



# Bulletin

Riverside Downtown Business Improvement District

## RDP and CBU to Partner on New Intern Program

In response to requests from businesses on how to take advantage of social media, RDP hosted a social media marketing seminar on September 17th. The seminar was presented by Dr. Mary Ann Pearson and Dr. Patricia Hernandez of California Baptist University's Online and Professional Studies Program (OPS). After the seminar, many of the businesses that attended indicated that they needed help with marketing and social media and expressed their interest in having student interns to assist.

RDP met with Dr. Pearson and Dr. Hernandez to discuss the possibility of an intern program that could assist businesses in using social media to engage their customers and increase their reach. The intern program could also provide students in the CBU OPS Communications and Public Relations Programs that needed hands-on experience in their field of study.


As a result of those meetings, RDP and CBU are pleased to announce a new intern program to provide interns to downtown businesses needing assistance. There will be an informational meeting on Tuesday, January 7, 2014 from 8:30 am to 9:30 am at the Center for Arts and Philanthropy located at the corner of Main St. and 6th. The informational meeting is open to all downtown businesses that are interested in having a paid or unpaid intern assist with marketing campaigns, social media marketing, communications, public relations, journalism, event planning, etc.

If you are interested in being a part of this new Intern Program, please contact Robbie Silver at 951-341-6550 or email him at [rdprobbie@sbcglobal.net](mailto:rdprobbie@sbcglobal.net). He will provide you with a form to be completed and RSVP you for the information meeting that will be held on Tuesday, January 7th.

The form to be completed will consist of the following questions and will be used to gauge how an intern could benefit your business.

- 1) What challenges do you and your business face in regards to social media marketing?
- 2) Does your business have a successful marketing campaign? If not, how can you see an intern assisting with that effort?
- 3) Does your business host events? If so, what type of events?
- 4) Would you hire an intern or would the intern be unpaid? If the intern would be paid, estimate an hourly rate.
- 5) What would be the duration of the internship (4 weeks, 8 weeks, 16 weeks, etc.)?
- 6) What would be the weekly time allocation (4 hrs, 8 hrs, 12 hrs, etc.)?
- 7) What would be the weekly workload and types of long term projects and learning objectives? (For example: Data entry, social media marketing, networking, etc.)

At this time, the Intern Program will only include those CBU students who are enrolled in the communications and public relations programs. Depending on the success of the program, it may expand in the future to include other fields of study such as business administration, accounting, political science, public administration, psychology, etc.

Any questions regarding the Intern Program should be directed to Robbie Silver. 



### *In This Issue:*

RDP and CBU to Partner on New Intern Program

Security Forum Leads to Cooperation on Downtown Security

Council Corner Wards One and Two

Post-Holiday Downtown Events

Beacon Economic Forecast

Soroptimist International of Riverside (SIR) Celebrates 65 Years

Business Buzz—Essential Strengths of Front-line Employees

Business Buzz—Business Cards

Riverside Police Department Holiday Safety Tips

There is no monthly luncheon in December.

The next luncheon will be **Tuesday, January 28, 2014**

**at ProAbition**

Look for more details in the next issue.

Topic:

**Downtown security issues including the Homeless Action Plan and new cooperative safety initiatives**

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.*



# Security Forum Leads to Cooperation on Downtown Security

A Downtown Security Forum was held on October 24th from 2 pm to 3:30 pm in the Mayor's Ceremonial Room on the seventh floor of City Hall. The forum was organized by RDP in partnership with Councilman Mike Gardner's office and the Police Department's North Area Policing Center to discuss the current security environment in downtown Riverside including the programs and patrols in effect by the City of Riverside, the Police Department, and RDP.

Over 60 people attended the forum which included speakers from the City of Riverside, the Riverside Police Department, and RDP. Councilman Mike Gardner chaired the forum and introduced the speakers, and then moderated the discussion following the speakers' presentations.

Lt. Vance Hardin, North Area Commander, outlined police efforts in the downtown. He also described several of the challenges facing the police such as the time to train officers from the time they were hired to the time they were able to be active. He also commented on the impact of AB 109 under which those convicted of non-violent crime were released after serving only a small portion of their sentence and then back on the streets.

Emilio Ramirez and Carrie DeLaurie reported on the Homeless Action Plan and the services that the Homeless Outreach Team offered. A number of those in attendance commented on the problems businesses faced with transients and panhandlers. Emilio Ramirez remarked on some of the restrictions the department faced when dealing with the homeless due to new advocacy laws protecting their rights. Carrie DeLaurie noted that the Homeless Outreach Team could only deal with those who were willing to accept services.

Janice Penner outlined the Ambassador program run by RDP, advising that the Ambassadors patrolled seven days a week from 11 am to 2 am on weekdays and from 10 am to 2 am on weekends. She advised how Ambassadors were able to assist businesses in a number of circumstances and on some of the restrictions on that assistance. She also reported on RDP's funding of security cameras for use by the police in specific areas of downtown. Bill Bunker of the City's IT department then reported on camera locations and demonstrated a number of views.

Following the presentations, Councilman Mike Gardner then led a question and answer period. Several issues were raised including the expansion of the RDP Ambassador program and the possibility of those organizations with security working

cooperatively with the City and the police to enhance and expand security efforts. It was agreed that a follow-up workshop would be held to explore that possibility.

The follow-up workshop was held on November 7th with a number of invited organizations. Those attending included Riverside City College, Riverside Transit Agency, Riverside Community Hospital, UCR, the Mission Inn Hotel and Spa, the Hyatt Place, Riverside Convention Center, the City of Riverside and the Riverside Police Department, the Chamber and RDP.

A number of action items arose from the workshop. These included:

- Development of a UNET program between RPD and RCC similar to the one in effect between RPD and UCR. In the interim between the development of a formal UNET program, it was agreed that RPD and the RCC police would work informally on a number of issues including enforcement of municipal codes on the campus and sharing of information.
- Development of a downtown alert system similar to the Next Door communication program in effect for neighborhoods. The downtown alert system would connect organizations through a closed email broadcast network and allow exchange of security alerts including bulletins and photos. It was agreed that Councilman Gardner's office would start the process of setting up the downtown alert system and that RDP would assist in coordinating.
- Expansion of the RDP Ambassador program. Janice Penner advised that the RDP Executive Committee had taken an initial step by approving the purchase of two electric vehicles to replace aging vehicles and allow additional shifts to be added as funding permitted. She advised that RDP would also be investigating grants to implement a bike patrol in the downtown core during weekdays.
- Establishment of a plan for security cameras in downtown including a database of cameras in businesses that would be available for viewing as needed by the police. Lt. Hardin noted that police did go out to businesses to request information on cameras but that a comprehensive database was needed. It was also noted that RTA buses had exterior security cameras and that license readers would be helpful. It was agreed that RDP would advocate for the establishment of a plan for security cameras in downtown and encourage businesses to advise the police of any interior and exterior security cameras they had installed.

Progress on the action plans arising from the workshop will be reported in subsequent issues. Once the downtown alert system has been put in place, information on how to participate will be provided. In the interim, questions regarding the forum and workshop can be directed to Janice Penner at the RDP office at either 951-781-7339 or [janice@riversidedowntown.org](mailto:janice@riversidedowntown.org)





# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Doings

#### Old Downtown Fire Station Sale

The Development committee voted unanimously to recommend the council sell the old Downtown fire Station for adaptive reuse. The use will require preservation of the exterior facade of the building but would allow modification of the interior. The city's estimate of the value of the property is \$1.75 Million. The adjacent surface parking lot at the corner of Lemon and Mission may be added to a bid on the fire station but only if the resulting bid includes a multi level parking structure that would provide spaces for the Municipal Auditorium, the Main Library, the Metropolitan Museum, the Art Museum, the three surrounding churches and whatever is developed in the fire station itself. I am hopeful we can get a 300 to 350 space garage wrapped with commercial or retail on the Lemon Street and University Avenue sides of the ground floor. It should not look like a parking structure, but fit in with the surrounding architecture.

Eight parking spaces will be reserved for use by the Fire Department as the new Downtown Fire Station does not have adequate parking on site.

I am hopeful that we will receive bids for a vibrant development that will bring night time and weekend use to this corner of our downtown. There are many good possibilities.

Proceeds from the sale will flow to the General Fund for needed city services.

#### Old Riverside Golf Course and Ab Brown Soccer Complex:

The Development Committee is leading the effort to plan a redevelopment of the roughly 170 acres where the old Riverside Gold Course and Ab Brown Soccer facility currently are located in the Northside Neighborhood. We are hopeful developers will propose a major planned development that will fit with the community and provide significant economic growth opportunities for this underserved part of town. The process will begin shortly after the first of the year with community meetings to help determine what the neighborhood would like to see there, what the youth sports needs are, what the development community thinks makes sense to build and how it might all be funded. The process will result in a RFP or similar process to sell or long term lease the land.

The RFP will require that at least as many acres of youth sports facilities continue to exist as currently exist at Ab Brown, and that the facilities be accessible and affordable to the children of Riverside. The facilities would be on the 170 acres or it could be in another location in the city.

There was discussion of a moratorium on building permits for warehouses and other commercial structures in the area while this process is being followed to avoid having warehouses proliferate to the detriment of the ultimate project(s). The Committee determined the moratorium is not necessary at this time and the city will continue working with property owners to seek the best uses of the properties for all concerned.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

Season's Greetings! 'Tis the season for holiday cheer, merriment and a friendly informative Ward 2 update to ring in the New Year!

To KICK OFF, do we have any soccer fans out here in Riverside? I am excited to share that I have had the pleasure of meeting and greeting with several individuals within and outside the City of Riverside, who would very much like to see the Riverside Sports Complex come to life. The complex would take the place of the old Riverside Golf Course and I will continue to provide the community with updates on this important discussion item. In addition, there are plans for a friendly international exhibition game to be held at Ramona High School, with Riverside getting a visit from Chivas USA and the New Zealand Men's Soccer Team. This game will be hosted in January or February and I will share more event information as it becomes available. I hope to see you there!

The Riverside Library is located in the heart of downtown Riverside, but still needs and requires the TLC (tender, love and care) that it has yet to receive. I have addressed the needs of completing the library with the Council and placed this item on the agenda for discussion; keep your eyes and ears open to see if we can make improvements to this important component of the Downtown area.

Touching back on the topic of the City, has anyone ever wondered how we manage and oversee all the City's various departments? What do these departments do and what is their purpose? Well how would you feel about attending an annual City conference where you can learn about all the resources, efforts and responsibilities that encompass each department? I will be asking the City to host in the future, a large conference where the community can gather and ask the various departments what their goals and objectives are, so we can ensure and provide a better understanding of what they do for you. If you like this idea, please email me and share your thoughts at [asmelendrez@riversideca.gov](mailto:asmelendrez@riversideca.gov)

Ward 2 is very proud (and loud) when it comes to sharing the exciting news and happenings that surround the UCR School of Medicine. I will be working to help create an inviting atmosphere surrounding the School of Medicine that will appeal for more medical and pharmaceutical industries to visit and stay in Riverside.

Moving along down University Ave. you can expect to see expansion and development on both sides. We will have the delicious and infamous In-N-Out Restaurant moving in on University and Iowa, and in the future can expect to see the implementation of brand new multilevel student housing. If you continue down University Ave into the Eastside neighborhood, you will pass by the City's Riverside School of the Arts! I want to thank every single individual who came out for this year's GIVE BIG event and to all those who made a contribution for the School of the Arts.

Wishing everyone a safe and enjoyable Holiday Season!

Andy Melendrez



# Post-Holiday Downtown Events:

The **Festival of Lights** is one of downtown's largest events, attracting thousands of visitors during December. A number of holiday themed events also occur during December and are listed on the monthly events calendar included in the BID Bulletin as well as on RDP's website. But downtown is active all through the year with large events occurring in both January and February that will bring thousands of visitors to our shops and restaurants.

The **Fourth Annual Lunar Fest** will take place on Saturday, January 25, 2014 on Mission Inn Avenue. This event has grown each year offering visitors the opportunity to enjoy Asian culture through performances, art displays, and exhibits. The event opens with a Parade of Nations down the Main Street Pedestrian Mall at 10 am and concludes with spectacular fireworks at 6 pm. Activities include a Children's Village, Health Expo, Tea Pavilion and demonstrations. Information is available at [www.lunarfestiverside.com](http://www.lunarfestiverside.com)



The **Annual Riverside Dickens Festival** will take place on February 22 and 23, 2014 on the Main Street Pedestrian Mall near City Hall in Historic downtown Riverside. Now in its 21st year, this literary festival is one of Riverside's preeminent events and emphasizes the 19th century works of authors of England and America with Charles Dickens being the central figure.

Activities at the festival include:

- **Seary's Circus.** Magic, music, and montebanks pop from the pages of *Hard Times* when Seary's Circus confounds the crowds with juggling, tumbling, and gob-gaping, gyroscopic acrobatics on the gravity-defying, belief-suspending Cyr Wheel. Christopher Yates will appear as Seary, the ringmaster.
- **"Trial of Jack the Ripper":** to be held in Department 1 in the Historic Riverside Courthouse.

- Mr. Fezziwig's Ball held on Saturday night, Feb. 22nd.
- Queen's Tea
- Crummles Theater
- Oliver's Alley (children activities), street entertainers, costumed characters and period food.

This year's festival features Charles Dickens's "Mystery of Edwin Drood", an unfinished novel full of mysterious elements including a disappearing hero, a choirmaster addicted to opium, and the biggest mystery – how would Dickens have ended it had he lived to finish the novel. A series of book discussions will be held at the Riverside Main Library Auditorium on Saturday 4, 11, 18, and 25, 2014 from 1 pm to 4 pm. The cost of each discussion is \$15 which includes a copy of the book and study guide. The discussion leader will be Professor Cindy Bendshadler of Riverside City College.

Information is available at [www.dickensfest.com](http://www.dickensfest.com)



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# Beacon Economic Forecast

Beacon Economics presented the 2013 Riverside and San Bernardino Economic Forecast Conference on October 29 in partnership with the UC Riverside Anderson School of Business at the Riverside Municipal Auditorium. The Forecast provided relief with the overall trend that in spite of the political uncertainties in Washington, DC, the economy continues to grow.

The Forecast highlights steady progress stating "Much like the rest of the state and nation, Inland Southern California continues to move forward in its economic recovery." Several key economic indicators have seen positive growth. Spending in the region has been one of the most positive over the last year with taxable sales levels 6.4% higher in the second quarter of 2013 than they were in the same quarter last year.

Employment in Inland Southern California continues to edge higher each year and the region added back 6,900 nonfarm payroll jobs on a seasonally adjusted basis since last August, a 0.6% year-over-year increase and "whichever employment statistic you look at, [...] the local labor market is recovering, albeit slowly," which is positive considering that the region was one of the hardest hit

after the housing bubble burst. Improvements have also been seen in the state and regional real estate markets. The median price of an existing single-family home in the City of Riverside has increased 25.4% to \$246,600 on a seasonally adjusted basis from the second quarter of 2012 to the second quarter of 2013, marking the sixth straight quarter of growth in median home prices.

Overall, the Economic Forecast Conference proved the worst is behind us now as the economic indicators for business activity are all moving in the right direction and consumer and business spending in the region has shown considerable growth despite slow growth across the state and nation. "Beacon Economics' outlook for the Inland Southern California economy continues to remain optimistic, and we are forecasting continued positive growth across the region's major economic indicators over the next five years."

Source : City of Riverside To read the entire report, go to: [http://www.riversideca.gov/econdev/wp-content/uploads/2013/11/RIR\\_Riverside\\_E4\\_update\\_FINAL.pdf](http://www.riversideca.gov/econdev/wp-content/uploads/2013/11/RIR_Riverside_E4_update_FINAL.pdf)





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## Soroptimist International of Riverside (SIR) Celebrates 65 years

SIR will celebrate 65 years of dedicated service to women and girls at their 18th Annual Valentine Dessert Auction and 12th Annual Battle of the Bakers at the Riverside Municipal Auditorium on February 12th, 2014. SIR's major fundraiser will feature a gift table, premium wine raffle, door raffles, silent auction, delicious confections from local bakers, and a live auction.

For more information, to purchase tickets or reserve a table, contact Glenda Richards at (951) 687-8676 or email [ggr41797@msn.com](mailto:ggr41797@msn.com). Tickets are \$50 per person or \$400 for a table of 8.



## Free 2014 Calendar Inserts

Enclosed is a compact 2014 calendar that provides a year at a glance and has the phone numbers of our office and of our Ambassador patrol for easy reference. Also enclosed is a calendar of RDP meetings for 2014.



## Shop Local Business Spotlight

### Riverside Art Museum



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



## RDP Welcomes New Businesses to Downtown

Dr. Simonian and Associates • Recovery Innovations • W Wolfskill.

# BUSINESS BUZZ

## Essential Strengths of Front-line Employees

How sales personnel engage customers can make or break a retail store. Most customers assume that small, local stores generally have a bigger focus on customer-care excellence. However, this isn't always the case. Big box retailers also can harness the power of engagement. It all boils down to how employees relate to customers.

Whether or not you need or want the help, you can't help but be pleased when you are shown attention. Feeling important and welcome are two of our most basic needs.

It's all about the initial engagement and how the engagement commences that determines how the rest of the shopping experience will go. What skills and qualities are required by retail sales associates to facilitate positive initial engagements with customers?

**Confidence:** The confidence to make eye contact and strike up a conversation with strangers is absolutely essential.

**Innate friendliness:** Customers don't want to deal with sales associates who have to force themselves to be pleasant and nice.

**Flexibility:** When dealing with the public, things can go wrong. You have to be flexible enough to roll with the punches and think outside the box sometimes.

**Ability to multitask:** Sales associates have to juggle customers and their questions and needs, and at the same time attend to their other store duties.

**Patience:** Dealing with people means that you will have to take the good with the bad. The patience to deal with all types of customers is vital.

**Articulate:** Sales reps must be conversational and have the ability to formulate answers and provide information when asked.

**Respectful:** The customer might not always be right, but she is always the customer. Customers must be treated with respect, even in the most challenging situations.

**Proactive:** It's never a good idea to wait until a customer is stressed or agitated before offering assistance. Being one step ahead to gauge when someone needs help is the best way to minimize a brewing situation.

**Positivity:** The ability to smile in the face of a long and possibly chaotic day can make a world of difference to customers.

**Empathy:** Being able to look at a situation through the eyes of a customer is an extremely valuable skill that can enable you to provide the highest degree of service.

At the end of the day, it's all about how a sales associate interacts with a customer. Sales associates are the front-line representatives of a store and business.

How that interaction goes will ultimately determine if that customer will buy and recommend the store to her friends and family, or turn around and walk out, never to return again.

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## Business Cards

Exchanging business cards is part of making that important first impression. Here are five tips for making a positive impression when giving and receiving business cards.

1. **Design matters.** Your card needs to be clean and easy to read, not overly fancy or cluttered with information. Make sure the card communicates key information, such as who you are, your company's name, your contact information, website address and possibly a hashtag.
2. **Keep cards clean and crisp.** Don't hand out worn, dirty or faded business cards unless you want your business to look worn, dirty and faded.
3. **Wait for the right moment.** If your prospect is busy or distracted by others, you won't get the one-on-one attention you want and you risk coming off as pushy. Wait until the conversation turns to business, and then politely offer your card face up.
4. **Show interest.** Remember, the business card is an extension of the individual, so treat the card

with respect. Actually look at the business card and ask a question or make a comment about the person's business, services, product or even the card's design.

**Know your audience.** If you do business internationally, find out how the rules of business card etiquette vary in those countries

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## Riverside Police Department Holiday Safety Tips

The holiday season brings feelings of joy and peace. Feelings of concern and fear can also be felt during this time, by an increase in crime, which is common during the holidays. The Riverside Police Department encourages you to take precautions for a safe and joyful holiday season.

### At Home

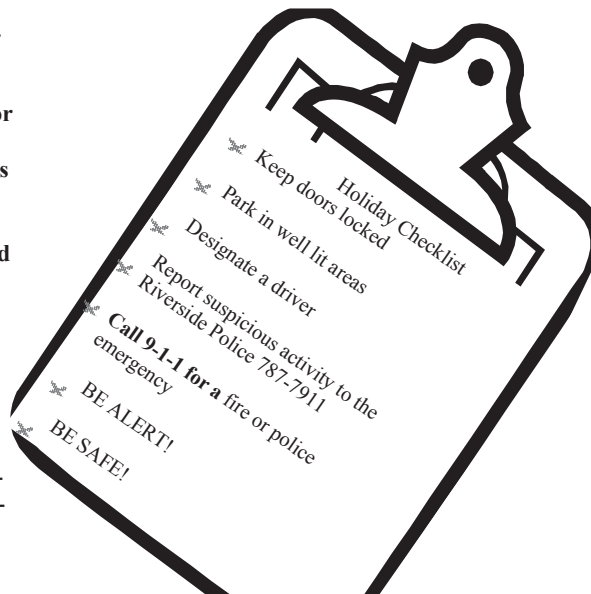
- Take the time to lock your doors and windows before leaving your home.
- Use automatic timers for lights, television and radios to give your home an occupied appearance when no one is home.
- Avoid displaying gifts which can be seen from outside the home.
- Don't advertise what Santa's brought you by leaving the boxes visible in the trash. Break down boxes and put them in trash bags.
- When putting up holiday decorations make sure that doors and passageways are clear.
- Make sure that electrical holiday decorations are of good working order and cords are secured.

### Out and About Checklist

- Walk with purpose and stay alert.
- Approach your car with the key in hand. Look around and inside the car before getting in.
- Be wary of people asking for directions or handing out fliers.
- Trust your instincts—if something makes you feel uneasy, get into the car quickly, lock the doors and drive away.
- Avoid overloading yourself with bags and packages. It is important to have clear visibility and freedom of motion.
- Don't carry cash, credit cards or checks you don't plan to use. Notify credit card company immediately if card is lost, stolen or misused.
- Teach your children to go to a store clerk and ask for help if you become separated while shopping. They should never go to the car alone.

### Vehicle Safety

- Keep your car doors locked at all times.
- Park in well-lit, busy areas.
- Be aware of your surroundings, & stay alert if someone approaches your vehicle.
- Avoid lightly traveled streets.
- Keep your house and car keys separate & don't leave your garage door opener in your car.
- When stopped in traffic, leave enough room to make an emergency getaway.
- Keep your gas tank full & your car serviced.
- Don't leave valuables in your car.
- Tell family & friends the route you will be taking when visiting.
- If someone is threatening you with a weapon, GIVE UP THE VEHICLE—IT'S NOT WORTH YOUR LIFE.



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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



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