



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, John Field, Michelle Freeman, Bill Gardner, Lynn Anderson for Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Wolde-Ab Isaac, Jeff Kraus, Andrew Lazarz, Shalini Lockard, Stan Morrison, Bob Nagle, Charity Schiller, David St. Pierre, Justin Tracy, Kris Whitehead, Steve Wollman, Shelby Worthington

Excused: Andrew Guerra (ABP), Kirk Lewis, Andy Melendrez, Ellie Uli, Al Zelinka

Absent: Gerald Douglass, Nanci Larsen, Marty Lueking, Cherie Russell

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Dr. Wolde-Ab Isaac discussed Performance Riverside activities.

David St. Pierre commented on the record breaking crowds at the Mission Inn Run held on Sunday, November 10th. He added that Melissa Manchester would be performing at the Box on Saturday, November 16th and that the event was a fundraiser for the Fox Theater Foundation.

Stan Morrison promoted the Diabetes Step Out Walk taking place on Saturday, November 16th at Castle Park.

Bill Gardner said the Old Riverside Foundation made a contribution towards the Harada House. He also added that the Kiwanis Club was hosting a fundraiser on Friday, November 29th on the second floor of the Tamale Factory.

3) Minutes of October 9, 2013

Motion: To accept the Minutes of the Meeting of October 9, 2013

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

Motion carried.

4) Chair's Report

Charity Schiller reported on an article that listed Riverside as the number 4th most polluted air in the country. She encouraged the Board to continue to promote the city and downtown.

5) Items for Discussion

5a) BID Renewal – Public Hearing November 19

Charity Schiller stated that RDP's public hearing would be held on Tuesday, November 19th at 3:00 pm. She encouraged Board members to attend to show support.

Janice Penner added that the City had sent out letters to advise downtown businesses of the Public Hearing.

5b) Appointment of Nominating Committee

Janice Penner said the proposed nominating committee consisted of Charity Schiller, Kris Whitehead, Tera Harden, Barry Hildebrandt, and Damien O'Farrell as the community member. She said the nominating committee would review the composition of the Board as well as the officer positions.

Motion: To approve the Nominating Committee for the 2014 Board year.

Motion made by: Bill Gardner **Motion Seconded by:** David St. Pierre

Motion carried.

6) Items for Information

6a) RDP Holiday Reception December 5th

Janice Penner advised that the RDP holiday reception would be held on Thursday, December 5th from 11 am to 2 pm and email invitations would be sent out in the latter part of November. She added that RDP would also be celebrating Shirley Schmeltz' 20 years of service.

6b) RDP activities

i) Events

(1) Destination STYLE Fall Fashion Show

Janice Penner stated that the event was reported on at the October 9th Board meeting. She advised that Staff would be making several changes to the Destination STYLE Spring 2014 Fashion Show to be held on Thursday, May 1st. She said the changes included strengthening the partnership between the RCC School of Cosmetology as well as hiring short-term staff to assist with the Show.

(2) Riverside Zombie Crawl

Janice Penner reported that the Riverside Zombie Crawl had about 800 attendees. She acknowledged Josh-Roa St.Pierre for his involvement as well as Cinemachines for their photography. Janice Penner added that the event received positive press coverage. She advised that staff would be adding additional activities to draw the older demographic for the 2014 event.

(3) Security Forums – October 24th and follow-up on November 7th

Janice Penner reported that the security forum had over 60 people in attendance. She said staff received positive feedback regarding the Ambassador Program.

Janice Penner said a follow-up meeting took place on November 7th that included the universities, hotels, Riverside Community Hospital, and the Riverside Police Department. Janice Penner thanked Councilman Gardner and Lynn Anderson for their leadership and efforts.

Janice Penner advised that the Executive approved the purchase of two newer GEM cars for the Ambassador Program. Charity Schiller added that repairs on the GEMs currently being used were escalating each year and had cost \$8,000 in the past year.

ii) Other Events and Activities

Janice Penner said she participated in the field trip to Long Beach and Santa Ana arranged by RTA to show possible models for the grid system being proposed to replace the hub system currently in place in downtown Riverside. She commented on the efficiency of the Long Beach transit corridor.

Janice Penner said RDP provided Halloween Trick or Treat bags to the Park and Rec event at Bobby Bonds and to the Ghost Walk.

Janice Penner advised that RDP assisted the City with the Streetcar display event held on Thursday, November 7th.

Janice Penner said RDP assisted Applebee's with their Veteran's Day event again by inviting City Council members to the restaurant.

Janice Penner advised that RDP would be promoting Small Business Saturday through its website and Facebook.

Janice Penner stated that the November 26th luncheon would feature Parkview Community Hospital and the City's 'Seizing our Destiny', and be held at Heroes Restaurant and Brewery.

7) Financial Reports

7a) Financial report at September 30, 2013

Stephen Wollman advised that the financial report for the month of October showed a loss of \$11,769 compared to an expected loss of \$11,471. He advised that for the year to date there was a loss of \$48,858 compared to an expected loss of \$39,064. He said that the variance of \$9,794 was largely due to timing of certain expenses such as the four security cameras. He said that RDP's financial situation was strong with its reserves.

MOTION: To accept the financial report at October 31, 2013

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

Motion carried.

8) City Council Updates

8a) Ward One

Lynn Anderson reported on Councilman Gardner's successful surgery. She noted that the security forum had been reported on.

Bill Gardner requested that RDP send a letter of appreciation to Ralph Nunez when he officially retires from the City's Park and Rec Department. Stan Morrison commented on the work that Ralph Nunez had done for the City.

8b) Ward Two

Councilman Andy Melendrez was unable to attend and so there was no report.

9) Security Update

Vance Hardin reported on some of the issues from the Security Forum. He commented on the identified need for a strategy for security cameras and developing a system the security cameras would be monitored at all times which worked well in other cities.

Vance Hardin commented on the impact of AB 109 which resulted in people arrested and convicted of property and non-violent crimes being released after days or weeks rather than the term of their sentence. He said that there was little deterrent for these people not to continue to commit crimes. Several Board members commented on the potential response from the community when faced with home invasions or other offenses against property.

10) Redevelopment Update

Al Zelinka was unable to attend and so there was no report.

11) Arlington Business Partnership Update

Andrew Guerra was unable to attend and so there was no report.

12) New Business

Robbie Silver said RDP would be partnering with California Baptist University's OPS Communication and Public Relations Programs to provide interns for downtown businesses that need assistance with marketing and social media. He said the CBU internship initiative could potentially expand to include other fields of study as well as the other universities in the City. Janice Penner said the CBU internship initiative would benefit students and the downtown businesses.

Janice Penner said the revised ordinance for allowing food trucks had not yet come before the County Board of Supervisors but it was expected near the end of November with the Public Hearings likely in December.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for December 11, 2013