

# Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be  
**Tuesday, March 25, 2014**

**at the Old Spaghetti Factory**

Presentation by the City of Riverside  
Planning Department on the new  
Smart Code.

March luncheon sponsored by  
Riverside Public Utilities



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.*



## Downtown to Welcome Two Educational Events

The California Destination Imagination State Tournament and the National History Day - California Competition will be held this year at the newly renovated Riverside Convention Center. Each event will bring approximately 2,000 students, parents, and teachers to downtown Riverside for several days of academic competitions. The Riverside Convention and Visitors Bureau, Raincross Hospitality Corporation, the City of Riverside - Office of the Mayor, and RDP have partnered to provide activities for the attendees and for the public during the events.

**Destination Imagination** is a non-profit, volunteer-led, cause-driven organization whose purpose is to inspire and equip students to become the next generation of innovators and leaders. Approximately 200,000 youth make friends and learn the creative process through their programs every year. The Challenge program is their most popular offering. At the start of the season, teams choose one of seven Challenges. After weeks spent creating, developing and practicing their solutions, they go to a local tournament. Top-scoring teams advance to state or country tournaments. The California State Tournament will be held on Saturday, March 29th at the Riverside Convention Center.

Activities have been planned for the Destination Imagination attendees and for the public on that Saturday from 1 pm to 4 pm on Main Street from University to Mission Inn. These activities include a robotics demonstration on the future of robots by the California Baptist University College of Engineering and facilitated through the City's Long Night of Arts and Innovation. Also planned is a free, interactive paint wall hosted by some of the most creative young artists in the area facilitated by the Riverside Arts Council.




**National History Day** - California returns to Riverside from April 25 to 27. National History Day is a year-long educational program that encourages students to explore local, state, national, and world history. After selecting a historical topic that relates to an annual theme, students conduct extensive research by using libraries, archives, museums, and oral history interviews. They analyze and interpret their findings, draw conclusions about their topics' significance in history, and create final projects that present their work. These projects can be entered into a series of competitions, from the local to the national level, where they are evaluated by professional historians and educators. National History Day - California is one of the largest state History Day competitions that reaches some 44,000 students each year, culminating in an annual state wide contest with nearly 1,000 participants.

Activities have been planned for the National History Day - California attendees and for the public on Saturday, April 26th from Noon to 5 pm on Main Street from 9th to 5th Streets. These activities include cultural performance/interpretation at the monuments along Main Street, costumed characters from the Riverside Dickens Festival strolling down Main Street, dance demonstrations and costumed displays by Soldados y

Californios de So Cal, and an army tent setup and display and demonstration of cannon fire on the Riverside Convention Center Plaza by the Sons of the American Revolution. There will also be an outdoor screening of the animated film, *Frozen*, on the Plaza at 7:30 pm.

Downtown restaurants are encouraged to offer fast menu items at family friendly prices to serve the large number

of Destination Imagination and National History Day California attendees expected to be looking for meals. If you do plan on offering special menu items or other offers, please advise Robbie Silver at RDP by March 15th (951-341-6550 or [rdprobbie@sbcglobal.net](mailto:rdprobbie@sbcglobal.net)) as we will be preparing a special flyer for the information table at both events. 

## Life After Aurea Vista


Fortunately for a number of downtown retailers, there is life after the closure of Aurea Vista. Thanks to the efforts of RJ Rodriguez and Brian Hopper of The Vanity Haus, and of Peggy Roa and David St. Pierre of Delights and Invites/Formal Image, many of the Aurea Vista retailers have found new homes.



**DOWNTOWN RIVERSIDE'S  
PREMIER FASHION COLLECTIVE**

The Vanity Haus has taken over 3653 Main Street to open a fashion collective that includes Trizzio, West of Tucson, Downtown Dancewear, All That Glitters, Iamme, Sew Cute, and Let it Burn from Aurea Vista. Also onboard are vendors such as Recycle Fashion USA, House of Imports, and Operation Safe House's pop-up shop. The store is set up similar to a retail department store so that customers can experience a variety of fashion vendors in one location.

Peggy Roa and David St. Pierre have opened Shop on Lemon at 3850 Lemon Street between Ninth Street and University. Joining Delights & Invites and Formal Image are Division 9 Gallery & Framing, The Clever Cook, Raincross Yarns, Lingonberries, Black Raven Bakery, Juniper Jammery, and Leslie by Hand.

RDP is pleased that downtown has retained so many of the Aurea Vista retailers as a number of them have been regular participants in the Destination STYLE fashion shows. With our core of fashion retailers, our stores that sell fashion accessories, and our salons and spas, downtown Riverside is becoming Destination STYLE, the fashion district in the Inland Empire. Presenting seasonal fashion shows showcases our retailers and brings visitors to downtown. For more information on the upcoming May 1st Destination STYLE Fashion Show, please contact Robbie Silver at 951-341-6550 at the RDP office, or visit [www.RiversideDowntown.org](http://www.RiversideDowntown.org) or [www.facebook.com/DestinationStyleDowntownRiverside](https://www.facebook.com/DestinationStyleDowntownRiverside) for updates on the event. 



## RDP Welcomes Its 2014 Board of Directors


At the 27th Annual Meeting and Awards Ceremony held on February 20th at the Riverside Auditorium and Events Center, the Board of Directors for the 2014 – 2015 term of office was announced. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 22 directors representing downtown stakeholders. The Arlington Business Partnership Executive Director is an Ex-Officio member of the Board.

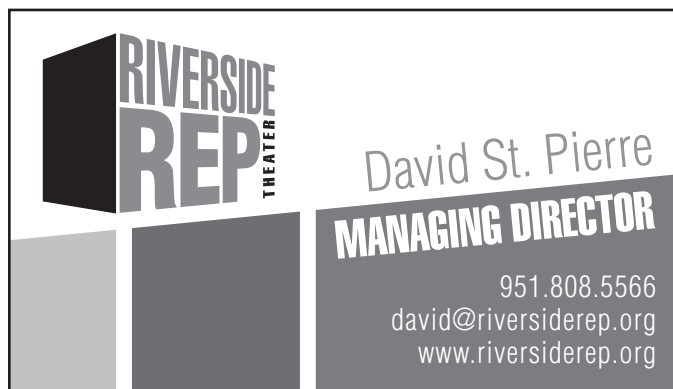
Kris Whitehead, owner of Curves, will serve as Chair. Justin Tracy, owner of PIP Printing, will serve as Vice-Chair. Stephen Wollman, Vice-President with Citizens Business Bank, remains as Treasurer while Dr. Kirk Lewis, Assistant Superintendent for the Riverside Unified School District, remains as Secretary. Charity Schiller, an environmental lawyer with Best Best & Krieger who is also a downtown resident, becomes Past Chair.

Remaining on the Executive Committee is Shelby Worthington of Worthington's Tavern. Rejoining the Executive Committee is Barry Hildebrandt of WCI Realty.

Two new members have joined the Board of Directors, Debbi Guthrie, Senior Vice-President of Raincross Hospitality Corporation, and RJ Rodriguez, owner of The Vanity Haus.

The full list of 2014 – 2015 Board members can be found on the back cover of the newsletter.

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. 





# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Major New Projects Coming to Downtown

Several new projects are on the horizon for the downtown area. Some involve the city in one form or another and some are entirely private.

**Former m Sole' Project site:** The former m Sole' phase two project site on Market between First and Second has been purchased by a private developer. They plan to relocate the two historic homes on the property and to construct a high end apartment complex on the site. The project is four stories facing Market and three facing Fairmount. Parking will be in a central parking structure that will be masked by the apartments. The project will be built to condo standards so it can convert at a later date when the market turns around.

**Sav-a-Minit:** The same developer is interested in acquiring the Sav-a-Minit Market site and the vacant parcels immediately to the south and east. They hope to build a neighborhood market along the lines of Fresh and Easy although likely not that brand.

**Stalder Building:** The Development Committee has recommended the full Council approve sale of the Stalder

Building to Regional Properties for construction of a four story mixed use project. The ground floor would be retail/commercial and the upper floors residential. The proposal preserves the full Stalder Building façade and has three stories of underground parking.

**Imperial Hardware:** Plans for a mixed use project at the Imperial Hardware site are moving along. The plan calls for ground floor retail/commercial, underground parking, and residential units on the upper floors.

The Sav-a-Minit, Stalder and Imperial Hardware projects depend on final approval of an agreement with the State Department of Finance. We anticipate having that approval within the next couple of weeks. All together the three residential projects represent nearly 500 new dwelling units in the heart of downtown.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

Ward 2 is excited to share and highlight a handful of the ongoing projects, upcoming festivities and notable cultural events that are taking place right here in our local communities and neighborhoods.

**Community Update:** On February 25th, the City Council will be voting on the name dedication of the Youth Opportunity Center in honor of former Ward 2 Council Member, Johnny Sotello. The YOC will soon have a new neighbor as Bobby Bonds Sports Complex is receiving a brand new children's playground! The playground is currently under construction, with anticipated completion in April 2014.

**Transportation Update:** The Riverside County Transportation Commission (RCTC) announced they will be providing funding towards a feasibility study that will review the potential implementation of a pedestrian bicycle bridge. The bridge would be a direct connection for commuters to and from the Metrolink into Downtown, with a design of a pedestrian bicycle bridge going over the 91 freeway. It is projected the funds to conduct this study will be received in late 2014.

RTA will be rolling out the newest Express busses over the next several months that are set to operate down and along University Ave. & Magnolia Ave. I invite all local bus riders to attend your local monthly TNOW chapter meeting, where you can share your opinion and thoughts on local transportation projects. The next meeting will take place at Zacatecas Café on March 13th, 2014 at 3:00 pm – I hope to see you there!

**Events:** The Eastside Health Center and the City's Parks and Recreation Community Services Dept. will be hosting the Annual Community Fair and Spring Egg Hunt on April 12th. The event will be held on a Saturday morning, with the egg hunt beginning at 11:30 am at the Bobby Bonds Sports

Complex baseball fields. For questions please contact RCHF at (951)788-3471 or email gilbert@rchf.org to inquire on event opportunities.

Many thanks and appreciation goes out to LULAC of Riverside who hosted their 3rd Annual LULAC Community Health Fair at the Cesar Chavez Community Center on February 22nd, 2014. Thank you to all the partners and the flying doctors for all their hours of dedications and FREE health treatment services. THANK YOU to Gilberto and Yolanda Esquivel and their entire team for serving HUNDREDS of children, adults and senior citizens!

I would like to recognize the tremendous work and effort of everyone who participated in the 26th Annual Tomas Rivera Conference! Congratulations to the Endowed Chair and Professor of Theatre, Tiffany Ana Lopez for the accomplishments of this empowering and culturally enriched event.

The Spanish Town Heritage (STH) Foundation is partnering with the YWCA of Riverside County and the City of Riverside to host the 2014 Riverside Tamale Festival in beautiful White Park on Saturday, April 19, 2014 from 11 am to 6 pm. Food, Music, Dancing and Art will be center stage at the Festival as city residents join together to celebrate our communal culture. It is with great privilege that I serve alongside Assembly Member Jose Medina as an Honorary Co-Chair. I hope to see you there!

Andy Melendrez



# Grow Riverside Conference

*Grow Riverside: Citrus and Beyond!*, presented by Seedstock in partnership with The City of Riverside will be a two-day, outcomes-based conference to help Riverside reconnect to its agricultural roots and explore the economic opportunities from employing sustainable agriculture in the city. The conference will be held at the Riverside Convention Center on March 19th and 20th. Its objectives are to define the opportunity for local food production and agriculture in the city, explore solutions to increase local food in the city in a sustainable and economically viable manner, and develop practical step to enable the city to leverage its rich agricultural assets.

Conference co-organizer, Seedstock, is a social venture that fosters the development of robust and sustainable local food systems through consulting services and the use of a variety of tools, including the news and information blog Seedstock ([www.Seedstock.com](http://www.Seedstock.com)) and live events.

Seedstock works with government agencies, municipalities and all private sector stakeholders to create a sustainable food ecosystem of innovation, entrepreneurship and investment.

The City of Riverside, also a conference co-organizer, made the navel orange a symbol of bounty and a household staple in California, and today the City and local growers maintain more than 1,000 acres of citrus groves. As Riverside continues to grow, so does local pride for the City's rich agricultural history and consumer demand for healthful local foods. A full 11% of the total acreage of the city is designated for agricultural use, unparalleled for a Southern California city of its size. Riverside's growers, local government officials, and residents are eager to be at the forefront of innovation as a city devoted to sustainable local agriculture.

For more information on Grow Riverside and the conference program, visit [www.growriverside.com](http://www.growriverside.com)



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## RDP Parking Token Program Change

RDP has offered businesses a discount on parking tokens since 2008. Under the program, downtown businesses can purchase 100 parking tokens for only \$25, rather than the normal price of \$50. The first \$50 discount is provided by the City of Riverside.

Due to the steep increase in the number of businesses using the program, RDP will be making a change to the program effective April 1, 2014. As of that date, RDP will provide the additional discount to only a maximum of 100 tokens each month for each business. Doing so will enable us to continue the program even with the increased usage. We hope that downtown businesses will understand the need for this change. If you have any questions, please contact

Janice Penner at the RDP office. Tokens can be purchased at the Central Parking Office at 3750 Market Street. Call 951-682-3167 for information.

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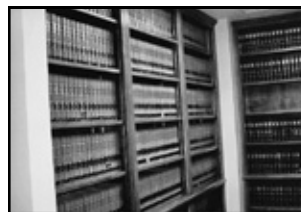
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# "Les Misérables" Comes to Riverside

Performance Riverside and the RCC Fine & Performing Arts Department present "Les Misérables" this spring at the Landis Performing Arts Center. The musical will run from April 4 through 13. For tickets and show time information, call the Landis Box Office at 951-222-8100, or purchase tickets online at [www.performanceriverside.org](http://www.performanceriverside.org).

Based on the 19th-century French novel by Victor Hugo, the musical follows the ex-convict Jean Valjean in his journey to redemption. This production of the 1987 Tony Award-winner for Best Musical features an extravagant plot and beautiful music sure to delight audience members, whether they are seeing it for their first or 50th time.

"We are so excited to be able to perform "Les Misérables. This heartfelt musical continues to thrill audiences all over the world," said Theatre Arts Chair and Assistant Director Jodi Julian. "It's a masterpiece production you will not want to miss."

The RCC Fine & Performing Arts production, directed by Gary Krinke and assisted by Jodi Julian, will feature advanced musical theatre students from Riverside City College. Scott

Smith will lead the musical direction and DJ Gray will choreograph the show. Ms. Gray is a performer, director, and choreographer. She has performed in the Tony Award winning production of The Producers. She was the Associate Choreographer with Tony nominated musical, Xanadu, and assisted the staging for Broadway's Sondheim on Sondheim.

Tickets for "Les Miserables" range from \$36 to \$50 each and can be reserved by calling the Landis Performing Arts Center box office at (951) 222-8100 or purchased online at [www.performanceriverside.org](http://www.performanceriverside.org). The Landis Performing Arts Center box office is open 11:30 a.m. to 4:30 p.m. Tuesday through Friday and one hour prior to performances. Student Rush discounts are available. The Landis Performing Arts Center is located at Riverside City College, 4800 Magnolia Avenue, Riverside 92507. For information about weekday performances for school groups, visit <http://www.performanceriverside.org/discovery/>.

*Submitted by Riverside City College – Fine and Performing Arts Department*





and



Book by **Alain Boublil & Claude-Michel Schönberg**  
Music by **Claude-Michel Schönberg**  
Lyrics by **Herbert Kretzmer**



**Les Misérables**

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**April 5, 6, 12, 13, 2014 @ 2 pm**

**For tickets call (951) 222-8100**  
**or [www.landispac.com](http://www.landispac.com)**  
**Landis Performing Arts Center**  
**Riverside City College**



**The E. Rhodes & Leona B. Carpenter Foundation**

Les Misérables is presented through special arrangement with Music Theater International (MTI). All authorized performance materials are also supplied by MTI, 421 West 54th Street, New York, NY 10019 • Phone: 212-541-4684 Fax: 212-397-4684 • [www.MTIShows.com](http://www.MTIShows.com)

If you have a disability requiring an accommodation, please call (951) 222-8100 a minimum of five business days prior to the event in order to arrange for the accommodation. Requests received after this date will be honored if possible.



## Shop Local Business Spotlight

**Dhalla Orthopedic**



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

# BUSINESS BUZZ

## Email Management

One of the most common challenges for small business owners is balancing the need to get a lot accomplished in what never seems like enough time. We are a frequently over-scheduled bunch, and most of us could benefit from some extra time, or at least more productive use of the time we have.

When it comes to time management, figuring out how to use time more productively is often a challenge. A good place to start is email management; this is one area that tops the list of time-killers for many small business owners.

Because email is an ongoing form of communication, and we don't have complete control over the incoming flow, we need to work on improving our productivity in how we receive, organize, reply to and even think about email. The tips below will help you create a system for managing your email in a way that supports productivity instead of eating away at it.

1. **Turn off notifications.** Email tends to come in at all times of the day and night, so it is vital that you control how the flow of incoming messages fits into your day. Turn off new message notifications on both your computer and smartphone to prevent constant distractions and disruptions to your schedule, and check for mail when it's convenient for you.
2. **Decide how to use your inbox.** There are many different philosophies when it comes to managing your email inbox. You can use your inbox as a catchall, limit it to only high-priority messages, or make it a working task list. The key is to pick one purpose for your inbox and stick with it.
3. **Create email whitelists and blacklists.** Most email clients and email providers allow users to make lists of safe addresses to ensure those messages get through, while blacklisting, or blocking, what you consider spam addresses. Take time to update these lists frequently to keep your incoming email clean.
4. **Set a timer and batch process.** Some small business

owners benefit from having pockets of time in their day just for email. If this works for you, set aside a specific amount of time during the day to respond to messages, move action items to your task list, delete junk and get an at-a-glance idea of what needs your attention next.

5. **Use rules to automate the process.** To streamline the email management process even further, use rules in your email client that sort, flag, move and organize your messages. While it will take some time to create rules that support the way you use email, once you have them created, you can cut down on a significant part of your email processing time.
6. **Get a head start from your smartphone.** Many small business owners have smartphones so they can stay in touch and on top of work, even when they're out of the office. If you frequently check email on your mobile device, you can save a significant amount of time by reading and starting to process messages while you're mobile. Even if you just make it a habit to delete junk and messages you don't need to save, you can benefit from having a streamlined inbox when you get back to the office.
7. **If you don't read it, unsubscribe!** Email newsletters and other email marketing messages can be a great way to stay connected to clients, colleagues, partners and other businesses you are interested in, but these messages can quickly pile up. If you have not read a particular recurring mailing in several issues, stop your subscription. Limiting email newsletters and other automated messages to only those you regularly read can be an easy way to reduce the bulk in your inbox.

*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.*



## Restaurant Weeks: IE and Downtown

The first ever Inland Empire Restaurant Week will take place from March 21 to March 30. An initiative of the Ontario Convention Center and Visitors Bureau, the 10 day dining event is intended to showcase the Inland Empire culinary community. Participating restaurants are asked to offer lunches priced at \$10, \$15 or \$20, and dinners priced at \$15, \$20, or \$25.

The Ontario Convention Center and Visitors Bureau has stated that they believe that the larger Inland Empire Restaurant Week will benefit the restaurant weeks that other cities have by creating interest in the area as a dining destination. Interest will be generated by print, radio, and on-line advertising, public relations, and promotional materials. Information on the event is available at [www.inlandempirerestaurantweek.com](http://www.inlandempirerestaurantweek.com) and [www.facebook.com/inlandempirerestaurantweek](http://www.facebook.com/inlandempirerestaurantweek).

RDP will be participating in the Inland Empire Restaurant

Week through a promotion partnership; RDP will promote the event in return for downtown Riverside being included as a dining destination and for our June Restaurant Week being promoted through their social media channels prior to our event.

Downtown Riverside Celebrates Restaurant Week is scheduled for June 21st to June 29th to cover the last two weekends of June. As previously, any downtown restaurant can participate in Restaurant Week at no cost. To participate, restaurants are to offer a lunch and/or dinner special clearly identified as a Restaurant Week special. A fixed price menu is not required.

RDP will be distributing information on Downtown Riverside Celebrates Restaurant Week and participation forms to downtown restaurants in early May. More information will be provided in the May BID Bulletin.



# Cyber Security Tips – Avoid Malware

Scam artists try to trick people into clicking on links that will download malware and spyware to their computers, especially computers that don't use adequate security software. To reduce your risk of downloading unwanted malware and spyware:

- **Keep your security software updated.** At a minimum, your computer should have anti-virus and anti-spyware software, and a firewall. Set your security software, internet browser, and operating system (like Windows or Mac OS) to update automatically.
- **Instead of clicking on a link in an email, type the URL of the site you want directly into your browser.** Criminals send emails that appear to be from companies you know and trust. The links may look legitimate, but clicking on them could download malware or send you to a spoof site designed to steal your personal information.
- **Don't open attachments in emails unless you know who sent it and what it is.** Opening attachments — even in emails that seem to be from friends or family — can install malware on your computer.
- **Download and install software only from websites you know and trust.** Downloading free games, file-sharing programs, and customized toolbars may sound appealing, but free software can come with malware.
- **Minimize “drive-by” downloads.** Make sure your browser security setting is high enough to detect unauthorized downloads. For Internet Explorer, for example, use the “medium” setting at a minimum.
- **Use a pop-up blocker and don't click on any links within pop-ups.** If you do, you may install malware on your computer. Close pop-up windows by clicking on the “X” in the title bar.
- **Resist buying software in response to unexpected pop-up messages or emails,** especially ads that claim to have scanned your computer and detected malware. That's a tactic scammers use to spread malware.
- **Talk about safe computing.** Tell your kids that some online actions can put the computer at risk: clicking on pop-ups, downloading “free” games or programs, opening chain emails, or posting personal information.
- **Back up your data regularly.** Whether it's text files or photos that are important to you, back up any data that you'd want to keep in case your computer crashes.

## Detect Malware

Monitor your computer for unusual behavior. Your computer may be infected with malware if it:

- slows down, crashes, or displays repeated error messages
- won't shut down or restart
- serves up a barrage of pop-ups
- displays web pages you didn't intend to visit, or sends emails you didn't write

Other warning signs of malware include:

- new and unexpected toolbars
- new and unexpected icons in your shortcuts or on your desktop
- a sudden or repeated change in your computer's internet home page
- a laptop battery that drains more quickly than it should

## Get Rid of Malware

If you suspect there is malware is on your computer, take these steps:

- Stop shopping, banking, and doing other online activities that involve user names, passwords, or other sensitive information.
- Update your security software, and then run it to scan your computer for viruses and spyware. Delete anything it identifies as a problem. You may have to restart your computer for the changes to take effect.
- If your computer is covered by a warranty that offers free tech support, contact the manufacturer. Before you call, write down the model and serial number of your computer, the name of any software you've installed, and a short description of the problem.
- Many companies — including some affiliated with retail stores — offer tech support on the phone, online, at their store, and in your home. Decide which is most convenient for you. Telephone and online help generally are the least expensive, but you may have to do some of the work yourself. Taking your computer to a store usually is less expensive than hiring a repair person to come into your home.
- Once your computer is back up and running, think about how malware could have been downloaded to your machine, and what you could do differently to avoid it in the future.

## Report Malware

If you think your computer has malware, the Federal Trade Commission wants to know. File a complaint at [www.ftc.gov/complaint](http://www.ftc.gov/complaint).

For more tips about how to avoid, detect, and get rid of malware, watch the video available at [www.onguardonline.gov](http://www.onguardonline.gov)





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[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**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

#### BOARD OF DIRECTORS:

##### **Executive Committee**

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Stephen Wollman, Treasurer  
Kirk Lewis, Secretary  
Charity Schiller, Past Chair  
Barry Hildebrandt, Member  
Shelby Worthington, Member

##### **Directors**

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