



Minutes

Present: Bruce Blomdahl, Patrick Brien, Bill Gardner, Debbi Guthrie, Jeff Kraus, Nanci Larsen, Andrew Lazarz, Bob Nagle, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, David St. Pierre, Brian Percy, Charity Schiller, Kris Whitehead, Shelby Worthington, Al Zelinka

Excused: Chuck Beaty, Gerald Douglass, John Field, Mike Gardner, Wolde-Ab Isaac, Justin Tracy, Steve Wollman, Ellie Uli

Absent: Michelle Freeman, Laurie Hitt, Marco McGuire, RJ Rodriguez, Cherie Russell,

Guests: Kanani Hoopai, Roman Valdez

Staff: Janice Penner, Whitney Waters

1) Call to Order

Acting for the Chair, David St. Pierre called the meeting to order.

2) Self Introductions and Public Comments

Self introductions were conducted.

Debbi Guthrie advised there would be over 1,000 cheerleaders in town. She said that there would be a parade on July 22nd at 4 pm for the Special Olympics teams in town.

Kirk Lewis advised that RUSD had hired a replacement for Mike Fine.

3) Minutes of June 10, 2015

Motion: To accept the Minutes of the Meeting of June 10, 2015

Motion made by: Kirk Lewis **Motion Seconded by:** Bill Gardner

Motion carried.

4) Chair's Report

David St. Pierre advised that there was no Chair's report.

Janice Penner advised that Justin Tracy had made up special coffee cups for the Board and asked that each person take one.

5) Items for Information

5a) RDP activities

i) Restaurant Week

Janice Penner said that the target of 25 downtown restaurants was reached. She said that over 80 restaurants participated city wide. She said that RDP promoted downtown restaurants on its Facebook page and RDP staff did patronize a number of restaurants during the week. She said that the August BID Bulletin would feature an article on Restaurant Week along with testimonials. She said that RDP would be recommending that an instructional video be prepared for the 2016 promotion for restaurants to have specific tools to use.

i) Summer Street Jam

Janice Penner said that the lineup for the concert had been confirmed as Roses at 4 pm, Thee Commons at 6 pm, and the headliner, Unwritten Law, at 8 pm. She said that RDP's sponsorship request for waiving of the permit fee and rental for the mobile stage, and for insurance coverage had been approved. She said that posters and postcards were distributed to the participating hospitality establishments in time for the final weekend of Restaurant Week, and that a street team would be distributing postcards at Viva Pomona in mid July. She noted that Jeff Burgess of KFROG had advised that Unwritten Law should be a huge draw in the target demographic.

ii) Other events and programs

Janice Penner said that Concerts at City Hall kicked off on Tuesday, June 23rd and would continue until Tuesday, July 28th. She said that RDP was holding a Pizza Party at the July 14th concert.

Janice Penner said that RDP was working with the Riverside Arts Council on cross marketing for the monthly Arts Walk. She said that both the Culver Center and the People's Gallery reported increases in attendance as a result of the signage and flyer.

Janice Penner said that Movies on Main would kick off on Thursday, July 9th with Box Trolls. She said that RDP was providing pre-movie entertainment as well. Whitney Waters said that Learning Edge was also holding a raffle for a filled backpack.

Janice Penner advised that RDP would be presenting Chef Bobby from RCC with a congratulatory mug in recognition of his award from the American Culinary Federation at the July 28th luncheon. She reviewed the schedule of luncheons until the end of the year.

Janice Penner advised that RDP had submitted its event permit applications for the fall 2015 Fashion Show on Thursday, September 24th and for Riverside Zombie Crawl on Saturday, October 17th. She said that staff was posting a minimum of weekly on both Facebook pages to build momentum and interest.

(1) Open Doors event for May 2016

Janice Penner said that she met with the City and the Old Riverside Foundation and it was agreed to put forward a new event on May 12, 2016 to celebrate National Heritage Month. She said that the May 12th event would be a pilot and feature tours of downtown heritage buildings hosted by the owners.

Janice Penner said that RDP would be the liaison for private buildings and businesses and the City for public buildings and Old Riverside Foundation for churches and other non-government public buildings. She said that they would be offering a docent program for those owners who wanted assistance with tours.

Bill Gardner asked if there would be information on seismic upgrades for historic buildings. Janice Penner said it would not be something they would do as part of the event. Al Zelinka said that the City was looking at a program to make that information available. Councilman Andy Melendrez said that there was awareness of the need for seismic upgrades from financial institutions.

7) Financial Reports

7a) Financial Report as of June 30, 2015

Janice Penner said that Steve Wollman was expected to return in September.

Janice Penner reported that the financial report for the month of June showed an income of \$54,922 compared to an expected deficit of \$6,984. She said that the variance was due to BID levy income being \$52,724 greater than budgeted. She noted that last year, the BID levy income received in June was significantly lower than budget resulting in a deficit. She said that June and July could fluctuate but over the two months, the income usually was around the same.

Janice Penner said that for the year to date, the report showed a surplus of \$78,163 compared to a zero budget. She said that the positive variance of \$78,163 was due to BID levy income for the year to date being \$87,594 higher than budget with offsets due to membership income being down and BID expenses being up slightly in promotions and security.

Janice Penner noted that adjustments were made to reallocate certain expenses to City match monies as appropriate. She also noted that the June 30, 2015 financial statements should be considered as draft only until the Auditor completed her financial review.

MOTION: To accept the draft financial report at June 30, 2015

Motion made by: Brian Percy

Motion Seconded by: Bill Gardner

Motion carried.

7b) Approval of allocation of up to \$6,000 for additional registrations for IDA conference

Janice Penner advised that the Executive Committee approved the allocation of up to \$6,000 for additional registrations for the IDA conference in San Francisco. She said that members would pay their own travel and hotel expenses, and that the members attending were Bill Gardner, Shalini Lockard, David St. Pierre, and Shelby Worthington

8) City Council Updates

8a) Ward One

As Councilman Mike Gardner was unable to attend, there was no report.

8b) Ward Two

Councilman Andy Melendrez commented on the increase in programs in his Ward including the music program through the arts school and the library program. He noted that the opera program had reached capacity. He added that the Riverside Lyric Opera had taken over the program.

Councilman Andy Melendrez said that he hadn't commented much on the Sycamore Canyon area, noting that one of the objectives with the area around Raceway Ford had been to create a small auto mall. He said that due to the car dealership being within 10 miles of the Moreno Valley Auto Mall that objective wasn't feasible. He said that now the goal was to increase residential and retail development.

Councilman Andy Melendrez noted that there was mixed reaction to warehouse development in the area, in part due to the major warehouse developments planned for Moreno Valley. He

reported on some of the planned warehouse developments. He commented on some of the challenges with the improvements in Sycamore Canyon Park attracting increased usage.

Councilman Andy Melendrez commented on activity at University Village including offering summer concerts once again. He said that there were various discussions about development of one of the pads including the possibility of another hotel. He said that the renovation of the old Kawasaki building was proceeding at a slow pace.

Councilman Andy Melendrez said that the soccer tournament had been held in Riverside for the past six years but that it was growing beyond the available space. He said that he was working with the organization and others on how Riverside could accommodate their needs.

Stan Morrison commented on the impact of the World Logistics Center on the traffic and intersections along the 215 through Riverside and Moreno Valley. Councilman Andy Melendrez commented that traffic was an issue particularly with the planned increase in high density housing in the area.

9) Security Update

Bruce Blomdahl said that the police was reaching out more with social media to connect with the public about specific cases. He used the example of the theft of a laptop from a deaf patron at the Coffee Bean and Tea Leaf downtown. He said that a combination of video plus input from the public had resulted in two arrests.

Bruce Blomdahl said that there was a downside to social media as the police did get blasted about their response to calls about illegal fireworks. He said that unfortunately the sheer volume of calls compared to more serious situations meant that most were unanswered.

Bruce Blomdahl commented on some of the difficulties faced in dealing with the homeless. He said that the majority of the problems were caused by the service resistant segment that had no reason to move on as they had their needs met with feeding and successful panhandling. He said his officers were working with the Homeless Outreach team to try and get them into programs or to move on. He said that he had attended a number of seminars and conferences and said that other cities were facing similar issues.

Bruce Blomdahl noted that he was aware of the businesses' concerns about security and the officers were being more visible as possible, and enforcement was being stepped up. Janice Penner said that in response to those concerns, RDP, the City and the police had scheduled a meeting on July 21st in the atrium next to the Upper Crust to talk about what type of programs were in effect, what the police could and couldn't do, and what businesses could do.

10) City Community Development Department Update

Al Zelinka said that the City was experiencing a significant increase in development interest with at least 4 to 6 enquiries a week. He said that the two major residential developments downtown would break ground in early 2016.

Al Zelinka said that the City was still trying to identify funding for the Safety Ambassador program.

Al Zelinka advised that the City had hired a new Building Inspector and that had improved planning and other approvals. He said that the new inspector had recommended the City allow under the sink grease traps for older buildings.

Al Zelinka said that the Land Use Committee had recommended approval of the revised Sign Code and that would be going to City Council.

Al Zelinka said that he was hopeful that the City would be hiring a new Community Development Director shortly. He said that there were a number of positions being hired at the City. He added that the City and the County were working with UCR to relocate a number of high tech well paying jobs to Riverside.

11) Arlington Business Partnership Update

As Andrew Guerra was unable to attend, there was no update.

12) New Business

Bill Gardner commented on the strip of land next to the Mission Inn Hotel and Spa along Main Street and whether it was slated for development. Al Zelinka said that he felt the land economics had improved to the point where the owners would look at developing.

Debbi Guthrie asked about the hotels being planned for Market Street as more rooms were needed for conferences and sports events. She said that diversity of choice and price point was needed. Al Zelinka said that the City was aware of the needs.

13) Adjournment and next meeting date

David St. Pierre reminded the Board that RDP was dark in August and adjourned the meeting until the next one scheduled for September 9, 2015