

# Bulletin

Riverside Downtown Business Improvement District

## Keep Connected

Many of us are tied to our smart phones and tablets for 24/7 access to email, Facebook, and more. But are you as connected to downtown and to Riverside as you could be? By adding the following links to your favorites list, you will be able to keep connected on activities, events, issues and more.

### The Downtown Connection -

RDP's website, [www.RiversideDowntown.org](http://www.RiversideDowntown.org), provides information on downtown as well as on RDP itself. You can access the agendas and meeting minutes for Board of Directors meetings. Issues pertinent to downtown are discussed at these meetings and these discussions recorded in the minutes.

Visitors to the site can view and download the Pocket and Dining Guide, the Historical Riverside Downtown Walking Map, the new Riverside Live Downtown Dining Guide, as well as the Downtown Riverside Parking Guide. The site also provides a comprehensive downtown directory of businesses with contact information.

Want to know what's going on downtown? A monthly calendar of downtown activities and events is provided on the site as a downloadable PDF as is a monthly calendar of activities at the Riverside Convention Center. The site also provides a quick link to the City's Community Calendar for events city wide. This type of information is important to you as a business owner. For example, if you own a restaurant or shop, knowing when large events are occurring help you to staff adequately or to plan how to get in and out of downtown.

Need more frequent updates? RDP has several Facebook pages with the main one, [www.Facebook.com/RiversideDowntownPartnership](http://www.Facebook.com/RiversideDowntownPartnership), updated daily with downtown news. Retailers and restaurants can share information on specials and more using that page.

Prefer to have updates come to you?

Then sign up for RDP's Constant Contact by sending a request to Robbie Silver at [rdprobbie@sbcglobal.net](mailto:rdprobbie@sbcglobal.net)

### The City Connection -

The City of Riverside's website, [www.riversideca.gov](http://www.riversideca.gov), is the main portal for access to information about the City and city departments. The City recently launched a new website, Engage Riverside, to make information accessible to the public in a central location and provide a launching pad for future transparency efforts. The new website brings together in one place facts, documents, data sets and tools for learning more about Riverside and how city government works. It offers easy access to more than 815,000 documents including 3.4 million pages of information; online permit viewing; crime reports and fire responses; agendas for City Council meetings, as well as meetings of citizen boards and commissions; and more.

The website is based on the premise that residents are best served when they are able to quickly and efficiently access information about how their tax dollars are being used. Riverside has long provided substantial amounts of information about its budget, its financial condition, services, programs and other data through its website – [www.riversideca.gov](http://www.riversideca.gov) – but Engage Riverside goes further. It collects all that data in a convenient location for easy browsing, adds additional information and provides additional tools for connecting with City Hall.

Engage Riverside is the City's first foray into the realm of social engagement through the use of an innovative tool called MindMixer, which allows Riverside residents to interact with their government like never before. MindMixer complements existing social media and email tools by providing a platform to engage residents in conversations about Riverside's quality of life.

The City's website also offers a number



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#### Keep Connected

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### There is no monthly luncheon in August.

The next monthly luncheon will be **Tuesday, September 23, 2014**

Featured Speaker Teresa Rosales of the City of Riverside 'Seizing Our Destiny', plus the new RPU General Manager Girish Balachandran. Look for more details in the next issue.



of mobile Apps for download on iPhone and Android. These Apps include Mobile 311 where you can report problems by taking a photo and sending it to the 311 Call Center. Also available for download are the Explore Riverside App to find places to eat, shop and stay within Riverside, and the Riverside Tour Guide App to learn about the monuments on Main Street in downtown Riverside.

The City offers a number of ways to stay connected beyond the website. The home page offers links to Facebook, LinkedIn, Twitter and YouTube. You can also sign up to receive the quarterly Explore Riverside newsletter, email alerts, and access GTV, the Government TV channel.

So keep connected. It's easier now than ever.



## Inlandia Institute Releases *No Easy Way: The Voluntary Integration of Riverside Schools - A Victory for Community*

Early on the morning of September 7, 1965, Lowell Elementary School in Riverside was deliberately set on fire. At the time, Lowell was populated primarily by African-American and Mexican-American students, and this fire occurred at the height of the Civil Rights movement, shortly after the Watts riots in Los Angeles and just days before President Lyndon Johnson issued an Executive Order to enforce affirmative action. The Lowell fire was the catalyst for change in the Riverside community, and ultimately brought about the first voluntary integration of a large school district in the nation.

The driving force behind this effort was Arthur L. Littleworth, school board president for the Riverside Unified School District. Nearly fifty years later, Mr. Littleworth has gathered his personal reflections, and along with supplemental interviews, never before published photographs and ephemera, the account of that time is being published by the Inlandia Institute. *No Easy Way: The Voluntary Integration of Riverside Schools - A Victory for Community* will be launched this November at the unveiling of the mural depicting the timeline of these important events at Riverside Polytechnic High School.

The Inlandia Institute is proud to have funding for this project provided in part by a generous Community Stories grant from the California Council for the Humanities. In addition to the publication of *No Easy Way*, the Inlandia Institute will be organizing free public forums so that these events and the struggles of the individuals involved will not be forgotten.

There is no better way to summarize the importance of this work than in Arthur L. Littleworth's own words. From the



Arthur Littleworth

preface:

"This memoir is dedicated to all who helped make integration in Riverside a success: the determined parents who wanted an equal education for their children; the Board of Education and the educators who worked tirelessly to facilitate a resolution that would meet the needs of all students in a changing world; the community that rallied to keep the peace and maintain the integrity of Riverside; and the individuals who stretched their vision to see the future and became a small part of the history of the United States."


If you are interested in more information about this important book, wish to pre-order your copy at a reduced rate, or would like to make a contribution to the project, please contact the Inlandia Institute at [Inlandia@InlandiaInstitute.org](mailto:Inlandia@InlandiaInstitute.org).

Submitted by Cati Porter of The Inlandia Institute



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## Welcome to New RPD East Area Commander


Please join RDP in welcoming Val Graham who is the new East Area Commander replacing Andy Flores who was recently promoted to Captain. Lieutenant Graham has 25 years of service with the Riverside Police Department in a number of roles. He will serve as Chair of RDP's Marketplace Security Committee which meets quarterly to discuss security and other issues in the commercial Marketplace area.





Change your light bulbs.

**DO THE TWIST & SAVE!**



# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### City Adopts Mandatory Water Conservation Measures

On June 22 the City Council adopted mandatory rules for conserving water during the current drought. The rules were required by the state in response to an emergency order by the Governor and adoption of emergency rules by the State Water Resources Control Board. Regardless of the state mandates it is important that Riverside adopt additional conservation measures for its own good.

Riverside Public Utilities is in the enviable position of being able to serve all of its customers' needs through locally produced ground water. Most of this comes from the Bunker Hill Basin in San Bernardino where RPU owns substantial water rights. As a result of the drought the basin is at its lowest point in recorded history. The next lowest was in the 1960's.

The measures the Council adopted require that exterior watering and irrigation be limited to four days a week and to the hours of 6:00 p.m. to 10:00 a.m. to avoid the times when evaporation is the highest. The hours were originally proposed to be 8:00 p.m. to 8:00 a.m. but were extended to allow those without automatic sprinkler systems to water their lawns without having to stay up all night. Other prohibitions include washing vehicles without an automatic shutoff on the hose, allowing irrigation to runoff into the street or gutter, washing down paved surfaces except to protect public health, and using water in fountains or water features that do not recirculate the water.

It is important to note that all of the water features on the



Downtown Pedestrian Mall do recirculate water and so will be allowed to continue to operate. You may have noticed that the three fountains that involve falling water are shut off during higher wind events. This is to prevent undue evaporation and to keep water from being blown outside the drainage area of the feature. This will continue and takes on added importance in the current situation.

Riverside will not be patrolling for violators, but if one is noticed by Code Enforcement or if a complaint is received a warning will be issued. If the problem is not corrected in a reasonable period of time, usually 72 hours, an administrative citation for \$100 may be issued. The goal is voluntary compliance and water conservation. We do not want to be the water police.

The Council approved significant new conservation measures to help residents meet the goal of a 15% reduction in water use. The rebate for removing turf and replacing it with water wise planting is raised from \$0.40 a sq. ft. with a 1000 sq. ft. maximum to \$2.00 per sq. ft. with no maximum. The 25 sprinkler nozzle limit on the free sprinkler nozzle program is removed. Major rebates on water efficient plumbing equipment like toilets and shower heads will continue to be available.

This is an emergency measure so it took effect immediately. More information on the measures and conservation measures and incentives is available on the RPU website at <http://www.riversideca.gov/utilities/>

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Happy Summer Days!

Welcome to Ward 2, Jersey Mike's Subs and Uncle Chuang's Bakery! For those who haven't gone by the University Village located at the corner of University and Iowa Ave - you're definitely missing out! The Village, also known as the "UV" by the locals and many of our UCR college students, offers a wonderful variety of restaurants, small business storefronts, offices, and entertainment for your leisure. Looking for free Wifi? GREAT! The UV has free Wifi available at their location which instantly sends you free offers and specials at the participating locations each time you return! To find out more about these instant deals check out their website: <http://www.universityvillageriverside.com/home>

The Riverside Lyric Opera just wrapped up a FANTASTIC year and final performance this last month! The Lyric Opera held their concert performance on July 13th at The Box (Fox Entertainment Plaza). The Opera is made up of children, young adults and adults who have all received vocal training at the Cesar Chavez Community Center under the umbrella of the Riverside School of the Arts. Over 30 children participated this year and we were thrilled to have two of our former students return to enjoy the final performance and give support to their peers and volunteer instructors. The performance was free to the public and the Opera received an audience of roughly 200 attendees. Congratulations to the 2014 Riverside Opera Program who put on an extraordinary performance! We encourage students and adults to participate in next year's program, for more information



please contact [ccervantes@riversideca.gov](mailto:ccervantes@riversideca.gov)

**Riverside School of the Arts Update:** I am pleased to inform you that the Board of Directors of the Riverside County Law Enforcement Asset Forfeiture Distribution Fund has awarded the Riverside Community Services Foundation \$10,000 to assist in funding the Riverside School of the Arts! This brings the fund raising effort total for the School of the Arts to a little bit over \$47,000.

Prior to receiving this donation, we had received \$5,000 from the Riverside Police Foundation! Thank you to both entities for your generous donations and continued support – the community and I cannot thank you enough.

We are still aiming to raise an additional \$30,000 and are hoping that we can raise enough support through this year's **GIVE BIG RIVERSIDE** event that will be coming in November 2014! I will share and post more information as it becomes available. In the meantime be sure to check out the School of the Arts nonprofit page where you will be able to donate at, <http://www.razoo.com/story/Riverside-Community-Services-Foundation>. And be sure to go **LIKE** the Riverside Community Services Foundation page on Facebook! Search for us and **LIKE** us! Every like helps to spread the word and our purpose!

**SUMMER TIP:** Stay cool and be sure to drink plenty of water – see you out in Ward 2!

Andy Melendrez



# BUSINESS BUZZ

## Ten Ways to Maintain Your Small Business Cash Flow

Maintaining a healthy cash flow is important for every small business, regardless of the industry or type of business. If you have drastic cash ebbs and flows that cause you to miss bill payments or render you unable to cover expenses, it can be difficult to consistently keep your business in the black. The tips below will help you improve the day-to-day flow of money in your business so you have cash on hand when you need it.

### 1. Stay on Top of Your Books

One of the quickest ways to lose control of your business finances is by failing to track money coming in and going out. Record both the cash receipts and payments regularly, and make a habit of checking your open accounts receivable and accounts payable on a weekly basis. These along with any payroll requirements will provide a snapshot of what your short-term cash flow needs will be. If you don't have time or staff available to manage your books, enlist the help of a bookkeeper who can make sure your books are reconciled every month.

### 2. Send Out Invoices Promptly

It is difficult to get paid if your customers are not being invoiced in a timely manner. Make invoicing one of the first things you do at the completion of a project or when goods/services have been delivered to your customer. Also, review all open sales orders at least twice a month to make sure that a billable event hasn't been overlooked.

### 3. Create an Ironclad Accounts Receivable Process

How do you track money owed to your business? And what do you do when payments are late? Create a timeline for your accounts receivable process so you know when you may need to call in outside reinforcements, such as a collections agency.

### 4. Get Rid of Unnecessary Expenses

Conduct a review of your business expenses on a regular basis to see what can be cut or adjusted. Even if there aren't many expenses you can eliminate completely, you may be able to work with vendors to change due dates so bills due coordinate with money coming in.

### 5. Offer Your Customers Multiple Payment Options

One way to help your customers pay on time is by offering several different options when it comes to paying invoices. At a minimum, consider taking payment by check and credit card or debit card. You can also make it easier for customers to pay you by providing an online payment option.

### 6. Require Partial Payment in Advance for Project Work

If you work on a project basis, it is always a good idea to

require a portion of the total cost in advance. You should also write your contract so additional payments are due during specific milestones of the project. This helps you avoid having the bulk of the payment due at the end of the project.

### 7. Limit Inventory

If your business has inventory, you should conduct internal accountings of the products you have in stock on a regular basis. To more effectively manage inventory, determine which products do not sell quickly and only carry enough of those products to meet current customer demand. Inventory consumes cash and requires storage which costs money in the form of floor or shelf space. Also, consider sales or special price days to move slow-selling stock.

### 8. Use Payment Terms That Give You Breathing Room

One way to improve cash flow is to negotiate terms that shorten the collections cycle while extending the payment cycle. For example, ask your customers to pay you in 30 days or less while getting your suppliers to accept payment in 45 days or longer. The more effectively that you can employ this strategy, the greater likelihood of having consistently positive cash flow.

### 9. Consider a Line of Credit

Another source of cash can be a line of credit (LOC) with your financial institution. In addition to business credit cards, financial institutions will often provide a LOC that is secured by the assets of the business (i.e., equipment, inventory, receivables). Maintaining good books and developing a strong relationship with your financial institution are the keys to securing a LOC that will meet the needs of your business.

### 10. Anticipate and Plan for Future Investments

You may not be able to anticipate all business investments, but you can make assumptions on some major expenditures. For example, if you know you are going to need to replace equipment in the near future, make sure you are setting aside funds to cover that expense well in advance. It may also be a good idea to keep an emergency fund to help cover unexpected costs.

With a little forethought and planning you can keep your cash flow healthy so your financials stay strong for the life of your business.

*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*



## Shop Local Business Spotlight

**Riverside Community College  
Cosmetology Department**



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

# SECURITY CORNER



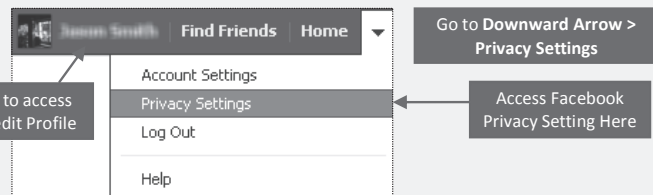
## Facebook Smart Card

FB 121211\_1800

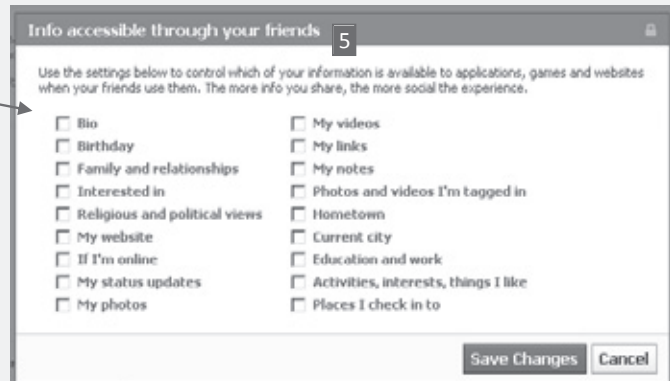
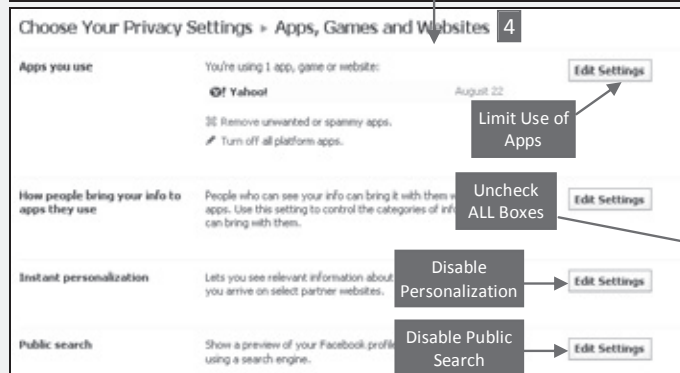
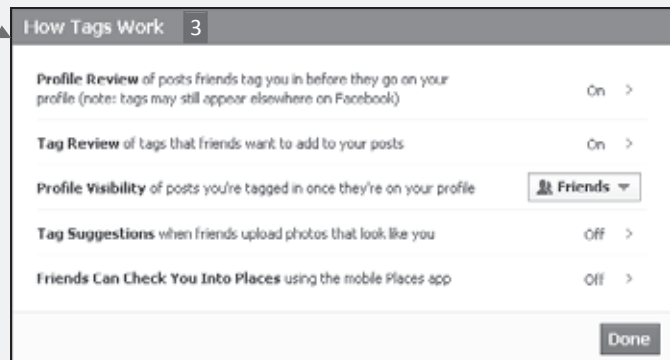
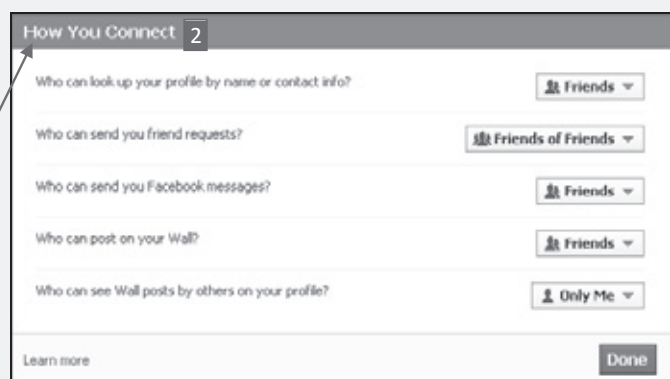
### Social Networks - Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Avoid posting or tagging images of you or your family that clearly show your face. Select pictures taken at a distance, at an angle, or otherwise concealed. Never post Smartphone photos and don't use your face as a profile photo, instead, use cartoons or avatars.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

### Minimizing your Facebook Profile



Facebook has hundreds of privacy and sharing options. To control how your personal information is shared, you should use the settings shown below (such as *Only Me*, *Friends Only*) for (1) Privacy, (2) Connecting, (3) Tags, (4) Apps/Websites, (5) Info Access through Friends, and (6) Past Posts.





# Facebook Smart Card

FB 121211\_1800



Do not login to or link third-party sites (e.g. twitter, bing) using your Facebook account. "Facebook Connect" shares your information, and your friends' information, with third party sites that may aggregate and misuse personal information. Also, use as few apps as possible. Apps such as Farmville access and share your personal data.

## Profile Settings

Apply and save the **Profile** settings shown below to ensure that your information is visible to **only** people of your choosing.

The screenshot shows a Facebook profile for Jason Smith. Annotations indicate the following privacy settings for various sections:

- Profile Picture:** No annotation.
- Cover Photo:** No annotation.
- Work and Education:**
  - Employer: Change to Only Me
  - College/University: Change to Only Me
  - High School: Change to Only Me
- Arts and Entertainment:** No annotation.
- Activities and Interests:**
  - Interests: Change to Friends Only
- Basic Information:**
  - Current City: Change to Only Me
  - Hometown: Change to Only Me
  - I Am: Male
  - Show my sex in my profile: ☒
  - Birthday: May 25 1970
  - Show my full birthday in my profile: ☐ Show Birthday
- Contact Information:**
  - Emails: Jason.smith7825@yahoo.com
  - IM Screen Names: Change to Only Me
  - Phones: Change to Friends Only
  - Address: Change to Only Me
  - Website: Change to Friends Only
- Music:** What music do you like? Change to Friends Only
- Books:** What books do you like? Change to Friends Only
- Movies:** What movies do you like? Change to Friends Only
- Television:** What TV shows do you like? Change to Friends Only
- Games:** What games do you like? Change to Friends Only
- Activities:** What do you like to do? Change to Friends Only
- Interests:** What are your interests? Change to Friends Only
- Other Pages You Like:** No annotation.

## Deactivating / Deleting Your Facebook Account

The screenshot shows the Facebook Security Settings page. The 'Security' section is highlighted, showing options for:

- Secure Browsing: Secure browsing is currently disabled.
- Login Notifications: Login notifications are disabled.
- Login Approvals: Approvals are sent whenever logging in from an unrecognized device.
- Recognized Devices: No recognized devices.
- Active Sessions: Logged in from New York, NY, US and 2 other locations.

To **deactivate your Facebook account**, go to **Account Settings** and select **Security**. To reactivate your account log in to Facebook with your email address and password.

To **delete your Facebook account**, go to **Help Center** from the account menu. Type **Delete** into the search box. Select **How do I permanently delete my account** then scroll down to submit your request here. Verify that you want to delete your account. Click **Submit**. FB will remove your data after 14 days post security check.

## Useful Links

A Parent's Guide to Internet Safety  
Wired Kids  
Microsoft Safety & Security  
OnGuard Online

[www.fbi.gov/stats-services/publications/parent-guide](http://www.fbi.gov/stats-services/publications/parent-guide)  
[www.wiredkids.org/](http://www.wiredkids.org/)  
[www.microsoft.com/security/online-privacy/social-networking.aspx](http://www.microsoft.com/security/online-privacy/social-networking.aspx)  
[www.onguardonline.gov/topics/social-networking-sites.aspx](http://www.onguardonline.gov/topics/social-networking-sites.aspx)

## Six Ways to Be a Happier Small Business Owner

Six Ways to be a Happier Small Business Owner

Most small business owners I know work tirelessly to make their businesses successful. They don't take many days off, and they wear many different hats, doing whatever it takes to get the job done. This kind of dedication is often necessary to reach small business success, but it can also lead to burnout, lost motivation and overall unhappiness.

The good news is there are things you can do to restore your passion and revive the joy you feel for the work you do. Here are six ideas to get you started.

### 1. Do What You Love

There are some parts of your work you love doing more than anything else – you wouldn't have started your business if this weren't the case. But as you start and grow your business, the must-dos can overshadow the things you love. While you can't ignore every necessary part of your business that you don't love, you can make sure you leave enough time to focus on the things you do.

### 2. Delegate

One simple truth many small business owners have a difficult time accepting is that they don't have to do everything in their businesses on their own. There are things you can delegate in your small business that will save you time and increase your overall level of happiness.

For example, do you struggle with your billing process every month, and keeping your books updated? Hiring a bookkeeper can be a great way to get your ongoing financial tasks completed much more efficiently. Then you can use the time saved to focus on what you really enjoy doing.

### 3. Become a Consistent Networker

Being a small business owner can be isolating, even more so if you work from home. This is why it's so important that you create your own opportunities for networking and interaction. Join a local professional organization or your

Chamber of Commerce, and commit to attending regularly scheduled networking events.

### 4. Set Aside Time for Self-Improvement

Routines can be good for productivity but not so good for overall happiness. One of the best ways to get out of a rut with your work is to spend some time improving your skills or learning something new. You don't have to go back to school, but an afternoon spent on an online class can give you the push you need to get back to your happy place.

### 5. Remember the "Why"

You decided to start your business because you believed in your goals, and you were motivated to take the risk because of that belief. How often do you think about why you started your business, now that it's off the ground? That "why" can not only ground you and help you keep your eye on the prize, but it can also be a great way to remind yourself why you're working so hard and why you believe in what you're doing. This is the place you'll find the most happiness and satisfaction in your work, so visit it often!

### 6. Take a Break

When was the last time you took a break without checking email, or answering your phone, or peeking at your computer? My guess is that this doesn't happen very often in the day-to-day management of your small business. But it should. You don't need to schedule a two-week vacation and ignore work entirely (although that may not be a bad long-term goal!); even an hour can do wonders for your level of satisfaction in your work.

Next time you're feeling a little out of sorts and start to question if you can truly be happy as a small business owner, try a couple of these tips to get back on the happy track.

*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*



## Is Customer Service Outdated?

Thousands of books and articles have been written on the topic of customer service. Executives and marketing departments constantly tout the importance of providing superior service, and everyone seems to agree that it is essential to long-term business success, especially in today's competitive marketplace. Why then don't more companies deliver?

*Four rules crucial to delivering winning customer service:*

**Rule #1: Listen!** When customers complain there is a reason. More importantly, it is an opportunity to learn something, so hear them out without interrupting or arguing.

**Rule #2:** Don't take it personally. Customer complaints are about products or service that did not live up to their expectations or the marketing hype. Taking it personally, getting defensive, or getting angry only makes the situation worse.

**Rule #3:** Offer a sincere apology for the inconvenience. Put

yourself in your customer's shoes. Remember what it feels like when something you have purchased did not do the job it was supposed to, or caused an even bigger problem than the one it was supposed to solve.

**Rule #4:** Never say, "It's not my job or my department or my responsibility." If you work at the company that made the product or sold the service - it is your job! Make a personal commitment to do whatever it takes to fix the problem even if it is not in your job description.

*Customer service excellence has always been and will always be one of the critical competitive advantages for any business.*

"Your customer doesn't care how much you know until they know how much you care."

~ Damon Richards

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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**  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

ADDRESS SERVICE REQUESTED



#### STAFF

*Executive Director*  
Janice Penner

*Office Manager / Bookkeeper*  
Shirley Schmeltz

*Communications and Events Liaison*  
Robbie Silver

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Robert Nagle	RJ Rodriguez
Cherie Russell	David St. Pierre
Ellie Uli	Al Zelinka
Andrew Guerra – ABP	



## FREE Summer Business Series

### Loans for Your Business

Friday, August 8, 2014 from 9:00 a.m. to Noon

Prepare for the loan process and hear from actual lenders about the various loan programs available, the different requirements and qualifications for each, and how to secure the right financing for your business.

### Customer Bait

Friday, August 22, 2014 from 9:00 a.m. to Noon

Join best-selling author and international business speaker Chuck McKay and learn how matching your ad presentation to the preferred activities of your customers can increase your bottom line.

**Register online at [www.iesmallbusiness.com](http://www.iesmallbusiness.com)**

Co-Sponsored By:

