



Minutes

Present: Chuck Beaty, Patrick Brien, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Debbi Guthrie, Laurie Hitt, Nanci Larsen, Shalini Lockard, Marco McGuire, Bob Nagle, Brian Percy, Brian Hopper for RJ Rodriguez, David St. Pierre, Charity Schiller, Justin Tracy, Shelby Worthington

Excused: Bruce Blomdahl, Cherie Crutcher, John Field, Wolde-Ab Isaac, Jeff Kraus, Kirk Lewis, Andy Melendrez, Stan Morrison, Cara Swearingen, Kris Whitehead, Steve Wollman, Ellie Uli, Al Zelinka

Staff: Whitney Waters

1) Call to Order

Justin Tracy called the meeting to order.

2) Self Introductions and Public Comments

Self introductions were made. Chuck Beaty announced that Jerry Wall had passed away and noted his contributions to downtown.

3) Minutes of October 14, 2015

Motion: To accept the Minutes of the Meeting of October 14, 2015

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

Motion carried.

4) Chair's Report

Justin Tracy said that there was thousands of people downtown over the weekend for the Day of the Dead Festival and the 38th Annual Mission Inn Run. He said he was pleased by the number of people downtown and that the frequent events were making downtown an appealing place to be.

5) Items for Discussion

5a) 2016 BID renewal Public Hearing

Janice Penner said the date of the Public Hearing was expected to be set for Tuesday, December 1st. She said that due to the new requirement to have City Council agendas out 12 days in advance, the process for the 2017 BID renewal would be changed so that the RDP Board approved the annual report at its September 2016 Board meeting. She said that a brief PowerPoint presentation would be shown at the Public Hearing with pictures and video clips from the fall fashion show and the Zombie Crawl event.

Janice Penner advised that the Annual Report was 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 referred to the document outlining the nominating process and proposed nominating committee for the 2016 term of the RDP Board of Directors. She said that a number

of RDP board members served as representatives of their organization or sector and would not rotate off. She said that none of the other board members needed to be rotated off at the present time.

Janice Penner said that the By-laws did require that a Nominating Committee be appointed and that it submit a slate of officers for approval as well as propose a board slate. She said that since the main work of the Nominating Committee would be to review and recommend officers, she recommended that the committee be the minimum of three directors required by the By-Laws. She said that the Nominating Committee would then consist of Justin Tracy as Chair and David St. Pierre as Vice-Chair, and Shelby Worthington as the third Board representative. She said that Board members who wished to serve were of course welcome to do so.

Janice Penner said she asked people who said they would not be able to attend the board meeting today to vote through email.

MOTION FOR APPROVAL

Motion: To approve the 2016 Nominating Committee of Justin Tracy, David St. Pierre, and Shelby Worthington

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

Motion carried.

6) Items for Information

6a) RDP Holiday Reception December 3rd

Janice Penner said the RDP holiday reception would be held on Thursday, December 3rd from 11 am to 2 pm. She thanked Shelby Worthington who offered to host again at Loft.84. She said she was in the process of emailing invitations.

6b) RDP activities

i) Update on Zombie Crawl

Janice Penner said the Riverside Zombie Crawl took place on Saturday, October 17th. She said that attendance was over 1,000 for the day with both families and young adults in attendance. She said there were two distinct crowds for the event, with mostly children from 2 pm to 4:30 for the crafts and face painting, and then the adults coming after 4:30 pm for the crawl and then the costume contest. She said that crafts were provided for 500 plus children, over 300 kids had their faces painted, over 100 entrants participated in the costume contest, and the carnival games were so popular, the prizes ran out. She said the event got great press both before and after the event. She noted that photos and the video teaser were posted on the Facebook page.

i) Other programs and activities

Janice Penner said RDP once again sold ad spaces for the FOL Map and Schedule. She said that she sold seven of 12 available spaces at \$500 per space. She said that the ad revenue was used to fund additional copies for distribution and that RDP did not take any of the money from the sales.

Janice Penner said RDP would once again sponsor the GTV broadcast of the Switch-on Ceremony. She said the cost of \$1,000 was reasonable considering the amount of exposure RDP received through the re-airing of the piece during December.

Janice Penner said the November luncheon would feature Police Chief Sergio Diaz and Sherry Shimshock of the City's Office of Economic Development. She said that the luncheon would be held at the Hyatt Place hotel with Tilden Coil sponsoring. She said there was no luncheon meeting in December. She noted that the January 2016 luncheon would be held at the Marriott at the Riverside Convention Center with the new Community Economic Development Director, Rafael Guzman, as the guest speaker and Riverside Public Utilities sponsoring.

Janice Penner said RDP was once again partnering with a number of downtown businesses and health organizations on the Miracle on Main Street toy drive and health fair to be held on Sunday, December 13th. Whitney Waters said that they were in need of sponsorships and drop off locations and if Board members were interested to please contact her. Janice Penner said that RDP would be providing a sponsorship for food from Gram's Mission Bar. B.Q. She advised that donations were tax-deductible through Riverside Community Health Foundation.

Marco McGuire said they had training for his bail bonds company that involved building bikes that would be donated to the Miracle on Main event. Bill Gardner said he would like to speak with him in regards to refurbishing bicycles to give to children in the community in need. Janice Penner said that she confirmed RCC Cosmetology School to provide haircuts and y secured 20 County District 2 Youth Council volunteers for the event as well.

Janice Penner said planning had started for the RDP component of the Riverside Community Hospital Red Dress Fashion Show and Health Expo. She said because of the construction on Main Street, the event would take the place of the spring fashion show and provide downtown retailers with increased exposure to a desirable demographic. She said there would be 25 to 30 models from distinguished women of Riverside, and the remainder of the models provided by RDP including the use of The Vanity Haus girls. She said every retailer would be able to participate by providing outfits or accessories.

6c) RDP Annual Meeting

i) Sponsorship

Janice Penner said the annual meeting would be held on Wednesday, February 17th. She said that Riverside Community Hospital had returned as the title sponsor and asked Board members to please consider sponsorship of the event as outlined on the sponsorship request.

ii) Awards

Janice Penner said a listing of those recognized in the past was included in the board package. She encouraged Board members to submit recommendations for possible recipients.

iii) Roy Hord Volunteer of the Year Award

Janice Penner said the nomination form was attached and asked the Board member to submit nominations for potential recipients.

7) Financial Reports

7a) Financial report at October 31, 2015

Janice Penner said that the financial report for the month of October showed a deficit of \$12,730 compared to an expected deficit of \$24,266. She said the positive variance was due to timing of certain budgeted expenses that did not come through as expected.

Janice Penner reported that for the year to date, the report showed a deficit of \$38,604 compared to an expected deficit of \$34,702. She said that the negative variance was due to lower than expected BID levy income offset by the timing of certain budgeted expenses and noted that the expenses were expected to even out during the remainder of the year.

Janice Penner noted that RDP had reserves in excess of \$300,000 held as CDs.

Motion: To accept the financial report at October 31, 2015

Motion made by: Bill Gardner **Motion Seconded by:** David St. Pierre

Motion carried.

7b) Financial review and tax return

Janice Penner said that the Auditor had completed the financial review and final copies would be distributed to the Board. She said that the 2014 Tax Return had been prepared and filed and copies would be available for information.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner said that the City had begun increased efforts to get people out of the river bottom. He said that was in reaction to the fires plus concerns over the El Nino forecast. He said they went to all of the camps and advised the homeless that El Nino was coming and the river bottom would be unsafe due to flooding. He said that the homeless could migrate to downtown and the neighborhoods, and that the police and homeless services would do their best to assist with services.

Councilman Mike Gardner said that consideration on what to do with Overlook Parkway would be discussed at the next Council meeting. He said that there could be an increase of traffic on Madison if Overlook Parkway became four lanes and invited those with an opinion to attend the meeting or send an email with their thoughts.

Councilman Mike Gardner said that the Arlington Business Partnership BID was renewed. He noted that they changed the BID boundaries to exclude certain residential rental properties and suggested that RDP look at the issue at its next renewal.

Councilman Mike Gardner mentioned that the Main Library would have a special meeting in December to decide whether a new building should be built or the existing building renovated. He said that the Chow Alley concept and putting a restaurant in the Box/Space building next to the Fox Theater were being discussed by City staff.

Michelle Freeman asked if the idea for Chow Alley was to push people onto Market Street. Councilman Mike Gardner said the idea was to expand the entertainment district as well as expand the pedestrian portion of downtown. David St. Pierre said that the Chow Alley concept was very successful in San Francisco. Janice Penner said that City staff had spoken to several potential operators who were excited about the concept.

Councilman Mike Gardner said the City would be charging for parking during the Festival of Lights Switch-on Ceremony weekend. He said that businesses would be provided with in and out privileges during that weekend. Janice Penner invited people to attend a Festival of Lights parking meeting at the RDP office that Thursday.

Justin Tracy mentioned that the paint on the underpass into downtown needed some improvements.

8b) Ward Two

Councilman Andy Melendrez was not in attendance so no report was made.

9) Security Update

Bruce Blomdahl was not in attendance. Janice Penner referred the Board to the minutes of the Security Committee in the package. She said that a homeless man nicknamed "homie" who had been terrorizing downtown was put in jail for a year. She said several other individuals who had been causing problems had been given restraining orders.

Janice Penner provided an update from the Marketplace Security Committee meeting that had been held the day before. She said the police did a fly over with a helicopter and found approximately 20 encampments. She said that when clearing out the encampments, the police and homeless services were required to store any belongings considered of value. She said that homeless outreach was very under staffed and challenged in meeting the need for outreach. She said that North Park might be closed during the day as there had been an increase in homeless hiding and camping there. Justin Tracy said that it is crucial to not allow the homeless to feel comfortable.

10) City Community Development Department Update

Al Zelinka was not in attendance. Councilman Mike Gardner reported that a group from the city and community visited several cities similar to Riverside in Arizona and observed a Safety Ambassador program in operation. Janice Penner said the RDP Ambassador program focused on patrolling garages and business assistance. She said having the Safety Ambassador program through a third party company would be beneficial because they would have the equipment and training necessary.

11) Arlington Business Partnership Update

There was no report.

12) New Business

Bill Gardner said that he was promoting a Raincross sign at the four main highways into Riverside to draw attention to Riverside.

Bill Gardner said that he was on the Riverside Art Museum board and that they were advocating for another parking garage downtown. He said that the Riverside Art Museum had written a letter to the City and encouraged RDP to adopt a position in support. Janice Penner said that she would take the letter to the next Land Use committee meeting for discussion and recommendation.

13) Adjournment and next meeting date

The meeting was adjourned until Wednesday, January 13, 2016 at 7:30 am.