

# Bulletin

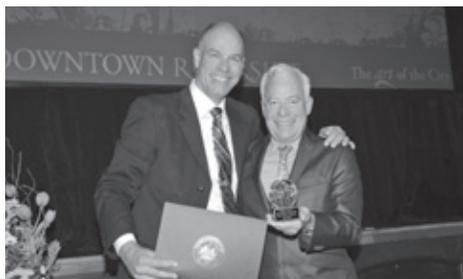
Riverside Downtown Business Improvement District



## RDP's Downtown Awards and 2016 Board of Directors

RDP would like to congratulate those recognized at the 29th Annual Meeting and Awards Ceremony held on February 17th at the Mission Inn Hotel and Spa. Doris Morton was the recipient of the Roy Hord "Volunteer of the Year" Award while Stan Morrison received the RDP Chair's Award. Also recognized was the Riverside Repertory Theater with the Arts and Culture Award, Riverside Community Hospital with the Business Activity Award, Long Night of Arts and Innovation with the Downtown Event Award, Loft.84 with the Downtown Improvement Award, and RPD North Area Policing Center with the Safety and Security Award.

The RDP Board of Directors for the 2016 – 2017 term of office was also announced at the event. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 21 directors representing downtown stakeholders. The Arlington Business Partnership Executive Director is an Ex-Officio member of the Board.



**Justin Tracy and David St. Pierre**  
Photo by Michael J. Elderman

David St. Pierre, owner of The Menagerie and co-owner of Shop on Lemon/Formal Image will serve as Chair. Shelby Worthington of Worthington's Tavern and Loft.84 will serve as Vice-Chair. Stephen Wollman, Vice-President with Citizens Business Bank, remains as Treasurer while Charity Schiller, an environmental lawyer with Best Best & Krieger, remains as Secretary. Justin Tracy, owner of PIP Printing, becomes Past Chair. Remaining

on the Executive Committee is Shalini Lockard, of Riverside Professional and Legal Management, and Kris Whitehead, owner of Curves on Main.

One new member has joined the Board of Directors. Ian Davidson of IDLA was elected as an At-Large member. RDP also said goodbye and thank you to Ellie Uli who retired as an At-Large member from the Board. The full list of 2016– 2017 Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.

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Arts and Culture Award Sponsor



**The Mission Inn**  
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Downtown Event Award Sponsor



RDP Chair's Award Sponsor



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RJN Investigations

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Gina Stikes – Congratulations to Stan Morrison

Loomis Insurance

PIP Printing-printmystuff.com

Riverside Mission Florist

Riverside Public Utilities

Riverside Repertory Theater



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The next monthly luncheon will be held on Tuesday, March 22, 2016 at Mezcal Cantina y Cocina and will feature an update by City Manager John Russo.

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

*Reservations not cancelled before the prior Friday will be charged.*



Thanks to the Opportunity Drawing Donors:

Arlington Business Partnership  
Bacchus Room  
Bello Salon  
Castle Park  
City of Riverside Mayor's Office  
Courtyard by Marriott  
Curves on Main  
Dave & Buster's of Ontario  
Downtowne Books  
Farmer Boys  
Fox Performing Arts Center  
Fox Riverside Theater Foundation  
Gestalt Theater  
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Molinos Coffee  
Mrs. Tiggy Winkles  
Old Spaghetti Factory  
Performance Riverside  
ProAbition Kitchen and Cocktails

Riverside Art on Main  
Riverside Arts Council  
Riverside Community Arts Assoc.  
Riverside Community Players  
Riverside Community Players  
Riverside County Philharmonic  
Riverside Dickens Festival  
Riverside Repertory Theater  
The Nature of Things  
The Vanity Haus  
Wendie Monrroy on Main  
Worthington's Tavern

The RDP Board consists of between 21 to 35 directors who represent various downtown interests such as business, government, healthcare, education, arts, and residents. Each year a Nominating Committee is appointed to recommend appropriate directors to the RDP Board. Four board

positions are reserved for directors who are elected from the RDP membership.

If you are interested in becoming a director of the Board in the future, please contact Janice Penner. 

## City of Riverside - Historic Preservation Fund Grant

This competitive grant program is open to owners of historic properties for historic rehabilitation, restoration or other projects. Any individuals, corporations, non-profits and public agencies that own historic properties within the city limits of Riverside are eligible to apply. Grant money comes from the City's Historic Preservation Fund.

The Historic Preservation Fund Committee oversees the Fund and can award grants up to \$25,000. In 2015, the Committee awarded 21 grants totaling a little over \$355,000. Grant applications will be awarded by the Committee based on how well they meet the grant criteria approved for the program by the City Council. Successful grantees will need to execute and record a performance and maintenance agreement to ensure appropriate use of the grant funds and long term maintenance of any grant-funded improvements.

The first 2016 application period closed February 26. The second grant cycle application period will open July 27 and

close August 26. All applications are due to the City by the last day of the application period at 5:00 pm. The Committee will review staff recommendations for completed grant applications and make grant award announcements at their meeting on October 11 for the second application period.

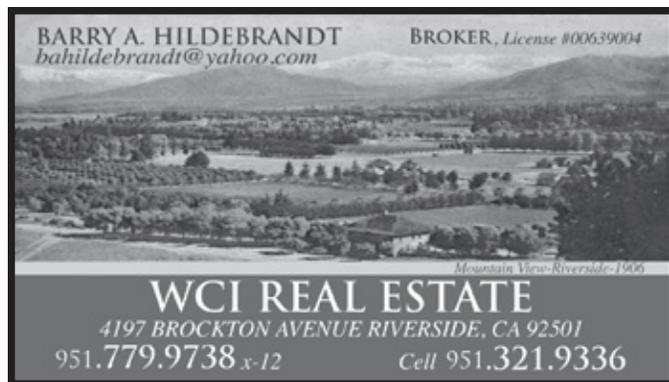
The Committee consists of five members serving two-year terms. The Cultural Heritage Board appoints two of its members to serve as representatives. The Mayor's Nominating and Screening Committee appoints the City Council representative and two City residents affiliated with separate Riverside-specific historic preservation organizations. The Committee approves and denies grant proposals for the conservation, preservation, restoration, and rehabilitation of Cultural Resources consistent with the purpose of Riverside Municipal Code Chapter 20.30, Preservation Incentives.

To obtain the forms to apply, go to <http://www.riversideca.gov/historic/incentives.asp> 



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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Riverside's Main Library

The Riverside City Council voted unanimously to build a new Main Library at the RTA Downtown Bus Terminal site rather than attempt to refurbish the existing library and try to make it a state of the art library to last us for the next 50 years.

This was a controversial decision with heartfelt pleas from those who see the current site as the place Riverside's Main Library should always be located. Certainly there is merit to the site and it is true that our Main Library has been located there since the Carnegie Library opened in 1903. The current library was a state of the art library when it opened in 1965. It was versatile and adaptive and things could be moved around with ease for a building of the time. It served us well for over 50 years.

However, as the Library Director and Board of Library Trustees explained it would be very difficult and cost prohibitive to make the current building a state of the art library for today and the next half century. Just one example is electricity and computer hookups. Modern libraries have raised floors with all the wiring under the floor. If you want to move something you just run new wires and install a floor jack and set it up. The current building has the wiring in the walls and columns making it much more difficult to move electrical and other wiring. Another problem is the desire to have high ceilings with lots of natural light. The current building was designed without many windows and with discrete floor plates. Adding windows and cutting through floor plates to create the large, well lit open areas of a modern library would seriously affect the structural integrity of the building and require major retrofit to keep the building safe. This would also significantly change the exterior appearance of the building and spoil the architectural statement it is. Although neither estimate will prove to be accurate, the cost of a new building and renovation of the existing one are projected to be about \$30 Million.

Another factor is that a renovation would require closing the Main Library during the renovation period while building a new building would allow the library to continue functioning during construction with only a short interruption during

the actual move of materials from the current to the new building.

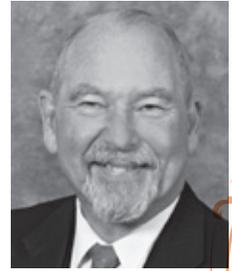
All in all, the Council felt a new state of the art building on a prominent site strategically located between the Fox Entertainment Plaza and the new RCCD Coil School for the Arts, Culinary Academy, District Offices and the Institute for Social Justice and Civil Liberty will provide better service to our city than a retrofit of the existing building could accomplish.

The question of what happens to the existing building once it is no longer our Main Library was an important factor in the discussion and ultimate decision. The Council was clear in its direction that the building will stay in city ownership, not be significantly altered on the exterior, and will be used for a publically available cultural use. One exciting possible use was presented by the Discovery Science Foundation, operators of the Discovery Cube museums in Santa Ana and Los Angeles. They want to open a Discovery Cube in Inland Southern California and believe Riverside and our current Main Library building are an ideal spot to do so.

Discovery Cube is a children's museum with a focus on Science, Technology, Engineering and Math (S.T.E.M.). These are the precise areas we need to expose our children to if we want to increase the rate of high school graduation and college attendance. The S.T.E.M. focus is particularly important to young women and minorities who are significantly underrepresented in these fields.

The Council voted unanimously to sign an Exclusive Right to Negotiate with Discovery Science Foundation for a Discovery Cube. We are very hopeful the negotiation is successful and that in a couple of years Riverside will have both a new state of the art Main Library and an exciting children's museum that will serve our young people, train their teachers, and draw visitors to Downtown Riverside.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Celebrating Cesar Chavez: Mini Film Festival

You are invited to join **The Riverside Community Services Foundation** for a Cesar Chavez Birthday Celebration featuring screenings of two Chicano experience films on April 1 and 2, 2016. Featured and award winning films will include: *The Fight in the Fields: César Chávez and the Farmworker's Movement and Cesar's Last Fast*.

The selected programs and community event will be held to support and raise awareness to fund **The Riverside Arts Academy**, housed at the Cesar Chavez Community Center, which offers performing arts programs for many of the cities under-served and at risk youth. The mission of the Arts Academy is to provide instruction in a broad-based curriculum that focuses on improving the quality of life through dance, music and visual arts.

Films will be showcased at the screening room located at the UCR Barbara & Art Culver Center of the Arts. The VIP reception will take place on Friday, April 1st with a film being featured in the evening. A community festival will be held on Saturday with an enjoyable variety of cultural, musical performances by our students from the Arts Academy during the film festival on April 2nd in Downtown, Riverside. If you are interested in being a sponsor for this event please contact Clarissa at [ccervantes@riversideca.gov](mailto:ccervantes@riversideca.gov) or call (951)-826-5419.



*All screenings are FREE but seating is extremely limited. To reserve your seat, please visit the following website: <http://culvercenter.ucr.edu/Film> - All proceeds raised at the event will go towards funding*

*continued on page 7*

# Downtown Development Update

On January 26th, Rafael Guzman, Community and Economic Development Director for the City of Riverside, spoke at the RDP luncheon held that month at the Marriott at the Riverside Convention Center. He spoke about several new developments that are planned to open or begin construction in 2016.

Expected to open this month, Riverside Community College District's Centennial Plaza, located at Market Street and University Avenue, will provide major arts, cultural and education facilities for the region. Centennial Plaza on Market will include the Center for Social Justice and Civil Liberties located next to White Park and the RCC Culinary Arts Academy and District Offices at the corner of University. On University, the plaza will include the Henry W. Coil Sr. and Alice Edna Coil School for the Arts plus a multi-level parking garage.



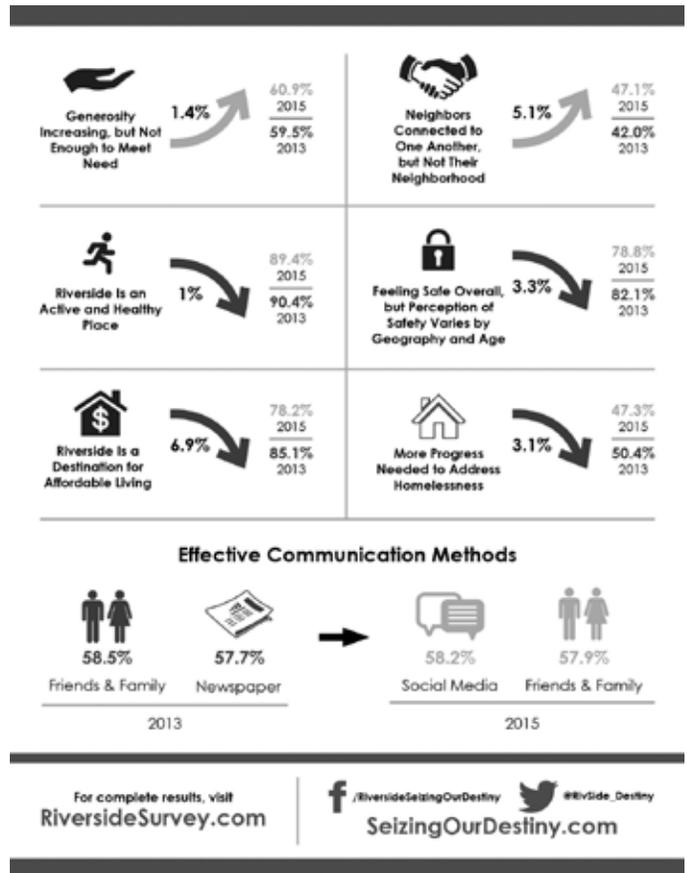
Construction is expected to start in first quarter 2016 on the Imperial Hardware Lofts located on Main Street at University.

The mixed use development by Ratkovich Properties will preserve the historic façade of the Imperial Hardware with new construction behind. In addition to rental residential units, the development will include 7,973 square feet of commercial space for retailers, cafés and restaurant users.



Regional Properties will redevelop the historic Stalder structure at the corner of Market Street and Mission Inn Avenue. The mixed use development will preserve and rehabilitate the historic façade, and when completed, provide 165 residential units; 22,000 square feet of commercial office, retail, and restaurant space. Construction is expected to commence later this year.

Other planned residential developments for downtown Riverside include a project next to the Culver Center for the Arts, the Center Point development on Market between 1st and 3rd Streets and the Mission Lofts development east of the 91 Freeway in the Marketplace.



## RDP Welcomes New Businesses to Downtown

Abet Ethiopian Foods • ANJ Antiques • Brockton Integrative Rehab  
Bucha Property Rental • For the Honor Productions – Photography  
For the Honor Forge – Retail • K & K Mobile Hose  
Signum Valuation Group – Real Estate

# BUSINESS BUZZ

## The Nine Worst Ways to Manage People

If you've ever had a bad boss (and we've all had a bad boss at some time or another—ask me about my manager who used to corner me and try to argue scriptures with me), you've seen some awful management.

But, do their actions qualify as the worst way to manage people? Here are the nine worst ways to manage people. See how many you've experienced.

### **Pit People against Each Other**

I'm not talking about a sales contest to encourage high performance.

I'm talking about playing favorites, gossiping, telling one person one thing and telling another a completely different thing.

It makes your employees hate each other and fight for your praise. It may make you feel good in the moment, but it's destructive.

### **Micromanage Independent Workers**

Not every employee can work on their own, but many can.

When you micromanage someone who is capable of working independently, you not only don't get quality work out of the employee, you destroy their morale.

All of those qualities that convinced you to hire that person? Not put to good use when you double check their every action and require them to cc you on every email.

### **Implement Super Strict Rules**

All departments need rules, but you can really go overboard. Limit the number of bathroom breaks, monitor Internet usage and block almost every website you can think of, and tell people to get back to work if you so much as hear a "How was your weekend?"

Rules like this can sometimes seem necessary, but it's not good management. If you start to feel like you need to manage to this extent, you either need to fire everyone and start over, or you need to fire yourself and replace yourself with someone who can get results without monitoring the bathrooms.

A better option is to directly address the behavior of the few employees for whom you feel that you need these rules. You can do this without needing to make one of these radical choices. But, that takes courage.

### **Publicly Humiliate Your Employees**

When an employee makes a mistake, make sure that you chew him out in front of everyone.

Don't pull the employee aside and ask what happened and coach him so that he doesn't make the same mistake. Just yell and tell him that he's stupid. The end result of this type of behavior?

Employees who hate and fear you and perform at a low level.

### **Never Hand Out Praise or Thanks**

Your employees get a paycheck, that's all the thanks they need, right? Many bad managers go with this philosophy. Why praise what you're paying your employees to do? If you believe this, you're in for a surprise when you find out how much more you could be getting from employees.

### **Stay in Your Office**

While the micromanager is too involved in what her employees do, there's an equally bad type of manager who doesn't bother to come out of her office. This type of manager often thinks she's too important to bother with the little things.

She's in high-level meetings, schmoozing with executives, or maybe she's just spending her time surfing the internet. Whatever the reason, this type of manager lets her group flounder on their own.

### **Don't Allow Any Flexibility**

A day off? Sorry, you didn't request it six months ago, so no. Your kid is sick? Even though your whole job is on the computer, you can't work from home.

You want to take a class to improve your skills which will then benefit the business? Not if it requires that you leave at 4:45 on Tuesday. These managers aren't interested in letting you have a life outside of work.

### **Growth? Not a Chance**

This type of manager hires people to do a job, and by golly they better do just that job for the rest of their lives. There's not an opportunity for development. No cross-training. No chance for a promotion. Just do your work and shut up. The best employees with the most skills, and the youngest employees, the millennials and Gen-Z, leave for better opportunities.

### **Reward Butt-in-Seat Time**

This manager looks around and declares that Bob is the best employee he's got because Bob shows up every morning at 7:30 and stays until 6:00. Kevin, on the other hand, is a slacker because he doesn't come in until 8:00 and leaves at 5:00.

Never mind that Kevin has twice the productivity of Bob. Never mind that Kevin's clients rate him highly, and Bob's clients would prefer to work with Kevin. Bob works a lot of hours, and that's what this type of manager likes.

Do you recognize any of these managers in your past or present? Have you ever been this type of manager? If you can't think of a different way to get results from employees, find a mentor and learn a new and better way of managing. 

## Business News

The East Coast catering duo of mother Maddie and daughter Jessica have now located in downtown Riverside offering lunch, dinner, and happy hour menus through Maddilicious Catering inside Worthington's Tavern at 3587 University. Chef Maddie has over 25 years of creating culinary masterpieces while Jessica has over 20 years planning and designing weddings and events.



Lunch is served from 11 am to 2 pm and dinner and happy hour from 4:30 pm to 7 pm. The menu includes handcrafted items such as entrée salads, sandwiches and burgers with a selection of sides, and pizza. Maddilicious Catering offers delivery for 10 or more orders. For menu and online ordering, go to: <http://www.maddiliciouscatering.com/lunch-dinner-apps-menus.html>. 

# How to Advertise on Facebook

Facebook's growth as a mature business and technological giant since 2004 is best exemplified by how its advertising capability has grown in recent years.

Hardly existent before 2010, its quarterly ad revenue now exceeds \$4 billion USD, with most of it derived from mobile users (1.3 billion mobile users; close to 850 million active daily users). It appears that more and more businesses are tapping into Facebook ads to boost traffic.

What does this mean for start-up online entrepreneurs and businesses in general? On the surface, it shows that they should at the very least look into Facebook advertising to see what it's about.

Let's look at the five most popular types of ads you can do on Facebook to reach more people and grow your audience online.

## 1. Facebook Page 'Like' Ads

If your main goal is to increase your Facebook 'Likes', this is the ad for you. Page 'Like' ads can be viewed from mobile, newsfeed and right column views, and have a simple call-to-action (CTA):

The ubiquitous 'Like' button that invites viewers to like your company!

Choosing the best image for a Like ad is critical, because you are focused on getting a targeted audience that will respond to future feeds – not random or cheap Likes.

## 2. Facebook Domain Ads

If you want to drive visitors to your landing page to buy your products, sign up for your email list, or improve your lead generation results, consider domain ads. On Facebook you will find them on the right column of your page, often as sponsored ads.

Domain ads are the simplest to set up, but as of this writing are not supported on the mobile platform. Similar to Google Adwords, you choose a title, short description, and the URL to be displayed in front of prospects.

You will have to monitor the click thru rate (CTR) to properly judge your domain ads' effectively.

## 3. Facebook Newsfeed Ads

The newsfeed ad, a.k.a. Page Post links, are the most common type of Facebook ad and can be viewed on mobile devices, right columns as well as the standard news feed.

These ads are effective for promoting your external website,

in part because they may highlight images that serve to attract users' attention, even those who are occupied with another Facebook activity. Use both text and link descriptions of your offer in order to completely explain your unique selling points.

Newsfeed ads are strong performers that deliver results. They are also a great way to accumulate 'Likes' for your company page. Don't forget that visitors and prospects can leave comments within your ads. So, reply promptly to demonstrate real engagement and interest in their feedback.

## 4. Facebook Multiproduct Ads

In 2014, Facebook introduced an enhanced variation of the Newsfeed ad that permits e-commerce based websites and others with many products to present them in a tight, organized manner.

Multiproduct ads – available for both desktop and mobile viewing – allow entrepreneurs to show up to three links on a constant sliding basis. Missed something you liked the first time around? The viewer merely has to wait a few seconds for the next pass to get another view.

Each ad has its own image, title, description and link. Making your ability to drive traffic from Facebook that much more effective.

## 5. Page Post Videos

A new concept in Facebook advertising that brings the power of video marketing to your fingertips.

On the surface, it favors larger companies that can devote money and resources to a dedicated video production budget. However, as the cost of video creation and editing continues to decrease, smaller more agile companies can use their social media savvy to attract large, receptive audiences as well!

## Final Thoughts on Effective Facebook Advertising

Before diving into Facebook advertising, take some time to understand their strengths and weaknesses. Their offerings have evolved and continue to evolve over the years, so choose the most appropriate type for your needs and objectives.

*The Business Buzz articles are taken from the About.com Small Business Guide*

*Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters*



## Business Spotlight: Mrs. Tiggy Winkles

Downtown Riverside has many historic features, buildings and shops. Mrs. Tiggy Winkles, owned by CeeAnn Thiel, has been in downtown Riverside since

1974. The store was first located in The Mission Inn Hotel & Spa but is now located directly across from the hotel on Main Street. Mrs. Tiggy Winkles offers many unusual

and fantastic gifts for all ages, ranging from collectibles to clothing to stationery and more, and is a destination shop for many visitors. As CeeAnn Thiel says, "Mrs. Tiggy Winkles is a special part of Riverside history."

If you would like more information about Mrs. Tiggy Winkles check them out on Facebook/Mrs. Tiggy Winkles and on Instagram @mrstiggiewinklesriverside.

Mrs. Tiggy Winkles is located at 3675 Main Street, Riverside, California 92501.



# SECURITY CORNER

## Five Ways Your Business Can Deter Robbery

Robbery training often focuses on safety and compliance; give the robber what he or she wants and stay safe. These are good recommendations and I would never suggest that non-security employees should take risks to prevent a crime or apprehend a perpetrator. These tasks should be left to security and law enforcement personnel. However, employees can and should be trained in the steps that they can take to prevent robberies and to aid law enforcement in apprehending a perpetrator after the fact.

What follows are 5 steps that businesses can take to towards those ends.

### Be Friendly

I met a Security Officer from a small town bank whose institution had not been robbed in 100 years. It's not as if his town is free from crime, and it's not as if the bank hasn't been victimized by fraud. But no robbery.

He told me the secret to the bank's success, at least under his watch, is "the nosiest tellers" in the business. No one walks into one of his branches without being greeted in a matter of seconds, even if it's just to be told, "I'll be with you in just a minute." And when customers approach the Teller line, they are smothered with questions and generally talked up.

"People don't rob people that they like," this old pro told me. Some may dispute that, but the latest robbery prevention theories, reflected in programs such as SafeCatch, stress customer interaction as a proven deterrent to robbery. It was refreshing to learn that, for years, this veteran had been practicing what modern security experts are rediscovering; that a little down home personal attention can make the world a safer place.

### Look for Suspicious Behavior

Suspicious behavior can be confronted in a positive manner. For instance, if you are in a retail store where hats and sunglasses are prohibited, and a person walks in wearing one or both, engage them in an upbeat manner and explain that this policy is for their safety. At the same time, ask if they are looking for a particular product or service and offer to point them in the right direction.

## WARD TWO from page 3

and supporting The Riverside Arts Academy. Sponsorship packets are available upon request.

### Join us at our Annual Eastside Community Fair & Egg Hunt on March 12th!

Our Annual Eastside Community Fair & Egg Hunt brings over 3,000 residents out for a day of family fun and health. Enjoy free health screenings, community info booths, Zumba exercise demonstrations, obstacle courses, jumpers and more - all for FREE! The event will take place at the Cesar Chavez Community Center and Bobby Bonds Park located at 2060 University Ave. The event will take place from 10 am to 2 pm. The egg hunt will begin at 11:45 am so grab the family and come out to Ward 2!

**LULAC of Riverside:** I would like to recognize the members and volunteers with LULAC of Riverside who hosted their 5th Annual LULAC Community Health Fair & Clinic at the Cesar Chavez Community Center on February 20, 2016. Thank you to all the partners and the flying doctors for volunteering their time to provide FREE health, dental and eye screening treatment services. The clinic was able to provide services to hundreds of

If this procedure is adopted consistently, many potential robbers will be deterred by the extra attention and many customers will appreciate the personal help.

### Assume that Everyone is Armed

Just because someone doesn't look "armed and dangerous" doesn't mean that they aren't a threat. Business owners, especially those in retail, can easily get complacent.

I'm not encouraging you to be suspicious of everyone who walks through your doors, I'm just reminding you never to drop your guard.

### Provide First Hand Information

In the event of a robbery, law enforcement will need accurate, first hand information to aid in apprehension. Employees should be trained to look for concrete details such as facial features, distinguishing marks, tattoos, etc. Make it a policy if possible to have the person who was actually robbed to call 911 as soon as the robber leaves and the premise has been locked. The victim will often have the most useful details to pass on to law enforcement. You should do this even if you have an alarm system that automatically calls for help.

### Point Your Security Cameras at the Right Spots

Your security cameras can only help you if they are pointed into the areas most likely to capture useful images. Not only should entrances and exits be covered by cameras, but every point of customer transaction should be under surveillance as well.

### Conclusion

Paying close attention to anyone who walks through your doors is not only good customer service, it's good security.

The actions described in this article tie in with the Crime Prevention Through Environmental Design principles of natural access control, territorial reinforcement and natural surveillance. They are ways of creating defensible space and letting potential offenders know that 'this is my place, you are not in control here.'

Source: William Deutsch, Business Security Expert for <http://bizsecurity.about.com>



children, adults and senior citizens. We look forward to seeing them next year! Thank you for your service to our community.

### UCR Highlander Sports - Upcoming Home Games:

March 5 at Amy S. Harrison Softball Field

Women's Softball vs. Utah State: 9:00 AM

Women's Softball vs Santa Clara: 11:30 AM

March 5 at SRC Arena

Men's Basketball vs. UC Irvine: 2:00 PM

Women's Basketball vs Cal State Fullerton: 5:00 PM

March 12 at Track & Field

Men's TRACK Double Dual vs. UCSB and Cal Poly: 11:30 AM

Women's TRACK Double Dual vs. UCSB and Cal Poly: 11:30 AM

For more game listings visit: <http://www.gohighlanders.com>

### GO HIGHLANDERS!!!

Andy Melendrez





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**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

**Press deadline** is the 15th of  
each month prior to publication.

For Downtown News Alerts email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

For Events email  
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RDP Facebook Page

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