



Minutes

Present: Patrick Brien, Marcia Campbell, Miguel Cruz, John Field, Michelle Freeman, Bill Gardner, Mike Gardner, Andrew Guerra (ABP), Tera Harden, Vance Hardin, Wolde-Ab Isaac, Jeff Kraus, Kirk Lewis, Shalini Lockard, Marty Lueking, Andy Melendrez, Evon Cutts for Stan Morrison, Cherie Russell, Charity Schiller, Sharon Sola-Ahluwalia, Justin Tracy, Ellie Uli, Kris Whitehead, Steve Wollman, Al Zelinka

Excused: Chuck Beaty, Andrew Lararz, Bob Nagle, David St. Pierre, Shelby Worthington,

Absent: Gerald Douglass, Barry Hildebrandt, Nanci Larsen

Guest: Mayor Rusty Bailey

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

- Patrick Brien reminded the Board to save the date for the upcoming Mayor's Celebration for Arts and Innovation taking place on Saturday, October 12th at the Fox Performing Arts Center. He said tickets could be purchased at www.mayorscelebration.com
- Cherie Russell said Riverside Community Hospital would be hosting the upcoming Chamber Mixer on Thursday, September 19th.
- Sharon Sola-Ahluwalia said they would be moving out of the Auditorium and into the Riverside Convention Center at the end of January.
- Bill Gardner said there would be an event at the Tamale Factory during the Festival of Lights Switch on Ceremony.
- Kirk Lewis reported that the new stadium at North High School was now open.

3) Minutes of July 9, 2013

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

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

Motion carried.

4) Chair's Report

Charity Schiller commented on the anniversary of 9/11. She also said that September was disaster awareness month.

5) Items for Discussion

5a) Mayor Rusty Bailey

Mayor Rusty Bailey discussed the upcoming Mayor's Celebration for Arts and Innovation.

Mayor Bailey encouraged the Board to check updates for the Fireball Run at fireballrun.com. He said team Riverside will be participating in the 8 day adventurality.

5b) Input for 2014 to 2016 Strategic Plan

Charity Schiller encouraged the Board to submit their input regarding the 2014 to 2016 strategic plan being prepared by staff. Janice Penner said the strategic plan would be presented to the Board either in November or December.

5c) Food Trucks position – update

Charity Schiller said RDP staff was waiting for the revised ordinance to come before the Board of Supervisors. Janice Penner said she was checking the agendas regularly for it to be scheduled, and had also asked Supervisor’s Tavaglione’s Chief of Staff, John Field, to advise her.

6) Items for Information

6a) Board changes

Janice Penner said Charlie German of Applebee’s had relocated to Victorville and resigned from the Board.

Janice Penner said Dr. Cynthia Azari had asked the Interim President of Riverside City College, Dr. Wolde-Ab Isaac, to replace her on the Board.

Janice Penner advised that Teresa Rosales had resigned as the Executive Director of the Arlington Business Partnership to take a position with the City of Riverside’s Economic Development Department as the Seizing Our Destiny manager. She said that Andrew Guerra was representing ABP at the Board meeting.

6b) BID Renewal

Janice Penner reported that the BID renewal report was on track for review at the October Executive meeting and for approval at the October Board meeting. She said that the Public Hearing would likely be in early November.

6c) RDP activities

i) Events

(1) Summer Street Jam

Janice Penner reported that the attendance at the Summer Street Jam event was over 3,000 people. She said Traffic Management waived certain fees due to a mistake on their part in regards to closing the streets before the event. She said RDP staff received positive feedback from the hospitality establishments, and that they were prepared to increase their contribution towards next year’s event.

(2) Movies on Main

Janice Penner reported that the attendance was low during the August showings, likely due to school starting in August and family vacations. She said staff was recommending decreasing the number of movies to three next year.

(3) Destination STYLE Fall Fashion Show

Janice Penner said the Destination STYLE Fall Fashion Show would be held on Thursday, October 3rd from 6 pm to 7:30 pm on Main St. between University and Mission Inn Ave. She said planning for the show was on track and staff was expecting an increase in model and retailer participation, and in attendance.

Janice Penner reported that marketing for the event included a free ¼ page ad in the Press-

Enterprise that Robbie Silver won at a PE marketing seminar, plus an ad and article in the Inland Entertainment Review.

Janice Penner said RDP was partnering with the RCC Cosmetology School on the event and the school was providing hair/make-up services for models as well as students as volunteers for the event.

Janice Penner said that the budget allocation was \$5,000 and the event was expected to come in on budget.

(4) Riverside Zombie Crawl

Janice Penner said the Riverside Zombie Crawl would be held on Saturday, October 19th from 3 pm to 9 pm on Main St between University and Mission Inn Ave. She said that planning for the Zombie Crawl was on schedule. She said that in addition to the children's activities, zombie make-up, costume contest, and movie, Zombie Survivalist Training activities with Joshua Roa St. Pierre (creator of the RAC haunted house) had been added to target an older demographic.

Janice Penner said marketing for the event included postcards that also advertised the Culver Center Zombie Film Fest and CRB's Ghostwalk, and radio ads to be broadcast in the San Diego market to appeal to those who attended the San Diego Zombie event. She said the radio advertising campaign included a banner ad from the destination marketing campaign on the iHeartRADIO web site.

Janice Penner said that the budget allocation was \$4,000 and the event was expected to come in on budget.

ii) Other Activities

Janice Penner said RDP was hosting a free social media marketing seminar for downtown businesses on Tuesday, September 17th at 9:00 am at the Center for Arts and Philanthropy. She said the social media marketing seminar would be presented by Dr. Patricia Hernandez and Dr. Mary Ann Pearson from California Baptist University and almost all spots were booked.

Janice Penner said RDP was assisting the City with the Fireball Run Festival event on Saturday, September 28th by funding the showing of Cars 2 on the Civic Plaza at 7:30. She said RDP would be providing guides and promoting the Fall Fashion Show and the Zombie Crawl at an information booth.

Janice Penner said RDP was also assisting the City with the Long Night of Arts and Innovation event on Thursday, October 10th. She said RDP was a cash sponsor and assisting with social media, and coordination of a food court at the Library Plaza.

Janice Penner said the September luncheon would feature Rob Field of the County and be held at Euphony Restaurant on Tuesday, September 24th. She said the October luncheon would feature the Hispanic Chamber of Commerce and be held at Sevilla Restaurant with Security Bank sponsoring.

Janice Penner said there would be a downtown security forum on Thursday, October 24th at 2 pm in the Mayor's Ceremonial Room.

Janice Penner said staff was working on a promotion for the third week of January to feature restaurant specials and end with a mini-Street Jam on the Saturday.

Janice Penner said Larry Vaupel had contacted RDP regarding the kiosks at the Riverside Plaza that were going to be disposed of due to the renovation. She said that RDP and Riverside Convention and Visitor's Bureau managed to salvage all 10 to be used for events and other uses.

7) Financial Reports

7a) Financial report at July 31, 2013

Steve Wollman said the financial report for the month of July 2013 showed a loss of \$22,263 compared to an expected loss of \$12,879. He said the variance of \$9,383 was due to timing of certain expenses versus budget, largely wages for promotion, BID promotion expenses, and BID security expenses.

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

Motion made by: Bill Gardner

Motion Seconded by: Kirk Lewis

Motion carried.

7b) Financial report as of August 31, 2013

Steve Wollman said that the financial report for the month of August showed a gain of \$3,513 compared to an expected loss of \$7,590. He said that for the year to date, the report showed a loss of \$18,750 compared to an expected loss of \$20,469. He said the positive variance of \$1,720 was due to BID income being higher than expected for the month of August offset by BID expenses being higher for the month and year to date.

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

Motion made by: Bill Gardner

Motion Seconded by: Kirk Lewis

Motion carried.

7c) Financial review of fiscal year ended June 30, 2013

Janice Penner said that the annual financial review had been prepared by the auditor and reviewed by staff. She said that the final version signed by the auditor should be available by mid-September for distribution to the Board.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner said the Council approved the ban on cell phone ATM machines. He said the system allowed people to deposit their old cell phones in exchange for cash. He said that it was felt that banning them in the City would decrease the rate of stolen cell phones.

Councilman Mike Gardner reported on the after-math of the storm that took place in August.

Councilman Mike Gardner said the City was working with the Universalist Unitarian Church by encouraging them to post no trespassing signs on the building to deter the homeless away from that area.

8b) Ward Two

Councilman Andy Melendrez echoed Councilman Mike Gardner's comments on the cell phone ATM machines.

Councilman Andy Melendrez discussed programming at North Park. He said that the City would

be encouraging more events to take place at the site, and thanked RDP for their sponsorship for Cinco De Mayo and Artnival.

Councilman Andy Melendrez brought forth ideas in regards to biking programs and a pedestrian bridge to begin at the Marketplace and go over the 91 freeway into downtown Riverside. He reported on the success of the Riverside School for the Arts. He said 500 children were enrolled over the summer.

9) Security Update

Vance Hardin reported a loss of 25 cars a month during the summer months. He described a case that involved a vehicle break-in behind the Menagerie and Back to the Grind. He said the Riverside Police Department was able to arrest the suspect because of the security cameras on top of the buildings.

Vance Hardin commented on the challenges the Police Department was facing in regards to jail overcrowding. He said RDP paid to have four trees removed and four trees trimmed near Maxi Food that would now deter some of the drug dealings taking place in that area.

Vance Hardin said a meeting took place with the City in regards to the homeless issue. He said police were now carrying out homeless sweeps every other week to remove the trash they carry around as well as pick up the shopping karts they possess illegally.

10) Redevelopment Update

Al Zelinka discussed Riverside Reconnects, a street car proposal to connect Arlington, Downtown, and UCR neighborhoods. He said the City of Riverside had received a grant to conduct a study on the matter.

Al Zelinka reported an increase in the number of permits issued, and commented that there was increased development interest.

11) Arlington Business Partnership Update

Andrew Guerra said ABP was working on organizing their Health Fair taking place in March as well as the Chili Cook-Off and Winterfest.

12) New Business

Bill Gardner asked if RDP would be willing to sponsor a CUC Breakfast. Janice Penner said RDP sponsored a number of UCR events and might be willing to look into sponsoring a CUC Breakfast event.

13) Adjournment and next meeting date

14) Charity Schiller adjourned the meeting until the next one scheduled for October 9, 2013