



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Vance Hardin, Jeff Kraus, Nanci Larsen, Kirk Lewis, Shalini Lockard, Stan Morrison, RJ Rodriguez, Andy Melendrez, Charity Schiller, Kris Whitehead, Steve Wollman, Shelby Worthington, Ellie Uli, Al Zelinka, Andrew Guerra

Excused: Debbi Guthrie, Barry Hildebrandt, Wolde-Ab Isaac, Bob Nagle, Brian Percy, Justin Tracy, Andrew Lazarz

Absent: Miguel Cruz, 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 said the Riverside Repertory Theater would be premiering Assassins at the Box throughout November.

Charity Schiller commented on the performance of The Pillowman which premiered at the Box. She thanked Patrick Brien for a great production.

Nanci Larsen thanked the Board for their support of the Mission Inn Run. She reported an increase of 100 runners over last year.

Stan Morrison said the American Diabetes Association would host their annual Step Out Walk on Saturday, November 15th. He announced that Amanda Brown had taken over the position of Sales and Marketing Manager at the Mission Inn Hotel and Spa.

Bill Gardner discussed the idea of having parklets in downtown Riverside. Janice Penner stated that the International Downtown Association frequently had information on parklets and how they were used in various downtowns around the world.

Shelby Worthington stated that she had taken over the former BRAVA space and would be opening Loft.84, a wedding and events venue. Janice Penner stated that RDP would hold its annual holiday reception as well as the January General Membership Luncheon at Loft.84.

3) Minutes of October 8, 2014

Motion: To accept the Minutes of the Meeting of October 8, 2014

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

Motion carried.

4) Chair's Report

Kris Whitehead said that Give Big Riverside County would be held on Wednesday, November 14th. She encouraged the Board to support a Riverside County non-profit.

5) Items for Discussion

5a) BID renewal – Public Hearing November 18th

Janice Penner said the public hearing for renewal of the BID levy for 2015 had been set for Tuesday, November 18 at 3 pm in the City Council Chambers. She said the Annual Report for the renewal had been posted on the RDP website and a brief summary included in the November BID Bulletin. She said the Presentation would include pictures and video clips from the Fall Fashion Show and the Zombie Crawl. She encouraged the Board to attend the public hearing to show support.

5b) Appointment of Nominating Committee

Janice Penner said Kris Whitehead and Justin Tracy would be on the Nominating Committee as Chair and Vice-Chair. She said that Patrick Brien, Andrew Lazarz, and Lucas Quass had agreed to serve on the Nominating Committee. She said that any Board member was welcome to serve as well.

Motion: To approve the Nominating Committee for the 2015 Board year.

Motion made by: Stan Morrison **Motion Seconded by:** Bill Gardner

Motion carried.

6) Items for Information

6a) RDP Holiday Reception December 4th

Janice Penner said the RDP holiday reception would be held at Loft.84 and email invitations would be sent out next week.

6b) RDP activities

i) Events/Seminars

Janice Penner reported an attendance of over 900 at the Riverside Zombie Crawl on Saturday, October 18th. She said that the carnival games coordinated by Josh Roa St. Pierre were a huge hit and thanked Bobby Jackson from Riverside Art on Main who provided prizes for them. She thanked County Supervisor John Tavaglione's Youth Council which provided 25 volunteers for the event. She noted that the zombie versus survivalist parade had been expanded to include the entire block.

Janice Penner said RDP facilitated an information session at the Greater Riverside Chambers of Commerce on October 21st to introduce the 'Know Your Limit' program to the downtown bar owners. Vance Hardin added that the Police Department had received a grant to run a program in downtown Riverside to educate people on the impact of drinking. He said a similar program had been very successful in Scottsdale, Arizona.

Janice Penner said that RDP partnered with the City of Riverside, Arlington Business Partnership, Black Chamber of Commerce, and the Hispanic Chambers of Commerce on an Affordable Healthcare Act seminar presented by the Small Business Majority on October 22nd. She reported a light attendance for the seminar despite the heavy promotion.

Janice Penner said the City's Office of Economic Development had planned a number of Shop

Small promotions for Small Business month. She said a presentation by Michael Gerber, author of the E-Myth book series, on November 5th in the City Council Chambers kicked-off the promotional campaign. She said a calendar listing of all the events had been included in the November BID Bulletin as well as posted on the RDP website and social media,

i) FOL Promotions

Janice Penner said RDP worked with the City to provide an opportunity for non-Main Street downtown businesses to display their promotional materials on a stand near the ice rink during the Festival of Lights. She said the current Municipal Code prohibited distribution of commercial materials on public sidewalks and streets. She thanked Councilman Mike Gardner for his coordination and assistance. She said the service would be at no cost to downtown businesses.

Janice Penner said RDP arranged for ads to be sold in this year's Festival of Lights map portion of the brochure. She said \$1,600 was raised and would be used to print additional copies for distribution.

Janice Penner advised that RDP would once again sponsor the GTV broadcast of the Festival of Lights Switch-on Ceremony. She said the sponsorship would provide a 30 second commercial at the beginning and end of the broadcast. She said RDP would be working with Geographics to update the commercial to be used.

Janice Penner advised that RDP would not be sponsoring next year's State of the City Address broadcast. She said that the rebroadcast did not attract enough viewers to warrant the sponsorship. She stated that RDP would continue to sponsor the broadcast of the Salute to Veteran's Parade broadcast in April.

ii) Other Activities

Janice Penner said the RDP January General Membership Luncheon would be held at the Hyatt Place Hotel and would feature Lea Deesing, Chief Innovation Officer for the City of Riverside on City programs and tools for businesses.

Janice Penner advised that RDP would be providing a \$500 sponsorship for the Miracle on Main event to provide health turkey hotdogs from Gram's for families. She said RDP would also be assisting with event logistics and toy drop off locations.

Janice Penner said that RDP would be working with Gilbert Hernandez of Public Works and Jay Eastman of Planning on possible taxi stand locations near the downtown hospitality establishments. She added that City staff would be looking at two feasible locations.

Janice Penner said that it had been reported at the October Board meeting that RDP staff would be meeting with Councilman Mike Gardner and Jay Eastman of Planning to discuss the issue of retail trucks. She said that Jay Eastman had advised that the Riverside Municipal Code prohibits sale of merchandise on any public street or sidewalk and that retail trucks could only operate as a part of a special event. She said the Executive Committee had concluded that RDP did not need to take a position on retail trucks.

7) Financial Reports

7a) Financial Report as of October 31, 2014

Steve Wollman reported that there was a deficit of \$4,635 for October compared to an expected

deficit of \$17,676 due in part to BID levy income being \$16,376 greater than budgeted. Steve Wollman reported there was a surplus of \$19,504 for the year to date compared to an expected deficit of \$3,420. He said the positive variance was due to BID levy income being \$28,218 greater than budgeted. He said that the additional income was offset by lower membership revenue and higher expenses in categories such as security due to timing.

Janice Penner advised that membership had slipped below 50 people. She encouraged the Board to reach out to the community to encourage RDP membership.

MOTION: To accept the financial report at October 31, 2014

Motion made by: Bill Gardner **Motion Seconded by:** Patrick Brien

Motion carried.

7b) Financial review and tax return

Janice Penner advised the Board that the Auditor had completed the financial review and would be sending the final copy shortly. She advised that the Auditor had been out of the country due to a death in the family.

Janice Penner said the 2013 Tax Return had been sent to the Board for review and comments as required before filing.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner reported on the Caltrans 91 Freeway closure.

Councilman Mike Gardner asked that any feedback regarding the Mission Inn Run that took place on Sunday, November 9th be directed to the Mission Inn Foundation.

Councilman Mike Gardner said the City had hired a recruiting firm for the City Manager and City Attorney vacancies.

Councilman Mike Gardner reminded the Board to report any graffiti issues to 311.

8b) Ward Two

Councilman Andy Melendrez thanked RDP for its sponsorship of the roller rink at North Park through the month of October. He reported that the rink covered all expenses and had a small profit.

Councilman Andy Melendrez said that the Riverside School for the Arts would be participating in Give Big Riverside County. He encouraged the Board to support the school.

Councilman Andy Melendrez reported that Sam's Bann Thai Restaurant was now open in the Marketplace. He said the owner still had the first location on Brockton Ave.

Councilman Andy Melendrez reported an increase in industrial expansion in the Sycamore Canyon area. There was a discussion in regards to the proposed warehouse in neighboring Moreno Valley. Al Zelinka said the City of Riverside was not in favor of the warehouse being built due to its projected environmental impact.

9) Security Update

Vance Hardin said the Riverside Police Department was gearing up for the Festival of Lights Switch-on Ceremony and first weekend. He stated that the police was considering horse patrols during Festival of Lights weekends.

Vance Hardin reported an increase in car break-ins near Mt Rubidoux. He reminded the Board to put valuables out of sight especially during the holiday shopping season.

10) City Community Development Department Update

Al Zelinka reported a 20% increase in building permit applications over the last year. He also reported that there were several developers with interests in the Marketplace.

Al Zelinka said the proposed Sign Code might go to City Council in March or April. He also stated that the City would be applying for a grant to fund the implementation of the proposed Smart Code.

Al Zelinka said the City would be implementing a new online permit system where individuals could check their permits and other requests in real time.

11) Arlington Business Partnership Update

Andrew Guerra stated that ABP had hired Christie Collins as their Marketing Director, noting that she had been an intern for the Riverside Downtown Partnership.

Andrew Guerra said that ABP's Winterfest would take place in December. He also said that ABP would continue their window and exterior decorating contest.

Andrew Guerra announced that ABP had hired an event coordinator May's Chili Cook-Off.

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 December 10, 2014