



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, Michelle Freeman, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Andrew Lazarz, Kirk Lewis, Evon Coutts for Stan Morrison, Cherie Russell, David St. Pierre, Charity Schiller, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Shelby Worthington, Al Zelinka

Excused: John Field, Shalini Lockard, Andy Melendrez, Bob Nagle

Absent: Miguel Cruz, Nanci Larsen, Marty Lueking, RJ Rodriguez

Staff: Janice Penner, Robbie Silver

1) Call to Order

Kris Whitehead called the meeting to order.

2) Self Introductions and Public Comment

David St. Pierre announced that La Cage Aux Folles would be playing Friday, May 16th through Sunday, May 18th at the Box. Tera Harden encouraged the Board to vote for Brian Percy for Riverside County Superior Court Judge.

Debbi Guthrie distributed information for the upcoming FINA Intercontinental Water Polo Tournament that would take place at the Riverside Aquatics Center. Bill Gardner said the next Citizens University Committee would meet on Wednesday, May 28th.

3) Minutes of April 9, 2014

Motion: To accept the Minutes of the Meeting of April 9, 2014 with corrections noted to date of Mount Rubidoux event, date of financial reports, and spelling of Vance Hardin's last name.

Motion made by: Bill Gardner **Motion Seconded by:** Chuck Beaty

Motion carried.

4) Chair's Report

Kris Whitehead advised that any items that she would report on would be included in the Board Package.

5) Items for Discussion

5a) Ontario Airport update

Janice Penner referred the Board to the Board Package regarding the Ontario Airport update. She said that former Mayor Ron Loveridge and Councilman Mike Gardner attended the RDP Executive Committee meeting on Tuesday, May 6th to provide an update on the work being done on obtaining local control of the Ontario Airport. She said that the Executive Committee was recommending that RDP send a letter to Mayor Eric Garcetti expressing RDP's position. She said the Executive Committee also was recommending that RDP encourage other business groups to send letters to support transferring control of the Ontario Airport to a local entity.

Councilman Mike Gardner added additional comments on the need for local control of the Ontario airport.

MOTION: To send the letter to Mayor Eric Garcetti and encourage others to do so as well.
Motion made by: Bill Gardner **Motion Seconded by:** Jeff Kraus
Motion carried.

5b) Downtown Intern Program

Janice Penner said Mayor Rusty Bailey and Councilman Mike Gardner were contacted for quotes for the article on the Downtown Intern Program in partnership with CBU. She said that the Mayor's Office would be showcasing the Downtown Intern Program as a Mayor's Success Story on Tuesday, May 20th at the City Council meeting.

6) Items for Information

6a) Expansion of Restaurant Week and City Support

Janice Penner said that Riverside Restaurant Week would take place from June 20th to June 29th in partnership with the City of Riverside and the Arlington Business Partnership. She advised that the City would be contributing \$20,000 for marketing and RDP along with ABP would be contributing \$4,000 each.

Janice Penner said advertisements for Riverside Restaurant Week had been placed in Riverside Magazine, Inland Empire Magazine and Inland Entertainment Review. She said Riverside restaurants would be encouraged to sign up on www.DineRiverside.com and RDP would promote downtown restaurants on Facebook.

Janice Penner mentioned that Laurie Lucas of the Press Enterprise had written an article on Riverside Restaurant Week. She added that there would be a kick-off media event on June 13th at the Mission Inn Hotel and Spa.

6b) RDP Activities

i) Request from Mayor Bailey regarding summer lunch time concerts

Janice Penner said that RDP had been contacted by Mayor Bailey to assist with organizing lunch-time concerts in front of City Hall. She stated that RDP would be encouraging the legislative field representatives from each ward to recommend talent. She said RDP would provide sponsorship for marketing and performer stipends, and the Arts and Cultural Affairs Department would coordinate the permits and liability insurance through the City.

ii) Other activities

Janice Penner said RDP would be working with the City and RPD on Clean and Safe programs for the Hospitality District. Al Zelinka stated that the draft RFP would circulate to RDP and RPD for review prior to being sent.

Janice Penner said RDP had met with Live Nation to cross-promote the events at the Fox Performing Arts Center (Fox PAC) and the Riverside Municipal Auditorium (RMA). She said Live Nation gave RDP a supply of tickets to their tribute band series to be distributed to the hospitality establishments.

Janice Penner advised that RDP would no longer host its Easter Egg-Stravaganza as there were a number of Easter events by the same name that took place in the City and surrounding communities. She said those dollars would be allocated towards other promotions in the upcoming budget.

Janice Penner said that RDP coordinated a meeting with the Old Main Street businesses and the City's Parking Services in regard to parking during the Saturday Farmers Market. She advised that RDP had agreed to purchase A frames to provide signage to encourage patrons to take advantage of the Fox Parking Garage. Chuck Beaty commented on the overall lack of parking in downtown.

Janice Penner said that RDP had sponsored activities for National History Day California and Destination Imagination. She advised that the attendance at the sponsored movies had been quite low and that RDP would no longer be sponsoring movies during conventions. Debbi Guthrie said that attendance at all activities had been lower and that it was believed that was due to convention activities being concentrated at the Convention Center rather than spread out as in previous conferences.

Janice Penner said that RDP hosted its Destination Style Spring Fashion Show on Thursday, May 1st. She stated that it was RDP's most successful show to date with over 100 outfits and 30 plus retailers. She said that the show included special performances by Ballet de Folklorico and Riverside Repertory Theater. Charity Schiller commented on the success of the show and noted Robbie Silver's stage management.

Janice Penner said RDP would be working with the Inland Empire 66ers on cross-promoting their Zombie Night on Thursday, June 12th and Riverside Zombie Crawl. She advised that Robbie Silver would be soliciting volunteers to participate as zombies or survivalists, and that Josh Roa-St. Pierre would be providing zombie themed activities.

7) Financial Reports

7a) Financial report at January 31, 2014

Stephen Wollman reported that the financial report for the month of April showed a loss of \$3,034 compared to an expected loss of \$8,694. He noted that the positive variance was largely to higher than expected BID levy income.

Stephen Wollman reported that for the year to date, the report showed a loss of \$39,039 compared to an expected loss of \$24,387 for a negative variance of \$14,651. He said that the negative variance for the year to date was attributable to several factors including additional promotional expenses, increased usage of the parking token discount program, and lower than budgeted annual membership revenue. He said that the negative factors were offset in part by higher than expected BID levy income.

MOTION: To accept the financial report at April 30, 2014

Motion made by: Bill Gardner **Motion Seconded by:** Shelby Worthington

Motion carried.

7b) Update on Finance Committee

Stephen Wollman said the Finance Committee would meet on Wednesday, May 14th at 3:30 pm to review the budget and make their recommendations. He noted that the budget had been prepared on the basis of the Strategic Plan adopted by the Board for the 2014 to 2016 period.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner advised that Channel 4 had listed Mt. Rubidoux as the Number One location for hiking.

Councilman Mike Gardner stated that the Conditional Use Permit had been approved for the nightclub concept at Aurea Vista. He said the hours for minors would be similar to the hours at Lake Alice but that they had not yet been finalized.

Councilman Mike Gardner reported on the housing project taking place on the corner of Market and 1st. He also reported on the senior housing project at Market and Fairmount.

Councilman Mike Gardner said that City Council had voted to approve an increase in sewer rates to finance an expansion to the current water control plan which dated back to 1945. He stated the expansion would improve water quality conditions. He said that City Council would reevaluate the tax increase every year based on usage.

8b) Ward Two

Councilman Andy Melendrez was unable to attend so there was no report. Janice Penner advised that the Executive Committee had approved a one-time only sponsorship for the roller skating rink planned for North Park during the month of July.

9) Security Update

Vance Hardin reported three homicide incidents in the downtown area including a stabbing at Ryan Bonaminio Park, a body that had been dumped on the railroad tracks, and a stabbing in front of Mission Tobacco Lounge. He stated that the stabbing that had taken place in front of Mission Tobacco Lounge was a result of a confrontation between two individuals. He said that it was determined that there was not an intent to kill as the stabbing was to the leg of the victim but that the victim died instantly when the knife punctured the femoral artery. He also advised that the suspect had been caught due to the cameras installed on University Avenue.

10) City Community Development Department Update

Al Zelinka said there would be a Sign Code Review Committee meeting on June 12th. He said the Riverside Reconnect feasibility study team would build a steering committee to oversee the project. He added that the Riverside Community Hospital Specific Plan had been approved and would go forward for City Council consideration. He also advised that he would serve as the zoning administrator for the City. He also reported an increase in the number of permits.

11) Arlington Business Partnership Update

Andrew Guerra said the ABP Chili Cook-Off would be held on Saturday, 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 June 11, 2014