

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be
Tuesday, April 22, 2014

at Heroes Restaurant
at Mission Inn & Lime

Presentation by Vincent McCoy on
the Small Business Development
Corporation.

The cost of the luncheon is \$20 with
reservation by Friday prior to the
meeting, or \$22 at the door. Reserve
by calling the RDP Office at (951)
781-7335.

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



Alert for Upcoming Downtown Events

Downtown Easter Egg-Stravaganza

RDP will once again host its Easter celebration on Saturday, April 12th from 1 pm to 5 pm on the Civic Plaza. The event includes balloon artists, face painters, DragonMarsh's popular Easter 'Peep Show', Easter Bunny photos at Wendie Monrroy on Main, and an Easter egg station where children can 'dunk' for Easter Eggs and an opportunity to win a chocolate rabbit.

Please note that RDP will have an information table to display flyers and brochures for downtown businesses. If you would like your material displayed, contact Robbie Silver at 951-341-6550.

Salute to Veterans Parade

The 9th Annual Salute to Veterans Parade will be held on Saturday April 19, 2014 from 10 am to 12 noon. The Salute to Veterans Parade honors veterans of all ages and eras. The parade will have over 300 entries including marching bands, fly-overs, equestrian units, color guards, marching units, antique cars, military vehicles, floats and of course, veterans. This year's Grand Marshal is Henry Coil, Jr., Scout, Seabee, engineer, builder, philanthropist, and leader.

The parade route is from Riverside Community College along Magnolia Avenue to Market Street, right on 10th Street and then right on Main Street ending at the Old Historic Courthouse. Both Magnolia and Market Street will be closed to traffic to accommodate the parade. Information on the parade can be obtained from the website: www.asalutetoveterans.com or by calling (951) 687-1175.

Riverside Tamale Festival

After the Salute to Veterans parade, enjoy the Riverside Tamale Festival on Saturday, April 19 from 11 am to 6 pm at White Park.

Everyone loves a food fair especially



when it includes live entertainment, a kids zone, a tamale eating contest, and a Best Home Made Tamale contest. There is a \$20 entry fee for the eating contest and a \$20 entry fee for the Best Home Made Tamale contest.

The Riverside Tamale Festival is the signature event for the restoration and educational outreach for the Trujillo Family Adobe Foundation and future La Placita de los Trujillos "old town" tourist area surrounding the adobe featuring restaurants, retail and educational opportunities for the region.

The YWCA of Riverside County is proud to support the efforts of the Trujillo Family in their efforts to restore the Trujillo Adobe. The restoration of this historically significant site and the ensuing outreach revealing the roles of women in the 1842 "La Placita de los Trujillos" supports the mission of the YWCA of Riverside County.

For more information, please visit www.riversidetamalefestival.weebly.com or call 951-235-3586.

Destination STYLE Spring 2014 Fashion Show


The Destination STYLE Spring 2014 Fashion Show will take place on Thursday, May 1st at 6 pm on Main Street between University Avenue and Mission Inn Avenue in downtown Riverside.

The fashion show will showcase



unique fashions and accessories available from retailers in downtown Riverside and is being presented by the Riverside Downtown Partnership. The Riverside City College School of Cosmetology will be providing hair and make-up services, and Brian Hopper of The Vanity Haus is coordinating the show.

Downtown businesses not in the show are encouraged to participate by offering

specials related to the event (such as fashion themed drinks at after-parties) or by having materials at the RDP information table. For more information, please contact Robbie Silver at 951-341-6550 at the RDP office. Visit www.RiversideDowntown.org or www.facebook.com/destinationstyledowntownriverside for updates on the event. 

Riverside Receives State Approval for Sale/Development of Important Properties

The City of Riverside's long-term plan for dealing with property and other assets of its former Redevelopment Agency has been approved by the state, clearing the way for Riverside to sell and/or redevelop property now controlled by its Successor Agency.

The state Department of Finance's approval of Riverside's Long-Range Property Management Plan ends months of waiting that held captive the future of such properties, some of which are part of pending development projects that could not proceed without such approval. The decision also makes Riverside one of the largest cities in California to receive such approval to date.

The plan, affecting more than 80 parcels of land worth about \$5.9 million, was made necessary by the statewide dissolution of redevelopment in 2011. Riverside first submitted its plan to the state on Aug. 19, 2013. The Department of Finance requested more information on Feb. 20, and Riverside submitted a revised plan on Feb. 27. The state notified Riverside of its determination in a letter dated March 6.


The fate of the properties included in the state-approved plan will be determined by an oversight board of the Successor Agency. The board is chaired by Riverside City Council member Mike Gardner and includes representatives from various government and school agencies and members of the public.

Downtown projects include the Imperial Hardware building on the Main Street Mall between University and Mission Inn avenues, which could become a mixed-use development incorporating the historic building's façade, and the Stalder Building at Mission Inn Avenue and Market Street.

On February 20, the City of Riverside Development

Committee reviewed two proposals for redevelopment of the Stalder Building and Public Parking Lot 42 located on the easterly side of Market Street between Mission Inn Avenue and Sixth Street. The Committee approved the staff recommendation to select the proposal submitted by Regional Properties in partnership with Ted Weggeland (Regional Properties).

Regional Properties' proposal offered a concept that was compatible with the surrounding historic properties and provided sufficient parking for the residential and commercial components of the mixed-use project. The Disposition and Development Agreement (DDA) requires the developer to purchase the property for \$850,000 and redevelop with a mixed-use project while preserving the historic façade of the Stalder Building.

From the City of Riverside Office of Economic Development Newsletter dated March 18, 2014 



Shop Local Business Spotlight



Toni Moore Clothing



Check out the article at <http://www.riversidedowntown.org/buy-local/>

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

The state Department of Finance has approved Riverside's plan for sale and disposition of former Redevelopment Agency Properties. This allows the City to move forward with sale of many properties and allows it to retain several important properties because of their historic nature and economic development potential.

Properties to be kept by the City include the Stalder Building at Market and Mission Inn, the Imperial Hardware Building on the Main Street Mall, and the Farmhouse Motel on University Avenue. Both the Stalder and Imperial Hardware sites have active proposals for mixed use projects. The Farm House Motel may be incorporated into a mixed use project that could include student housing.

A number of properties in the downtown area will be sold now that we have final agreement with the state. These include the frontage on the west side of Market Street between First and Houghton, the properties on the east side of Main Street between First and Third (not including the apartment buildings on the corner of Third and Main), the large site on east side of Olivewood between Kane and Mulberry including the two Victorian houses, the large lot on the north side of Mission Inn west of Chestnut, and

the vacant lot at the corner of Market and 13th.

Continuing city control of Cal Tower and the second phase of the Raincross Promenade project at First and Market is approved because of existing contractual agreements. Ultimately Cal Tower goes to the state and Raincross Promenade will be sold pursuant to the existing contract.

The set of buildings on the west side of the mall from the former Biokorium space through the former Delights and Invites space is still under discussion with the state. We hope to have resolution on these buildings later this year.

The properties to be sold can be sold with limited conditions on their use, and conditions that development occurs within a stated period of time. This avoids land banking and continued existence of vacant lots and empty buildings. This will be helpful across the city but especially noticeable in the downtown and along University Avenue in Ward 2.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Calling All Students, Faculty, Staff and Community! Are You up for the Challenge? The 13th Annual César E. Chávez 5K Run/Walk will be taking place this Saturday, April 5, 2014 at the UC Riverside BELLTOWER from 7:30 to 11:00 am. UC Riverside's 13th Annual César E. Chávez 5K Run/Walk was created to celebrate the legacy of César E. Chávez and raise critically needed funds for student scholarships at UCR. Sign up as an individual or recruit your co-workers or friends and family to join you and participate as a team. To download a registration form, fundraising sponsor form or for more information, please visit www.cesarchavez5k.com or call the Chicano Student Programs at (951) 827-3821.

Come one, come all - Join us at our Annual Eastside Community Fair & Egg Hunt on April 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, exercise demonstrations, sports drills for kids, 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! For more information please visit www.rchf.org or call (951)-788-3471.

While you're out on Saturday, don't forget to stop by Downtown for the Riverside Downtown Partnership's EASTER EGG-STRAVAGANZA. There will be an Easter bunny, photo ops, face painting, and balloon artists along with plenty of shopping and dining for the entire family.

Bring the kids out on April 12th to Main Street and University from 1 pm to 5 pm to join the fun!

Eastside HEAL Zone Announcement:

I would like to invite and welcome everyone to join the Eastside HEAL Zone Collaborative and local churches for the launch of a new 3.4 mile walking route around Riverside's Eastside Neighborhood that connects seven local churches! ***The Kickoff Event for the Walk by Faith Route will take place on Sunday, April 27th at 2:30 pm and will begin at Park Avenue Missionary Baptist Church located at 1910 Martin Luther King Boulevard, Riverside CA.*** The entire event is free and will include live music, free health screenings and an exercise demonstration. For more information call, (951) 788-3471 or visit <http://healthyriverisidecounty.org/ehz>

Latino Network is hosting a private screening of the ***CESAR CHAVEZ Movie on Sunday, March 30 at 2:30 p.m. at the Regal Cinema in Riverside Plaza.*** Tickets are limited and may only be purchased at Centro de Ninos, 2010 Martin Luther King Boulevard in Riverside between the hours of 9:00 a.m. and 2:00 p.m. Tickets are \$10 each; only checks or cash will be accepted. For further information, please contact Ofelia Valdez Yeager at (951) 453-4062.

GO HIGHLANDERS!

Andy Melendrez



Going Paperless

Having a paperless office is no longer a distant dream for small business owners. New and changing technology has given us the tools we need to transition the overflowing file cabinets into an organized digital format. But that doesn't mean going paperless is easy to do, or that it's the right decision for every small business.

Here is a look at the pros and cons of a paperless office to help you decide if going paperless is a smart decision for your small business.

The Pros of a Paperless Office

Environmentally-Friendly - According to The Daily Green, paper accounts for 25% of landfill waste, and if the United States cut office paper use by just 10% it would prevent the emission of 1.6 million tons of greenhouse gases. And that's just for paper, not taking into account the production and disposal of ink cartridges and the energy used by printers. Going paperless is an environmentally conscious decision.

Cost Effective - Just as there are benefits of a paperless office for the environment, there are also benefits for the small business budget. Think about how much you spend each month on paper, ink, postage and other supplies that support a paper-heavy office. Then, consider the space it takes to store all of your physical supplies and actual documents. It can be quite costly. Over time, going paperless could result in huge savings for your small business.

Easy Access - Being paperless means all of your important documents are digitized. You can back them up to the Cloud or access them through a remote desktop application, giving you the ability to work from a mobile office, or anywhere for that matter, and stay productive.

File Organization - If you have ever wasted time shuffling through a disorganized filing cabinet or stacks of paper to find what you're looking for, you know how cumbersome paper documents can be to manage. When you create a paperless office, you create a digital file system that's easier to organize, search and tweak over time. This makes what was once a painful process of finding a document as easy as conducting a search.

The Cons of a Paperless Office

System Failure - Digital may be quick access, but it also means quick loss. Consider what would happen to all of your business documents that are saved locally on your computer if your system crashes. You could lose everything. It's important for every small business, and particularly those that are paperless, to have a system for backing up and protecting data off-site.

Security - Digital files can't be protected by a lock on a file cabinet or the office door, so the security of documents and sensitive information is a serious concern for paperless offices. Solutions include encryption, local servers and restricted access, all which have their own costs and benefits. Plus, it's important to consider the nature of some businesses

and the sensitivity of materials handled on a daily basis (think of your accountant) simply don't lend themselves to going paperless.

Revamp Processes - Part of transitioning to a paperless office involves reviewing all of your current operations processes and finding adequate alternatives. For example, you may need to begin using an electronic signature service, online invoicing and payment services, and other applications that replace the need for physical documents. All of your staff will also have to be trained in the new system once it's in place.

Time Intensive - Going paperless isn't an overnight process; there are a lot of factors to consider. It takes time to consider all of the implications of leaving the paper world behind, and just as long to implement all of the changes to your operations that support being paperless.

The decision to go paperless is one that varies from business to business, and it's certainly not a universal decision that is right for every company. The most important part of making the decision to go paperless is doing your research so you can decide if the benefits outweigh the challenges. Then, create a systematic process that will not only afford you the benefits of being paperless, but also help improve your productivity at the same time.

*Information from Alyssa Gregory,
About.com Small Business Guide*

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Seven Ways to Communicate More Effectively

Communication is the foundation of every single relationship you have in your personal life; it's no different in business. Without effective communication, there can be misunderstandings, problems and conflicts among your staff, your clients and everyone else you come into contact with. Poor communication can make effective delegation, increased productivity and an enjoyable work environment virtually impossible.

The tips below will help you fine-tune your communication skills so you can save time, reduce stress and become more productive by communicating effectively in every interaction you have in your small business.

1. Limit Distractions and Listen

Listening is the key to effective communication, but it's not always easy. One way to become a better listener is to try limiting distractions during your conversations that make it difficult to hear and absorb what others are saying. That may mean closing your email client, turning off your telephone ringer, or closing the door to your office. By doing these small things, you ensure that the person you're speaking with has your full attention.

It's also important to limit internal distractions, that is, everything going on in your mind. When you have several topics to tackle during a meeting or conversation rushing through them to get all of your ideas out may be tempting, but this causes confusion and can make the other person feel like his or her input is not important. Slow down and remember that communication is a two-way street. Establish a give-and-take that allows both parties to have their say.

2. Be Responsive

One of the worst things you can do when a conflict arises or someone has a complaint

about your business, products, services, etc. is ignore it. In most cases, some kind of response should be issued immediately, even if it's just a brief statement that you'll look into the issue.

If you wait until you have all of the information necessary before reaching out to the unhappy party, they may end up not only unhappy, but now also angry. Keep the lines of communication open in all situations by being as responsive as possible and making sure the people reaching out to you feel like their issue is important to you.

3. Ask the Right Questions

So much of communication relies on getting the information you need, and many times this means you need to ask the right kinds of questions. There are clues about which questions you should be asking in every part of the conversation you're having. You need to be able to listen and zero in on those clues to figure out which questions will unravel the information you need.

Consider the case of an employee who has not been meeting goals and is generally unhappy at work. If you don't ask the right questions, you may never get to the root of the issue, which can be anything from personal issues to being under-challenged.

4. Make the Most of Meetings

Meetings are notorious for being time wasters if they are not well-planned and thoroughly organized. If you are the organizer, the first thing you should do to respect everyone's time and make your meeting as efficient as possible is to schedule it in advance. Then, take time to prepare an agenda that outlines focus points and sets a structure for the meeting.

Here are some other smart meeting tips that will help you make sure your meetings are productive:

- Confirm the meeting times in the



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appropriate times zones one to two days before the meeting.

- Assign a meeting moderator who manages the meeting and makes sure participants stick to the agenda.
- Encourage input and questions from everyone in the meeting.
- Take notes, or assign someone else to take notes, to capture the important details of the meeting.

5. Combine Communication Methods

Face-to-face or voice-to-voice communication is great for eliminating the time challenges that often come with email. But it can also create more questions and confusion if all of the parties involved are not on the same page.

Even if most of your communication takes place over the phone or at networking events, you can create summary emails that outline what was discussed, what the next steps are and who is responsible for what. This can be a great way to combine different communication methods for more effective (and less confusing) forward-moving communication.

6. Focus on Customer Service

Good customer service depends on two-way communication. Often when conflicts arise with customers, the key to resolution is communicating to uncover the problem, then continuing to communicate until a solution is identified.

One way to maintain long-term relationships with your

clients is by keeping open lines of communication. This means asking for input on how things are going and how they feel about the products and service you're providing. This can be accomplished at the end of a project, during day-to-day conversations, with a focus group, or through formal surveys.

7. Use the Feedback You Receive

If you are already communicating with your clients, you will probably receive feedback regularly, even if you don't solicit it through formal methods. This can be a goldmine of useful information about how your business, products and services are perceived by clients and potential clients. In order to be effective, though, you have to use this data to change and improve your processes. Create a process for collecting the feedback you receive in one place, then set aside time every month or two to analyze the data and create a plan for implementing and tracking improvements.

Ultimately, effective communication can be one of the most important skills you use in your business. If your communication skills can use some fine-tuning, take time to analyze how you communicate, and the results of your communication. Then focus on ways you can improve it over time. You may be surprised how much that changes your relationships with staff, clients and colleagues for the better.

*Information from Alyssa Gregory,
About.com Small Business Guide*

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



CYBER SECURITY TIPS

Avoiding Social Engineering Tricks on Social Networks

The incredible popularity of social media sites presents a great opportunity for virus writers, tricking you into emptying your bank account and/or stealing your identity. And they often do this by simply asking for your help.

It's true. It's called social engineering—the art of bending your mind into doing the dirty work, or lowering your security, for them. Here are some tips on how to recognize and avoid this from happening to you.

Stop spear phishing –

You may know phishing from emails that go out to millions and pretend to be from your bank or credit card company. This fails if the criminals sending it pretend to be

an institution where you don't even have an account.

But your Facebook Wall or Twitter feed could inadvertently help them target you better, much like selecting one target to spear (hence the name). Here's how it could happen.

You take some photos with your new digital camera or smartphone, share them on social media, and rave about how much you love your new device. Someone with devious intent sees your post and scans your connections. Later, you get an email that's supposedly from your sister or aunt. She asks for your password so she can post a photo, too—only "she" is a cybercriminal who now has your account login.

Squishing Vishing –

So if spear phishing doesn't get you, there's another method out there to lift your logins and it's called "vishing." Vishing, or "voice phishing," involves much of the same methods of spear phishing, only the criminals pose as your bank or other financial institution by calling you on your telephone.

Imagine you update your Facebook Wall to complain about the long wait at your local bank on 123 Main St. Monsieur Criminal Guy reads this and then tracks down where you live and your phone number. Now, he calls you and announces he works at your bank at 123 Main St. and needs your account information. Everything seems very legit—only it isn't. Don't fall for it. Hang up and call your bank yourself if in doubt.

RDP is launching a new email campaign with Constant Contact.

To sign up, please send your email to Robbie Silver at RDP at rdprobbie@sbcglobal.net

Baffling You with Tech Talk –

Here's another social media scam: Enlisting tech help from strangers. Imagine your PC isn't performing up to scratch, so you give a shout out on Twitter for help. Suddenly, a message appears. It asks you to perform several technical operations to fix the problem. You don't understand a word of it, but follow the instructions. Now things go from bad to worse—you've just compromised your security.

Many people on the Internet love to help others. Some are there to take advantage of us. It's just like the real world. Instead of calling out on social media and providing a direct line back to your account, try posting anonymously on a trusted tech forum instead.

Social media often gives the smart cybercriminal everything he needs to motivate you into divulging private information. But now that you're aware of their game, you'll think twice about revealing anything. Be wary. Be proactive.

Recognizing cybercriminal tricks on Facebook, Twitter, and more

Have you read the news lately? It seems that scams are in season everywhere. Celebrities from Jackie Chan to Will Smith died (only that was news to them) and Instagram decided to delete accounts left and right (or not).

What's going on? Disinformation, hoaxes, and flat-out criminal scams, that's what. Much of this is hitting social media sites like Twitter and Facebook. But why?

It seems that the Nigerian prince who's left you a billion dollars—but only after you wire several hundred in processing fees first (wink, wink)—has finally taken the hint. He's busted and it's time for new material, hence this article on the latest scams on social media: Some are old. Some are new. ALL should be avoided.

URL shorteners: proceed with caution –

You've likely seen a URL shortened and clicked on one. Just like their name implies, they can turn really long URLs into something shorter. So far so good. But the danger lies in the way scammers can use them to conceal their own criminal ways.

Now there's a new twist of this making the rounds on social messaging apps. Here's how it goes: You receive a suggestive photo from a stranger with a shortened URL to add "her." This hides malware that sign you up for adult site spam and more.

Infecting your friends –

Virus writers know everyone loves free apps, which is why you should make sure you trust the source, which shouldn't include a stranger posting a shortened URL on YouTube or Facebook. Running executable software can fully open your computer up to attack since the malware could shut down your current antivirus protection if it isn't strong enough.

People can unwittingly spread malware far and wide on social networks by directing everyone to some pretty bad sites with the promise of free games, movies, and more. Don't be an active participant in this. Warn your kids or grandkids. Remain skeptical. Check the sources and act accordingly.

Avoiding heartfelt hoaxes –

Cybercriminals know that one way to get their hoaxes passed around on social media is to connect with the heartstrings. They do this by concocting "rest in peace" scams, such as the aforementioned celebrity deaths, or by sharing similar sensationalist videos or messages. Even worse, these scams may stoop as low as to include real events, such as a child battling a life-threatening disease.

Why do this? There are several possibilities. It could dramatically boost the "likes" or page views, helping the scammers profit by hawking dubious advertising, or it might redirect people to pages or apps filled with malware.

Now that you're aware of these scams, you can help avoid falling for them by remaining ever vigilant and skeptical. Using security software that alerts you to dangerous sites based on their reputation can help, too.

Courtesy of Symantec Corporation Newsletter



RDP Welcomes New Businesses to Downtown

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Submit press releases to:
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Janice@riversidedowntown.org
or fax at (951) 781-6951.

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

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RDP Facebook Page

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