Field, Ellie Uli, Shelby Worthington

Absent: Miguel Cruz, Chris Manning, John Matheson, Oscar Moreno, Cherie Russell, Steve Wollman, John Worden

Staff: Natasha Ferguson, Janice Penner

1) Call to Order

Peter Meyers called the meeting to order.

2) Self Introductions and Public Comment

David St. Pierre reminded the Board about the Mission Inn Run. Peter Meyers reminded the Board about the CRB's Businesses in Tutus event at the Fox.

3) Minutes of October 12, 2011

Motion: To accept the Minutes of the Meeting of October 12, 2011.

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

Motion carried.

4) Chair's Report

Peter Meyers said that the CDA conference was a great success. He thanked all of the Board members who volunteered. Janice Penner distributed CDA bags to those Board members who hadn't received one yet.

5) Items for Discussion

5a) BID renewal – Public Hearing November 15th

Peter Meyers said that the BID renewal Public Hearing was on November 15th at 3 pm. Councilman Mike Gardner said that he did not anticipate any problems.

Janice Penner said the PowerPoint presentation for the Public Hearing would include video clips of the Fashion's Night Out and Zombie Crawl events. She said that the Annual Report had been posted on the website and a brief summary of the Annual Report included in the November BID Bulletin for information prior to the Public Hearing.

5b) Appointment of Nominating Committee

Janice Penner said that information on the 2012 Nominating Process was attached. She said that

the Nominating Committee would consist of Peter Meyers as Chair and Charity Schiller as Vice-Chair, Jeff Krauss and Gerald Douglass as Board representatives, and Naomi Avila as the community member. She added that Board members who also wished to serve were welcome to do so. She said that the work of the Nominating Committee was minimal this year as most changes were internal due to succession planning.

Motion: To approve the Nominating Committee for the 2012 Board year

Motion made by: Bill Gardner **Motion Seconded by:** Brian Percy

Motion carried.

6) Items for Information

6a) California Downtown Association conference

Peter Meyers noted that the item had already been discussed.

6b) RDP activities

i) Marketplace sign

Janice Penner said that the sign was now up and operational. She said that RDP had submitted a proposal to manage advertising sales for the advertising board portion in return for a 20% management fee, and was waiting for a response from the City.

ii) Signature landscaping project

Janice Penner said that RDP was working with Councilman Mike Gardner and City staff on landscaping and other improvements to the pergola in front of The Big Cheese restaurant as well as those by Old Spaghetti Factory and Sevilla. She said that the project was on hold while City Staff researched the history of the pergolas to determine the type of standard to be set for maintenance of the vines. She gave a brief overview of the project parameters, noting that the City would assume responsibility for ongoing trimming of the vines on the pergolas once the project was completed. She said that following the initial trimming of the three pergolas, an interior metal frame to hold a screen at top and lights along the sides of the top for pedestrian lighting would be installed.

iii) Events

Janice Penner said that the Zombie Crawl attracted about 500 people throughout the event including the movie in the evening. She said that there was excellent participation in the costume contest in all three age groups, and that the media hits for the event were extremely high so the public relations impact was very positive.

Janice Penner said that RDP was working with Phood on Main on an event for Tuesday, November 15th that will be part of the book tour by 'Hungry Girl', Lisa Lillien. She said that the event was at capacity so advertising was limited. She said that rain options were being considered.

iv) Other

Janice Penner said that RDP arranged and paid for the repair of the Ballet mural on the Freeman building at University and Lemon. She said that the repair was due to sun damage and the cost of \$500 for the artist and \$200 for paint was charged to BID Beautification.

Janice Penner said that RDP was working with Applebee's to promote their Applebee's third

annual thank you event for veterans and active duty military on November 11th. Council members Gardner, Melendrez, and Bailey were confirmed to visit the restaurant during the day to greet veterans.

Janice Penner said that RDP purchased a full page ad in the inside cover of the November 25th Press-Enterprise Gift Guide to promote downtown businesses for holiday shopping, and would have a story in the Guide. She said that the Festival of Lights promotions including the window decorating contest and the ice skating rink ticket giveaway would be run through the RDP Facebook page, and would include a new feature allowing people to submit their favorite business window.

Janice Penner said that she sent out the final draft of the Downtown Retail and Entertainment Strategy report prepared by Jones, Lang, LaSalle for the City to the Board and RDP committees for review and feedback. She asked Board members to send their comments to hear before Thanksgiving. She said that City staff wanted to incorporate any feedback from RDP before they took the report to the City's Development Committee in either December or January.

6c) RDP Holiday reception on Thursday, December 8, 2011.

Janice Penner advised that the RDP holiday reception would be held on Thursday, December 8th from 11 am to 2 pm, and that email invitations would be sent out in the latter part of November.

7) Financial Reports

7a) Financial report at October 31, 2011

David St. Pierre reported that the financial report at October 31, 2011 showed a deficit of \$9,300 compared to an expected deficit of about \$14,000.

David St. Pierre said that for the year to date, the report showed a surplus of about \$21,000 compared to an expected deficit of about \$18,000 due to more BID levy income, income from the Marketplace Sign upgrade. He said that the additional income was partially offset by the unbudgeted expenses for Fashion's Night Out and Zombie Crawl.

David St. Pierre said that the category for BID City Match had been expanded to include more detail on the monthly statement to be consistent with the detail provided with the annual budget.

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

Motion made by: Marty Lueking **Motion Seconded by:** Bill Gardner

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner reported on the results of the November 8th election, noting that while there were still some ballots remaining to be counted, no changes were expected. He said that Measure I passed with 85% approval. Bill Gardner commented that the results had come in much faster than in previous elections.

Councilman Mike Gardner said that Occupy Riverside was still on Main Street. He said that there

had been a police action to make the protesters take down the tents, noting that tents and camping were not allowed under City ordinance, but the tents did return. He said that there would be further police action but there was no firm date as yet. He commented on some of the actions and issues to date, reiterating that while the protesters had the right to assemble and to make their options known, they did not have the right to break other laws such as the City ordinance against camping.

Several Board members commented on the presence of the homeless in the midst of the protesters. It was noted that the homeless were using Occupy Riverside to camp out and that a number of them were being 'paid' to protest with free food and space in the encampment. Brian Pearcy asked if the protesters were all local. Councilman Mike Gardner responded that initially the majority were but that most of them now were from other Occupy groups, including the one in Ontario.

Councilman Mike Gardner said that the City was hopeful that the protesters would not interfere with the Mission Inn Run or the Festival of Lights as they had been cooperative with other events on the Mall such as the Zombie Crawl and Ghost Walk. He noted that there had been problems however in the garages and in the alleys.

Councilman Mike Gardner said that a proposal to rename Tequesquite Park to honor Officer Ryan Bonaminio was sent to the Parks and Recreation Commission's Naming Committee for review. Their recommendation would then go to the Commission and then to City Council. He said that construction would likely start in early 2012 but that since the bids came in around \$6 million and only \$4 million was set aside, Council would need to find the balance of funding. He said that the likely source would be the General Fund but that Council needed to confirm first that doing so would not drop reserves below the 20% needed to maintain the City's current bond rating.

8b) Ward Two

Councilman Andy Melendrez said that there were a number of ribbon cuttings planned for University Avenue including the new technical school, UEI, and the new Walgreen's. He said that another new development was in construction at the old site of KFC.

Councilman Andy Melendrez said that he anticipated the new Athletic Director to generate a great deal of excitement at UCR. He suggested that RDP have him out to speak and encourage a relationship. He said that one initiative was to promote the basketball program. Peter Meyers said that Stan Morrison, the former director, was now working for Security Bank.

Councilman Andy Melendrez said that one challenge was getting tenants into University Village. He said that a new restaurant was moving in and that UCR was taking some of the space. He said that developers were interested in University Avenue, particularly the area closer to Iowa and UCR.

Councilman Andy Melendrez said that Walmart was moving forward on their new Super Walmart in Canyon Springs and it was anticipated that it would cover 5 acres.

Bill Gardner asked about extending the BID boundaries to include University Avenue. Councilman Andy Melendrez said that they were looking at establishing a new BID that was reflective of the multi-cultural nature of the district. Janice Penner said that RDP would assist in any way possible to set up a BID.

9) Security Update

In the absence of Chris Manning, Peter Meyers asked Councilman Mike Gardner if there were any security issues. Councilman Mike Gardner said that overall, there were none, although security preparations were underway for the Festival of Lights. Janice Penner noted that the streets would be closed earlier for the Festival of Lights Switch-on Ceremony.

10) Redevelopment Update

Emilio Ramirez reported that the Redevelopment Agency remained on hold but that the City was proceeding with the projects that had been committed to previously such as the expansion and renovation of the Convention Center and the renovation of the Municipal Auditorium. Janice Penner noted that Carl Carey was presenting on the expansion of the Convention Center to the RDP Land Use Committee at its November 17th meeting and that Board members were welcome to attend.

Emilio Ramirez said that regarding the status of redevelopment agencies, oral arguments were being heard by the California Supreme Court but a decision was not expected until January 2012.

11) Arlington Business Partnership Update

Teresa Rosales reported on their Winterfest event, noting that the event had changed from a one-day event at Arlington Park to an event with several components such as a passport promotion with participating businesses. She said that people who completed their passports were entered into a draw for prizes. She said that Winterfest included a window-decorating contest with \$4,000 as first prizes, \$3,000 for a structure and \$1,000 for a window. She said that the last part of the event was a roving Santa at three locations who would provide children with a toy. Janice Penner said that RDP was a balloon sponsor for Santa.

12) New Business

Bill Gardner noted that Evergreen Cemetery had achieved its fundraising goal and commended the organization's achievement. He asked if RDP had ever recognized Evergreen Cemetery to which Janice Penner responded no.

Janice Penner said that the RDP Annual Meeting was coming up in February 2012 and encouraged the Board to send in their suggestions regarding people or organizations to recognize for downtown achievements.

Jeff Krauss encouraged Board members to attend the Businesses in Tutus event to see Peter Meyers and other executives in tutus to benefit the California Riverside Ballet. Peter Meyers noted that Sergio Diaz and Rick Miller were also participating.

13) Adjournment and next meeting date

Peter Meyers adjourned the meeting until December 14, 2011 at 7:30 am.