



## Minutes

**Present:** Patrick Brien, Gerald Douglass, John Field, Michelle Freeman, Bill Gardner, Mike Gardner, Debbi Guthrie, Laurie Hitt, Wolde-Ab Isaac, Jeff Kraus, Nanci Larsen, Kirk Lewis, Shalini Lockard, Andy Melendrez, Stan Morrison, David St. Pierre, Brian Pearcy, Charity Schiller, Justin Tracy, Shelby Worthington

**Excused:** Chuck Beaty, Andrew Lazarz, Bob Nagle, Kris Whitehead, Steve Wollman, Ellie Uli

**Absent:** Bruce Blomdahl, Marco McGuire, RJ Rodriguez, Cherie Russell, Al Zelinka

**Staff:** Janice Penner, Whitney Waters

### 1) Call to Order

Justin Tracy called the meeting to order.

### 2) Self Introductions and Public Comments

Self introductions were conducted.

Wolde-Ab Isaac commented on the number of graduates from Riverside City College, noting that a number were graduating with distinction and high distinction.

Debbi Guthrie advised that the US Water Polo team would be in Riverside.

Jeff Kraus advised that UCR had over 5,400 graduates and their families in town.

Andy Melendrez and Mike Gardner advised that they had regatta tickets for sale.

Bill Gardner congratulated Mike Gardner on being reelected.

Kirk Lewis advised that there were over 2,500 graduates from Riverside Unified School District.

Patrick Brien said that the Gestalt Theater was presenting 'The Last Days of Judas Iscariot'.

Whitney Waters introduced herself as the new RDP Communications and Events Liaison.

### 3) Minutes of April 8, 2015

**Motion:** To accept the Minutes of the Meeting of April 8, 2015

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

**Motion carried.**

### 4) Chair's Report

Justin Tracy commented on the article about living downtown in the recent Riverside Magazine and some of the errors contained within. Stan Morrison commented that having a tape recorder during an interview helped.

Justin Tracy said that his sales were up around 40% year over year and that he felt that this was an indicator of the economic climate.

Justin Tracy encouraged board members to use the 311 Call Center to report issues.

## **5) Items for Discussion**

### **5a) Approval of budget for July 1, 2015 to June 30, 2016**

Janice Penner referred to the budget for the 2015 – 2016 fiscal year provided in the Board Package.

David St. Pierre said that the Finance Committee met on Tuesday, May 19<sup>th</sup> to review the proposed budget. Justin Tracy commented that the organization was financially stable and that the Executive Committee adopted a motion to recommend approval of the budget at the June 2<sup>nd</sup> meeting.

Janice Penner said that the budget did assume an increase in membership and encouraged board members to promote membership. She added that the budget also included salary increases for staff and ambassadors.

Janice Penner stated that the budget did not include any allowance for additional IDA registrations as they would be funded through allocation of reserves. She said that approval for the allocation would go to the June 30<sup>th</sup> Executive Committee meeting.

**Motion:** To approve the proposed budget for the fiscal year July 1, 2015 to June 30, 2016.

**Motion made by:** Brian Pearcy      **Motion Seconded by:** David St. Pierre

**Motion carried.**

Bill Gardner asked if the increase in sales for PIP was reflected in RDP membership numbers. Janice Penner said that the improvement in economic conditions would be reflected in an increase in BID levy income and that the budget did assume an increase in the next fiscal year. She said membership numbers had been at one point around 100 but had declined over the past 10 years. Justin Tracy said that his business tax and BID levy payment was based on sales and so reflected any improvement in economic conditions.

Janice Penner provided information on Encore High School which had recently moved into downtown with high school classes plus had plans to redevelop the old Fire Station into a secondary educational institution. Shelby Worthington commented on the number of transients on the streets and the impression on students. Janice Penner recommended that problems with transients should be reported to the 311 Call Center.

## **6) Items for Information**

### **6a) RDP activities**

#### **i) Restaurant Week**

Janice Penner said that RDP had been very proactive to encourage downtown restaurants to participate. She said that the main portal was through the City's DineRiverside.com but that RDP had a Facebook.com/RestaurantWeekDowntownRiverside page to provide additional promotion for downtown restaurants.

#### **ii) Summer Street Jam**

Janice Penner said that the entertainment lineup was being confirmed. She said that all of the logistics such as event permit, stage, sound and so on were finalized. She said that there would be other activities including the Fender truck, the IE Record Collective, and a mini Arts Park to create more of a festival feel during the event.

### **iii) Other events and programs**

Janice Penner said that Concerts at City Hall would kick off on Tuesday, June 23<sup>rd</sup>. She said that Movies on Main would kick off on Thursday, July 9<sup>th</sup> with Box Trolls.

She said that Concerts at City Hall, Movies on Main, and Summer Street Jam were included in the Press-Enterprise's special Summer Fun supplement.

She outlined the monthly luncheons to the end of the calendar year noting that there was no luncheon in August and that the October 27<sup>th</sup> luncheon would be held at the Courtyard by Marriott and feature Jeff Kraus and Councilman Andy Melendez, and be sponsored by the Courtyard by Marriott.

Janice Penner advised that a meeting had been arranged for later in June with the City, the Old Riverside Foundation, and the Riverside Arts Council to talk about establishing a new event for May 2016 in conjunction with National Heritage Month. She said that the event was called Doors Open and celebrated a City's unique spaces, architecture and history. She said Doors Open events attract both residents and visitors, creating valuable economic spin-offs in the retail and hospitality sectors.

Patrick Brien provided information about Fox LA taking over Back to the Grind for a special broadcast on Wednesday, June 17<sup>th</sup>. He said that it was a great opportunity to promote Riverside and its events and attractions.

## **7) Financial Reports**

### **7a) Financial Report as of May 31, 2015**

Justin Tracy noted that Steve Wollman was out on medical leave and would not return to the Board until the September meeting. Janice Penner provided additional information.

Janice Penner said that the financial report for the month showed a deficit of \$20 compared to an expected deficit of \$9,635. She said that the year to date showed a surplus of \$23,241 compared to an expected surplus of \$6,984, which was a positive variance of \$16,257. She said that BID levy income for the year to date was \$34,879 higher than budget, but offset by expenses due to timing. She said that it was anticipated that adjustments would be made in June to reallocate certain expenses to City match monies. She noted that no allocation of City match monies was made to administration or salaries.

**MOTION:** To accept the financial report at May 31, 2015

**Motion made by:** David St. Pierre

**Motion Seconded by:** Charity Schiller

**Motion carried.**

## **8) City Council Updates**

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

Councilman Mike Gardner commented on the recent election noting that all voting was done by mail and that 20% of eligible voters did actually vote.

Councilman Mike Gardner noted that Measure A did not pass and added that while voters appeared to be sympathetic to the use of medical marijuana, they did not want dispensaries in their neighborhood. He said that it appeared that most use was not medical but recreational.

Councilman Mike Gardner said that the City was in the process of preparing its budget. He said that revenues were up substantially but that fixed costs such as retirement were also up. He said Riverside had been making payments as indicated by CALPERS but they had calculated those payments as less than actually required. He said that those payments would increase in future which would limited what could be expended elsewhere.

Councilman Mike Gardner said that the new City Manager had recommendations regarding the budget process including moving to a two year cycle, starting the process in February rather than late May, and involving the Council earlier on so that the budget was less staff driven. He said that he was impressed by the recommendations.

Councilman Mike Gardner said that he had met with the Head Librarian who had advised that the Library Board was agreeable to looking at an alternative site for the Main Library so that they could build to suit rather than try to renovate an existing building. He said that they felt the cost of a new building would be 60% of the cost of renovating. He said that staff had been directed to look at possible locations, possible uses for the existing building, and funding sources, and to set aside money for drawings. He said the RTA bus terminal was a possibility due to its proximity to RCC's Centennial Plaza and the Fox Theater.

Councilman Mike Gardner said that the lawsuit between the City and the former developer for the Stalder building had been settled and that the development proposed by the partnership between Mark Rubin and Ted Weggeland could move forward. He gave a brief outline of the development which was residential with ground floor retail. He said that although the surface lot would go, there would be a net increase in parking due to public parking being included in the subterranean parking garage.

Bill Gardner asked about parking in the area of the Riverside Municipal Auditorium and the Riverside Art Museum. Councilman Mike Gardner said that the City was looking at a private parking structure on Lot 27 at the corner of Lemon Street and Mission Inn Avenue.

Michelle Freeman commented that there was very little available parking downtown and wondered where the Encore School students would park. Janice Penner asked if any consideration was being given to renegotiating the parking agreement with the County for Garage 6. Councilman Mike Gardner said that there was interest in revisiting that agreement.

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

Councilman Andy Melendrez had to leave early and did not report.

### **9) Security Update**

Bruce Blomdahl was unable to attend and report.

Brian Percy asked that RDP consider the issue of a new downtown police station and the establishment of a City jail. It was agreed to put both items on the next Land Use Committee agenda. Councilman Mike Gardner noted that most cities deferred to the county to provide jails due to costs. He said that there was some discussion in the City closed sessions about the downtown police station.

### **10) City Community Development Department Update**

Al Zelinka was unable to attend. Janice Penner said that she had met with Al Zelinka who advised that the City had identified approximately \$100,000 in funding towards the Safety Ambassador program. She said that the City Manager had suggested relooking at a Property Based Business Improvement District once again to provide additional funding. She said that the City Manager had indicated that he felt that there could be the political will to move forward with the City leading the discussion. She said that the consensus was that the RFP should go out until the funding had been secured.

Janice Penner said that unless the City and County were prepared to participate in a PBID, the burden on private building owners were likely be too onerous. She said that the level of BID levy should not be raised and added that there were hybrid models like Long Beach that could be looked at.

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

Andrew Guerra was unable to attend. Janice Penner said that Christie Collins had left ABP and moved to Westbound Communications with Robbie Silver.

### **12) New Business**

Justin Tracy commented on the 'Meet and Greet' held with the new City Manager at the June 2<sup>nd</sup> Executive Committee. He noted that John Russo was in favor of more events downtown.

Bill Gardner asked about the incidents with cars going through the Convention Center parking lot and into the lower plaza. Debbi Guthrie said that they were looking at ways to prevent that happening again and that it was a priority.

Bill Gardner asked about the property by the Mission Inn Hotel and Spa. Debbi Guthrie said that she had emailed Diana Rosure about plans for future development.

Bill Gardner asked about the landscaping by the University bridges. It was noted that the City was looking at changing out landscaping to drought resistant which would include those areas. Councilman Mike Gardner indicated that maintaining the trees would be a challenge. Stan Morrison noted that the pine trees near his building were infested with bark beetles and dying. Councilman Mike Gardner said that pine trees needed water to protect themselves against the beetles.

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

Justin Tracy adjourned the meeting until the next one scheduled for July 8, 2015