



Minutes

Present: Patrick Brien, Marcia Campbell, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Cara Swearingen for Andrew Lazarz, Nanci Larsen, Kirk Lewis, Andy Melendrez, Stan Morrison, Bob Nagle, Charity Schiller, Justin Tracy, Kris Whitehead, Shelby Worthington, Andrew Guerra (ABP)

Excused: Chuck Beaty, Shalini Lockard, Ellie Uli, Steve Wollman, Al Zelinka,

Absent: Miguel Cruz, John Field, Marty Lueking, Cherie Russell, David St. Pierre,

Staff: Janice Penner, Robbie Silver

1) Call to Order

Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

Patrick Brien informed the Board that there would be two productions at the Box; Fiddler on the Roof starting on March 14th and The Shape of Things starting on April 11th.

Tera Hardin stated that Brian Percy was running for Riverside County Superior Court Judge, seat 21.

Kris Whitehead stated that Curves would be hosting their annual food drive in March.

3) Minutes of February 12, 2014

Motion: To accept the Minutes of the Meeting of February 12, 2014

Motion made by: Kirk Lewis **Motion Seconded by:** Bill Gardner

Motion carried.

4) Chair's Report

Kris Whitehead welcomed the Board of Directors for the 2014 term, and thanked the two new Board members, Debbi Guthrie and RJ Rodriguez, for agreeing to serve.

5) Items for Discussion

5a) Ontario Airport – preparation for position

Janice Penner advised that the issue of RDP taking a formal position on control of Ontario Airport being transferred to local authorities was raised at the last Board meeting. She said that information provided by Charity Schiller had been forwarded to the Board and that Councilman Mike Gardner had suggested RDP should take its lead from the local group working on the issue. She said that that group was comprised of representative from both counties, including Mayor Bailey and former Mayor Loveridge. She said the Land Use and Executive Committees

decided that RDP should contact Mayor Rusty Bailey and former Mayor Ron Loveridge and request an update at an appropriate time.

6) Items for Information

6a) Results of Annual Meeting and Awards Ceremony

Janice Penner said RDP had not yet received the final bill from the Riverside Auditorium and Events Center but that preliminary results indicated that the event was RDP's most successful yet with a surplus of over \$1,000. She reported that reservations were at 178 which were the largest number to date, cash sponsorships were \$4,500 compared to \$200 last year, and in-kind sponsorships were over \$1,000. She said that opportunity drawing donations were worth \$4,500 and generated \$840 in proceeds compared to \$620 last year. She advised that thank you letters had been sent out to all sponsors and donors, and that larger sponsors would receive a token of appreciation.

Janice Penner noted that the Riverside Auditorium and Events Center allowed the Chabad Jewish Community Center to bring in meals from an outside caterer to accommodate their need for Kosher meals.

6b) RDP activities

i) Donation of Security Cameras to the City

Janice Penner referred the Board to the City staff report in the Board package. She said the item was on the Consent Calendar for the February 25th City Council meeting. She added that the staff report did include RDP's recommendations for a strategic plan for security cameras downtown and a database of existing public and private cameras.

ii) Other activities

Janice Penner said RDP would be sponsoring and assisting with the two education conferences; Destination Imagination on March 29th and National History Day California on April 26th. She said there would be public activities at each event on Main Street including demonstrations by several Long Night of Arts and Innovation participants.

Janice Penner said RDP's Downtown Easter Egg-Stravaganza would be held on Saturday, April 12th and the Destination STYLE Spring Fashion Show would be held on Thursday, May 1st. She said RDP was partnering with the new restaurant, Mezcal, to provide the red carpet photo opportunity.

Janice Penner said RDP staff would be working with the City's Economic Development Department on possibly expanding Restaurant Week city-wide. She said that the Arlington Business Partnership had already agreed to participate. She advised that the City would be reaching out to Canyon Crest, Mission Grove, Riverside Plaza, and Galleria at Tyler shopping centers.

Janice Penner said Robbie Silver and Josh-Roa St. Pierre would be meeting with the Inland Empire 66ers on a cross promotion opportunity for RDP's Zombie Crawl event and their Zombie Night to be held in June.

Janice Penner advised that RDP had two radio proposals to promote Summer Street Jam.

7) Financial Reports

7a) Financial report at January 31, 2014

Janice Penner reported on behalf of Stephen Wollman. She said that the financial report for the month of February showed a surplus of \$14,684 compared to an expected surplus of \$20,548. She said that the variance was largely due to the timing of promotion expenses, noting that RDP had recently printed 15,000 copies of both the Pocket and Dining Guide and the Historical Riverside Walking Guide.

Janice Penner said that for the year to date, the report showed a loss of \$35,910 compared to an expected loss of \$13,958, a negative variance of \$21,952. She said that the negative variance for the year to date was attributable to several factors such as the timing of promotional expenses, increased usage of the parking token discount program, and lower than budgeted annual membership revenue. She noted that RDP was changing the parking token discount program effective April 1st to lower the cost by decreasing the number of tokens eligible for the discount.

MOTION: To accept the financial report at February 28, 2014

Motion made by: Bill Gardner **Motion Seconded by:** Kirk Lewis

Motion carried.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner advised that the Riverside Convention Center was now open. Debbi Guthrie advised that downtown Riverside would see an increase in visitor traffic, noting that two upcoming conferences, Destination Imagination and National History Day California, would bring thousands of people to downtown Riverside. She stated that parking was a challenge at the Riverside Convention Center.

Councilman Mike Gardner discussed the proposed Stalder Building development from Regional Properties. He stated that the City's Development Committee recommended approval of the Stalder development proposal and that the proposal would go to Council for final approval. He added that the proposed development was for mixed use with ground floor retail and four stories of residential, and that the historic façade would be kept.

Councilman Mike Gardner said the City was proceeding on its Smart Code Plan with a community meeting being held on March 13th in the Council Chambers.

8b) Ward Two

Councilman Andy Melendrez advised that the Old Packing House and Iron Works buildings were for sale.

Councilman Andy Melendrez gave an update on the HEAL Program, a mobile farmer's market.

Councilman Andy Melendrez discussed the proposed roller skating rink at North Park for the month of July and noted that the rink would include other special activities.

Bill Gardner asked Councilman Andy Melendrez if BRAVA had contacted the City regarding alternative space, and if there was space for the ballet school at Bobby Bonds. Councilman

Andy Melendrez said there had been some discussion but no real negotiations.

Councilman Mike Gardner said BRAVA had indicated that they were looking at a space in La Sierra. He said that the situation was different than portrayed in the media, saying that a meeting had taken place between BRAVA, Warren Klure who was proposing the nightclub for the Aurea Vista space, and the Freeman Company to discuss security measures. He said that the proposed nightclub would not impact BRAVA as the school didn't operate late in the evening and that Warren Klure had agreed to post extra security on the corner of Lemon and University. Councilman Mike Gardner said that although the three parties came to an agreement at the meeting, the day after the meeting the parents of the BRAVA students submitted objections to the nightclub to ABC. He said that the owner of BRAVA then gave the Freeman Company an ultimatum that it was either the ballet school or the nightclub, and the Freeman Company made a business decision based on potential revenue for the building and advised BRAVA to vacate.

9) Security Update

Vance Hardin reported a 29% decrease in crime for the month of February including a 15% decrease in burglaries, a 30% decrease in residential crime, a 9% decrease in commercial crime, and a 13% decrease in auto theft.

Vance Hardin said RPD would be working with Live Nation and the Riverside Convention Center on security efforts for the increase in programming at the Fox, Auditorium, and the Convention Center. He said it would be beneficial to provide more downtown Ambassadors to increase visibility. Janice Penner said RDP was contacting companies that specialized in those types of security efforts to see if it would be financially feasible to expand the program.

10) City Community Development Department Update

On behalf of Al Zelinka, Janice Penner gave an update. She said she would be attending the Grow Riverside conference. She said the conference was to discuss sustainable agriculture and the revitalization of Riverside's Greenbelt.

Janice Penner said the City's Community Development Department would be presenting on the Smart Code Initiative at RDP's March luncheon at Old Spaghetti Factory.

11) Arlington Business Partnership Update

Andrew Guerra said ABP's Health Fair would be held on Saturday, March 15th at 1 pm. He said ABP was recruiting vendors and sponsors for their Chili Cook-Off on May 24th at the Arlington Village.

12) New Business

There was no new business.

13) Adjournment and next meeting date

Kris Whitehead adjourned the meeting until the next one scheduled for April 9, 2014