



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Lyn Cloninger, Gerald Douglass, John Field, Bill Gardner, Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Andrew Lazarus for Greg Lackey, Kirk Lewis, Marty Lueking, Andy Melendrez, Oscar Moreno, Stan Morrison, Bob Nagle, Charity Schiller, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Shelby Worthington,

Excused: Cynthia Azari, Shalini Lockard, Sharon Sola-Ahluwalia, Al Zelinka

Absent: Miguel Cruz, Michelle Freeman, Cherie Russell, David St. Pierre,

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

Lynn Cloninger said Chef Marla Cohen would be hosting a cooking class on Saturday, December 5 at Phood on Main.

Steve Wollman announced that Citizens Business Bank was named by Bank Directors Magazine as the 6th best performing bank in the country.

Bill Gardner said the kick off for the Caesar Chavez memorial statue would be held on Tuesday, November 20 on the Main Street Mall.

Chuck Beaty commented on the article in the Press-Enterprise on the Prop 30 measure which was on the ballot this election year. He also noted Dan Bernstein's column in the Press-Enterprise regarding the Mount Rubidoux Cross.

Kris Whitehead said Curves on Main would be hosting their "Give a Gobble" event from Monday November 19th through Wednesday November 21st which encouraged customers to donate a frozen turkey that would be donated to the Salvation Army. In return, customers would be able to join Curves for free.

3) Minutes of October 10, 2012

Motion: To accept the Minutes of the Meeting of October 10, 2012.

Motion made by: Chuck Beaty **Motion Seconded by:** Kirk Lewis

Motion carried with Bill Gardner and Marcia Campbell abstaining.

4) Chair's Report

Charity Schiller noted the "Give Big" event was held on Tuesday, November 13th. She encouraged the board to donate to Riverside's non-profit organizations.

5) Items for Discussion

5a) Downtown Bus Terminal – rescinding by RTA

Janice Penner advised the board to refer to the attached agenda and pertinent staff report from the RTA Board meeting. She informed that it appeared RTA had decided that the opposition to the downtown bus terminal was such that RTA had no option but to move it and that RTA had no intention of participating in a multi-modal transit center at the Vine Street location. She said it was expected that City Council would discuss this at their November 13th Council meeting so at this point, this item was for information only. She said that RDP did send a letter to City Council supporting their resolution and their working with RTA to continue developing a multi-modal transit center between Vine St. and 10th.

Councilman Mike Gardner commented on the discussion at City Council, noting that the Council had directed staff to work with RTA on several issues including what they meant in changing from a hub system to a grid system. He said that the City had invested significant effort and monies in the Vine Street location and added that there was still study required.

Councilman Andy Melendrez said that RTA had been opposed to the Vine Street for as long as he had been on the RTA Board. He said that the opposition was based on the limitations of the site in terms of RTA use, noting that RTA ridership was growing and the site provided no space expansion. He said that the growing ridership was the reason RTA wanted to expand the downtown bus station. He said that it was acknowledged that there were security concerns with the downtown bus station but felt that those concerns could be addressed with better security. He said that he had voted against the resolution as he felt that more outreach to RTA and community was needed. He encouraged RDP to consider inviting RTA to attend a board meeting. Bill Gardner suggested that they be invited to a luncheon meeting to allow more time.

5b) BID renewal – Public Hearing November 13th

Charity Schiller reported that RDP's public hearing had been held on Tuesday, November 13th at 3 pm. She thanked Ellie Uli and Teresa Rosales for attending.

Janice Penner said that staff had prepared a PowerPoint presentation including two video clips of the Fashion's Night Out and Zombie Crawl events. She said that the City received two compliments about the BID and no objections to continuation of the BID levy. She said that the downtown BID was approved by City Council for 2013, passing with 6 votes with Councilman Andy Melendrez abstaining because of his property within the BID.

Councilman Mike Gardner complimented Charity Schiller on the presentation.

5c) Appointment of Nominating Committee

Janice Penner said Information on the 2013 Nominating Process was attached. She said that the Nominating Committee would consist of Charity Schiller as Chair and Kris Whitehead as Vice-Chair, and Stan Morrison as the board representative, and that Joe Ortiz would be serving as the community member. Board members who also wished to serve were invited to do so.

Motion: To accept the Nominating Committee for the 2013 Board term.

Motion made by: Bill Gardner **Motion Seconded by:** Justin Tracy

Motion carried.

6) Items for Information

6b) RDP Holiday reception on Thursday, December 6, 2012.

Janice Penner said that the RDP holiday reception would be held on Thursday, December 6th from 11 am to 2 pm at the office as an opportunity to say thanks to supporters. Janice Penner said email invitations would be sent out in the later part of November.

6c) Downtown Entertainment District

Janice Penner said that during the October Board meeting, Al Zelinka advised that a tour of downtown Fullerton on a weekend evening would take place in early November. She said that the tour had been cancelled and that she wasn't sure when it would be rescheduled. Councilman Mike Gardner said that there were only two people outside of the City staff that had signed up to attend and that the tour likely wouldn't be rescheduled unless more people planned to attend.

Janice Penner said that staff would be working with the City and Al Zelinka on the series of clean and safe workshops they were planning in early December to be proactive in developing an appropriate strategy.

6d) RDP activities

i) Retail Promotion - Destination STYLE

Janice Penner advised that RDP would be holding a new event, Destination STYLE Fashion Show to promote downtown retailers and the holiday shopping season. She said it was the first step in RDP's to brand downtown Riverside as a destination fashion district in the Inland Empire. She said that Fashion's Night Out had tripled attendance in its second year and showed that fashion could be used to draw people to downtown Riverside. She said that there were over 20 retailers that were actively involved in fashion and more when salons and accessories were included.

Janice Penner said that the Destination STYLE logo had been created by Marian Semic of PIP Printing using the fashionista figure from the Fashion's Night Out logo to build on that brand. She said that the first fashion show would be held on Saturday, November 17th from 2 pm to 4 pm in the parking lot adjacent to Aurea Vista as it was a joint effort between RDP, downtown retailers, and the vendors of Aurea Vista. She said that in order to include the major retail hubs of downtown Riverside, the Spring fashion show would be held in the block between 5th and 6th and the Fashion's Night Out event would continue to be held on the Civic Plaza,

Janice Penner said that to further leverage the fashion show, RDP would be promoting Small Business Saturday on Saturday, November 24th by encouraging fashion show attendees to come back downtown that day to enter to win one of six special gift baskets featured items from participating retailers and \$50 restaurant gift certificates that would be drawn for on Monday, November 26th. She encouraged Board members to attend the fashion show and come back for Small Business Saturday.

ii) Retail Promotion – Holiday Decorating

Janice Penner said RDP was encouraging downtown businesses along Main Street and University Avenue to decorate their windows for the Festival of Lights. She said that RDP would take pictures of those businesses who wish to have their windows posted on the RDP Facebook

page and would be providing first and second place prizes for those with the most 'Likes'.

iii) Events

Janice Penner said the second Riverside Zombie Crawl was held on October 20th. She said that attendance doubled from last year as did the amount of social media reach, and that the Press-Enterprise did run pictures from the event on both their website and on the front page of the Local Section.

Janice Penner said that RDP assisted Applebee's with their Veteran's Day event again by coordinating the attendance of several City Council members at the restaurant.

Janice Penner said that it had been decided to scale down the 'Love in Riverside' video Valentine event after an assessment of capacity. She said that instead of RDP and Culver Center videotaping Valentine greetings, people will be encouraged to post their own videos and greetings with instructions from the 'Love in Riverside' website and Facebook page. She said that RDP staff would monitor videos and Tweets for content. She said that scaling down to realistic capacity would keep the concept alive and would as well reduce the costs associated with the event.

iv) Other – Security

Janice Penner said that the first meeting of the Marketplace Security Committee was held on Wednesday, October 24th and that Lee and Associates had agreed to host future meetings. She said that RDP would be encouraging all Marketplace businesses to participate. She said that staff would be working with RPD on an assessment of potential security enhancements in the area including street lights that were burnt out. She advised that RDP had also funded additional lighting between Lee and Associates and Sevilla.

Janice Penner said RDP was also working with RPD and the City's IT department on installation of two additional security cameras on University Avenue at Orange and one on Mission Inn Avenue at Orange as part of security enhancements for the downtown hospitality area. Justin Tracy added that the City's IT department had agreed to set up a private network to allow others to view the cameras.

7) Financial Reports

7a) Financial report at October 31, 2012

Marcia Campbell reported that the financial report for October 31, 2012 showed a loss of \$15,665 compared to an expected loss of \$20,516 for the month due largely to greater than anticipated BID levy income. She reported that the financial report showed a year to date loss of \$42,862 compared to an expected loss of \$41,142, and noted that the reasons for the negative variance were detailed in the Board package. She said that RDP had over \$400,000 in cash which included cash reserves to allow the organization to take advantage of opportunities as they arose.

Motion: To accept the financial report as at October 31, 2012.

Motion made by: Justin Tracy **Motion Seconded by:** Bill Gardner

Motion carried unanimously.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner reported that the Riverside Convention Center demolition and restoration was on schedule. He stated that the businesses surrounding the Convention Center were getting along okay with the construction aside from some dust and traffic issues.

Councilman Mike Gardner said that the basic construction of the Fox Entertainment Plaza that included a black box theater, exhibit space, retail pads, and parking structure was pretty well completed and that the interior of the black box theater was currently being worked on. Councilman Mike Gardner said that he had asked that at least part of the parking structure be opened to accommodate guests visiting downtown Riverside during the Festival of Lights.

Councilman Mike Gardner said that the Mission Inn Run went well and he received very few complaints for the size of the event.

Councilman Mike Gardner reported that an organization called Americans United for Separation of Church and State had filed a lawsuit against the City of Riverside on the basis that there was a religious symbol, the Mount Rubidoux cross, on government property and it needed to be removed or the City needed to divest itself of the property. He said that City staff had done research on other similar cases and also contacted legal firms that specialized in such cases. He said that he felt that the City would lose if it were to fight the lawsuit and noted that selling the property had to be done within specific and restrictive guidelines to be deemed at arms' length. He said that the City would hold a workshop in January to discuss what action the City would take.

Chuck Beaty said there were people willing to donate funds to keep the cross on Mount Rubidoux and noted that the Friends of Mount Rubidoux were actively maintaining the area. Councilman Mike Gardner noted that having the property in private hands but available for public access would require comprehensive liability coverage. Justin Tracy expressed his view that the cross was a historic landmark of Riverside and that the lawsuit seemed to be a waste of time and money since there were many examples of crosses on public property.

Bill Gardner noted that the state had not realized the amount of money they had anticipated getting from the dissolution of the redevelopment agencies. He said that the City would be setting up a fund for historic preservation to avoid future situations such as the demolition of the Press Bindery building.

8b) Ward Two

Councilman Andy Melendrez said that RDP had worked with him to put a security camera in North Park. He said City Council had approved the funding to put in a wrought iron fence around the park.

Councilman Andy Melendrez said that Alan Mruvka was working on renovating the old packing house behind the Iron Works building and bringing in food vendors similar to Chelsea Market in New York. He said that Solar Max had its ground breaking at the FMC building located near the Metrolink station and would be bringing up to 300 new jobs. He said that the new business would benefit the Park Street businesses which were nearby.

Councilman Andy Melendrez said that the music school would be opening at the end of

November but did need additional funding for instruments and other needs. He said that UEI would be expanding into the space occupied by the old car wash. He ended by encouraging the Board to support UCR Basketball.

Charity Schiller asked about the new restaurant opening by Café Sevilla, Euphony. Councilman Andy Melendrez said that it included a jazz bar.

9) Security Update

Vance Hardin said RPD provided the security for the Mission Inn Run and would be doing so for the Festival of Lights.

Vance Hardin said that City staff had met to discuss the downtown situation with the hospitality establishments. He said that he planned to set up meetings with the downtown bar owners to maintain a good working relationship and educate them, and that RDP would be facilitating the meetings. He reported that suspects in recent downtown robberies had been arrested thanks to video recording from the security cameras.

Bill Gardner said that several laptop computers were stolen from the Riverside Art Museum. He said the museum did plan to update their security measures.

Shelby Worthington commented on the poor lighting quality at the intersection of University and Orange. She said she planned to put up more lighting near her bar. She noted that the night before Thanksgiving was the busiest night for the bars in the area.

Lyn Cloninger asked if it was possible to install lighting in the alley behind her restaurant. Janice Penner said she would bring that request to the Security Committee.

10) Redevelopment Update

Al Zelinka was not in attendance as he was on a 'Best Practices' field trip to Pasadena.

11) Arlington Business Partnership Update

Teresa Rosales was not in attendance as she was on a 'Best Practices' field trip to Pasadena.

12) New Business

Chuck Beaty said that he had heard that the layout of the black box theater was not functional.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for December 12, 2012