



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Barry Hildebrandt, Jeff Kraus, Andy Melendrez John Matheson, Peter Meyers, Kirk Lewis, Chris Manning, David St. Pierre, Charity Schiller, Sharon Sola-Ahluwalia, Steve Wollman, John Worden

Excused: Cynthia Azari, Ian Davidson, Marty Lueking, Bob Nagle, Brian Percy, Justin Tracy, Ellie Uli, Shelby Worthington

Absent: Lynn Cloninger, Miguel Cruz, Greg Lackey, Oscar Moreno, Emilio Ramirez, Cherie Russell, Kris Whitehead

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 advised that the Haunted House would open tomorrow night at 7 pm with about 4,000 square feet and 18 rooms, and would run through Halloween. Patrick Brien said that the haunted house was quite scary. He added that they were co-marketing with the CRB's Ghostwalk. Councilman Andy Melendrez said that it took about 30 minutes to tour the haunted house.
- Councilman Mike Gardner noted that the California Downtown Association was in downtown for the next three days and that the welcome reception was that evening at the Grier Pavilion.
- Natasha Ferguson advised the Board that RDP would hold its Zombie Crawl on Saturday, October 22nd and outlined the various activities.
- Sharon Sola-Ahluwalia wished both Chris Manning and Barry Hildebrandt safe trips to Europe.
- Bill Gardner reminded the Board that Measure I was on the November 8th ballot.
- Councilman Andy Melendrez said that there would be a Caesar Chavez Memorial fundraiser at the Fox Theater on December 3rd with Paul Rodriguez and Los Lobos.
- John Worden advised that the Mission Inn Run would take place on November 13th and that a sister cities concert would take place at the Mission Inn on October 26th.

3) Minutes of September 14, 2011

Motion: To accept the Minutes of the Meeting of September 14, 2011.

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

Motion carried.

4) Chair's Report

Peter Meyers deferred his report, noting that his items were covered elsewhere on the Agenda.

5) Items for Discussion

5a) Presentation on Measure I

Bill Gardner said that the Measure called for the continuation of the \$19 per parcel assessment per year that would be used to fund approximately one-quarter of library operations for another ten

years. He noted that two-thirds approval was required to pass the measure. Peter Meyers clarified that both residential and commercial parcels were subject to the assessment. Councilman Mike Gardner said that the monies went for operations and programs, not facilities. Councilman Andy Melendrez said an example of use would be the summer reading programs. Chuck Beaty said that it was important to encourage people to get out and vote.

6) Items for Information

6a) California Downtown Association Conference

Janice Penner said that the host city normally provides as many volunteers as possible and that RDP had been working with ABP and the conference coordinator to finalize volunteers for the registration desk and monitors for conference sessions. She displayed the conference tote bag that had been provided by RDP and that had been stuffed with Riverside tokens, and the T Shirts provided by ABP for volunteers. She said that the welcome reception would be held that evening at the Grier Pavilion. She said that RDP had offered use of the RDP office during the conference and had arranged for Ambassadors to be on hand during Wednesday evening and Thursday evening to assist with directions.

6b) RDP activities

i) Marketplace sign

Janice Penner said that the sign was now dark as Quiel Bros. was in the process of taking the old sign down in preparation for installation of the full color screens. She said that RDP had submitted a proposal to manage advertising sales for the sign in return for a 20% management fee but had not hear back as yet. She said that it might be on hold due to the City Attorney's concern that the Redevelopment Agency cannot enter into any contracts until reinstated.

ii) Website upgrades

Janice Penner said that RDP had decided to defer the upgrade of its website to include a mapping function and enhanced calendar capacity until the full features of the City's Smart Phone application were known. She said RDP would request an update from the City's IT Department at the October Land Use committee meeting.

iii) Signature landscaping project

Peter Meyers said that the original intent had been to do a signature landscaping project in the area of Riverside Community Hospital as the two north corners of Market and 14th were in need of physical improvement. However issues with the properties in question had led to RDP looking at the pergolas on Mission Inn Avenue instead.

Janice Penner said that there were four pergolas on Mission Inn Avenue and that all were in differing stages of being covered with vines. The only pergola maintained by the City was that one by North Park. She said that the ones in front of the Big Cheese restaurant and Sevilla were quite overgrown and dark underneath as a result. She said that as a result of a meeting with the City's Historic Preservation Officer, it had been decided that a standard would be established for the historic pergolas including coverage by vines. RDP would then bring the pergolas to that standard and providing pedestrian lighting underneath using an interior frame. She said that improving the pergolas would provide the most return on investment by improving the look of Mission Inn Avenue and making the area feel safer and more pedestrian friendly.

Councilman Mike Gardner said that the historic pergolas were a cultural resource of the City and that since they were in the public right of way, the City had a responsibility to maintain them. He said

that if the pergolas were not maintained properly, they would deteriorate and be lost. David St. Pierre agreed that the pergolas were a historic resource and that they were more fragile than people realized.

iv) Events

Janice Penner noted that there would be a movie shown in the evening of the Zombie Crawl, noting that it was one of the very few PG-13 rated zombie movies as it was felt inappropriate to show an R rated movie with children in attendance.

Janice Penner said that RDP was working with Phood on Main on the book signing by 'Hungry Girl', Lisa Lillien of her latest book on Tuesday, November 15th. She said the intent was to leverage the expected attendance for the book signing by encouraging people waiting to have their books signed to visit downtown businesses.

Janice Penner said that RDP had submitted the sponsorship request application for the City of Riverside, noting that RDP did not request cash but instead in-kind services such as waiver of the permit fees and waiver of rental fees for equipment use such as the screen and projector for the movies.

v) Other

Janice Penner said that the City had not proceeded with the \$75,000 loan due to the City Attorney looking into whether the loan would be deemed a new contract by the Redevelopment Agency when it is effectively terminated.

Janice Penner said that RDP was working with the City on the possibility of showcasing downtown businesses in the empty windows of Flowerloft and Biokorium.

Janice Penner said that RDP had hired another Ambassador to add a second full shift to Thursday evenings in response to security concerns raised about increased bar activity on Thursdays.

7) Financial Reports

7a) Financial report at September 30, 2011

David St. Pierre said that the actual deficit at September 30th was \$10,687 compared to an expected deficit of \$4,400 due to slightly lower BID levy income for the month, unbudgeted expenses over sponsorship and ads for Fashion's Night Out, and timing of certain sponsorship payments. He said that for the year to date, the surplus was \$30,714 compared to an expected deficit of \$4,096 due to greater than expected BID levy income plus unbudgeted income for management of the Marketplace Sign upgrade, offset by the unbudgeted expenses for Fashion's Night Out.

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

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

Motion carried unanimously.

7b) Financial review of fiscal year ended June 30, 2011

David St. Pierre said that the financial review had been completed and a copy sent to all Board members as a PDF. He said that RDP would only be doing financial reviews in the future and not biannual audits as it has been decided that full audits were not required.

Janice Penner noted that the \$640 surplus originally reported on the draft June 30, 2011 financial statement had been revised to \$8,200 due to the change in the depreciation on the sweeper and

scrubber. She said that the gain on the sale of those assets was greater as a result.

Peter Meyers reminded the Board that directors had a fiduciary responsibility to be informed on financial matter for the organization and encouraged them to review the statements, review, and tax return.

7c) Tax return for fiscal year ended June 30, 2011

David St. Pierre said that the tax return had been prepared and a copy sent to all Board members as a PDF.

8) Adjournment for Review and Approval of Annual Report for 2012 Renewal.

Motion: To adjourn the Board Meeting and reconvene after approval of the Annual Report for the 2012 Renewal.

Motion to approve: Bill Gardner **Motion seconded by:** David St. Pierre

Motion carried.

Peter Meyers noted that the Board meeting would adjourn so that the Advisory Board for the Riverside Downtown Parking and Business Improvement Area could meet to review and approve the Annual Report for the 2012 renewal. The Advisory Board meeting then followed the separate agenda including approval of the previous year's minutes.

Janice Penner explained that the format for the renewal report was based the requirements of the governing regulations. She said that the report included background on RDP, an outline of each of the six areas and the activities in each, and the amount expected to be spent in each area. She gave a brief overview of the activities, noting certain highlights. She said it was expected that the Public Hearing would be scheduled for November 15th at 3 pm. She said that once the Board had approved the renewal report, it would be posted on the RDP website. She said a summary would be included in the November BID Bulletin.

Motion: To approve the Annual Report for the 2012 Renewal

Motion to approve: Bill Gardner **Motion seconded by:** Kirk Lewis

Motion carried with Councilman Mike Gardner and Councilman Andy Melendrez abstaining.

9) Reconvening of Board Meeting

The Board meeting was reconvened.

10) City Council Updates

10a) Ward One

Councilman Mike Gardner said that the City had been trying to get Lime Street reopened in time for the Festival of Lights Switch-on Ceremony but that was dependent on the crane for the Citrus Towers building being removed. He said that the special freeway sound deadening windows were now delayed and since their installation required the crane, it seemed unlikely that Lime Street would be opened until mid-December. Bill Gardner asked if it would be possible to put lights on the crane to be part of the Festival.

He said that the Hyatt Place hotel was ahead of schedule and that a General Manager and Sales Manager had been hired. He said that work had started on the Fox Entertainment Plaza.

Councilman Mike Gardner said that RCC was proceeding with their Renaissance Block, advising that they had funding for the administration building that would also include the relocated culinary

academy. He said that they were waiting for the State to sell bonds to start construction of the Coil School for the Arts. He noted that Henry Coil, Jr. had contributed \$5 million towards the School for the Arts and received naming rights for his parents.

Councilman Mike Gardner said that the Fire Station was on schedule. He said that the Metropolitan Museum renovation would be completed within thirty days. He said that interior work on the Municipal Auditorium had started and that the renovations should be completed by May of 2012 to coincide with the start of the expansion of the Convention Center. He said that the Municipal Auditorium would be used as a temporary site for convention business.

Peter Meyers asked if an alternative use for the old Fire Station had been decided upon. Councilman Mike Gardner said no, adding that the Shopoff Group had expressed interest in an adaptive reuse of the building. He explained that the old Fire Station had architecture status. He added that he was adamant about additional parking being included in any use of the building and site.

Bill Gardner said that the Riverside Art Museum had considered purchasing the apartment blocks to the north of their site for additional parking. He said that although the Art Museum had basically dropped the idea themselves, the City might want to consider the idea. Councilman Mike Gardner noted that the City would be required to pay relocation costs.

Barry Hildebrandt asked about parking for the library. Councilman Mike Gardner noted that the Council had approved building a new library. He said that underground parking had been considered but it was roughly three times as expensive as a structure. He said other options were being looked at but noted that there was no funding to build a new library at the present time. He said that building parking structures on other properties with allowance for public parking was an option he was pursuing.

10b) Ward Two

Councilman Andy Melendrez commented about the Sister City sign in Hunt Park. He said that the new Walgreens on University was proceeding on schedule and the United Education Institute now had over 600 students. He advised that the Harvest Festival would take at Bobby Bonds on October 31st. He added that the Day of the Dead celebration would be held downtown on Wednesday, November 2nd.

Councilman Andy Melendrez said that UCR had a new athletic director. He noted a number of upcoming games for the various teams and outreach to the larger community. He said that the athletic department was working on branding so that they could sell UCR merchandise. He added that there were over 21,500 students at UCC.

Councilman Andy Melendrez said that there was a project he was working on with the Riverside Transit Agency related to an Air Quality Management opportunity. The project included a charging station and a solar powered bus, and extended life batteries.

Councilman Andy Melendrez said there were new developments with STEM (Science, Technology, Engineering and Math) grants and asked Jeff Krauss to elaborate. Jeff Kraus said that UCR had received grants from the Department of Education to include high school students in STEM programs. Councilman Andy Melendrez said that he was working with UCR on the medical school. Councilman Andy Melendrez said that a company called Solar Max was looking at a building by the Metrolink station to house alternative energy and solar panel manufacturing. He said that the City's

Development Committee would be looking at converting the Riverside Golf Course to soccer fields.

Bill Gardner wondered if the empty storefront windows on Main Street could be used to promote UCR programs. He also asked if the City monitored private vocational schools. Councilman Andy Melendrez said that the federal government was looking at a monitoring program that would be based on the relationship of the cost of the school compared to the potential earnings of the vocation and trade. He pointed out that the increase in private vocational programs was tied to the restrictions in community college enrollments due to funding.

11) Security Update

Chris Manning said Thursday nights were increasingly busy downtown and that fortunately there had not been a similar increase in criminal activity. He said that officers were now working Thursday evenings on compliance checks. Janice Penner noted that RDP had scheduled a second Ambassador shift

Chris Manning said that RPD was expecting an increase in parolees of about 200 a month due to the Governor's actions and as a result, had reactivated the PAC team. He said that the team would be housed at Fairmount Park and would be regularly monitoring parolees. He said that police would be asking the community to keep them advised of new parolee half-way houses springing up. He said that they wanted to avoid a reoccurrence of the problem that downtown had several years ago.

Chris Manning said that the City was anticipating a ruling on the legality of medical marijuana shops. He said that the City was sending 'cease and desist' orders to the owners of the properties and added that in most cases, the property owner did comply. He said that medical marijuana shops were not allowed. Councilman Mike Gardner said the City was able to enforce dispensaries that set up in homes due to current City ordinances.

Bill Gardner asked about moving the artists that were congregating on the sidewalks at Lemon and University. Patrick Brien said that the Riverside Arts Council was coordinating the move to Parking Lot 44 in December and thanked both Janice Penner and Councilman Mike Gardner for their work in obtaining use of Lot 44 for that purpose.

12) Redevelopment Update

There was no report.

13) Arlington Business Partnership Update

There was no report.

14) New Business

John Field said that Supervisor Tavaglione would be sponsoring an AB 109 (inmate realignment) Forum on October 24th at the County Administrative Center and encouraged people interested in the issue to attend.

Adjournment and next meeting date

Peter Meyers adjourned the meeting until November 9, 2011 at 7:30 am.