



Minutes

Present: Chuck Beaty, Patrick Brien, Marcia Campbell, Miguel Cruz, John Field, Bill Gardner, Lynn Anderson for Mike Gardner, Tera Harden, Vance Hardin, Barry Hildebrandt, Jeff Kraus, Kirk Lewis, Shalini Lockard, Marty Lueking, Oscar Moreno, Stan Morrison, David St. Pierre, Charity Schiller, Justin Tracy, Ellie Uli, Kris Whitehead, Shelby Worthington, Al Zelinka, Teresa Rosales for ABP

Excused: Cynthia Azari, Lyn Cloninger, Gerald Douglass, Greg Lackey, Andy Melendrez, Bob Nagle, Cherie Russell, Steve Wollman

Absent: Michelle Freeman, Sharon Sola-Ahluwalia

Staff: Janice Penner, Robbie Silver

1) Call to Order

Charity Schiller called the meeting to order.

2) Self Introductions and Public Comment

2a) Introduction of new Board members, Vance Hardin and Al Zelinka

Vance Hardin introduced himself as the new North Area commander replacing Chris Manning.

Al Zelinka introduced himself as the new Community Development Director replacing Emilio Ramirez.

2b) Introduction of new staff person, Robbie Silver

Robbie Silver introduced himself as the new Communications and Events Liaison with RDP.

Patrick Brien reminded the Board about the Mayor's Ball for Arts and Innovation taking place on October 6th and the new location on the sixth floor of the Citrus Tower. He also advised that the Human Roast House, the haunted house, was returning to downtown.

Janice Penner thanked John Field for his assistance in RDP receiving a \$5,000 grant from the County through Supervisor Tavaglione's office.

Stan Morrison advised that there would be a special event at the Culver Center of the Arts on October 30th featuring the sculptor John MacDonald and board members should have received a 'Save the Date'. He noted that two models from Cirque de Soleil in attendance.

Bill Gardner advised that the Kiwanis Club would be holding their annual Turkey Barbeque at Fairmount Park. He also recommended that board members take the opportunity to tour the new RCC Center for Social Justice. He also commented on the red light program and the high fines that were assessed on people who were deemed to run a red light.

3) Minutes of July 11, 2012

Janice Penner noted that there were corrections to the attendance listing.

Motion: To accept the Minutes of the Meeting of July 11, 2012 as corrected.

Motion made by: Bill Gardner
Motion carried.

Motion Seconded by: Chuck Beaty

4) Chair's Report

Charity Schiller announced that Best Best & Krieger was holding an open house the next night.

5) Items for Discussion

5a) Position on Downtown RTA Terminal

Janice Penner referred to the notes in the Board package and the PowerPoint presentation that was also included. She said that the City Transportation Committee had agreed to recommend to the City Council that they approve retaining the RTA Bus Terminal at its present downtown location and using the available funding for renovation, and that the recommendation had gone to City Council for their September 11th meeting. Lynn Anderson advised that the City Council had revised the recommendation and adopted a motion to approve using the federal money for the renovation and the RCTC money for further study on the multi-modal transit center on Vine Street.

Janice Penner said that the issue had gone to the RDP Executive Committee who had decided that the Board should be given the information on the recommendation being made to City Council to renovate the downtown bus terminal at its present location, and recommend to the Board that RDP should stand by its present position until more detailed information was available about the implications about doing so. She said that RDP had sent an e-comment to City Council to that effect prior to the October 11th Council meeting. She said that the Board could elect to endorse a different approach different if it so chose.

Charity Schiller explained several of the security concerns about the existing downtown bus terminal. Bill Gardner asked if the existing downtown bus terminal was in such bad shape that it needed to be torn down. Janice Penner responded that it was her understanding that the building would be torn down so that the site could be reconfigured to include bus bays. Justin Tracy stated that he was opposed to using federal money for a renovation that wasn't needed just to use the money. He said that the security issues would be aggravated by the reconfiguration and adding of restrooms. Chuck Beaty said that he agreed that the problem with the downtown bus station was its location downtown, not the building itself.

5b) Update on RDP Strategic Plan

Janice Penner said that she had prepared a spreadsheet to show progress on the plan during the past year since its adoption. She noted the progress on certain of the items, and said that no revision to the plan was being recommended at the present time. She said that she felt the organization was where it needed to be with regards to the plan.

6) Items for Information

6a) RDP activities

i) Events

Janice Penner said that Movies on Main concluded on August 23rd. She said that attendance on average was about 250 people per evening although the last evening was just over 125 due to school having started. She said that staff was recommending that the series be offered again

next year but that it run for six straight weeks including the August Arts Walk so that the series does not extend into the school year.

Janice Penner presented Downtown Riverside Celebrates Fashion's Night Out T shirts to Oscar Moreno, David St. Pierre, and Charity Schiller for their assistance with the event. She noted that Oscar Moreno did the hairstyling competition, David St. Pierre was the MC, and Charity Schiller presented the RDP Fashion Star Awards.

Janice Penner said that the event was expected to break even, noting that approximately \$1,800 of ads were sold compared to the \$1,000 budgeted. She said that there were 1,200 people at the Fashion Show and about 4,500 people out that night. She noted that people from Arts Walk did come to the event as most venues reported a drop in attendance except for those affiliated with the FNO event. She said that there were a few glitches such as not having a list of the retailers and the associated fashions available. She said that the backdrops were also an issue but that she was working with Park and Recreation to use their movie screen as an alternative next year. She said that the event attracted great media response. She said that they were also doing a survey of the participants that would be used to plan for next year.

Charity Schiller said that she felt the event went very well and that she had a great time. Stan Morrison said that there was an issue with the sound system. Janice Penner agreed and said that it had been identified as a problem to resolve next year. David St. Pierre said that it was amazing that all of the fashions came from downtown Riverside.

Janice Penner said that they were working on the Zombie Crawl planned for October 20th and would be co-promoting the event with the Arts Council's haunted house.

Janice Penner said that RDP was involved with the Long Night of Arts and Innovation on October 4th as both a sponsor and on two committees. She said RDP's focus would be encouraging downtown businesses to stay open that night.

Janice Penner said that planning had started for Love in Riverside. She said that the event would be refocused to promote video valentines for active duty and reserve military and university students. She said that RDP would be partnering with the Culver Center.

Janice Penner advised that RDP had agreed to partner with the City on a Rock the Block concert to welcome students back to Riverside. She said the concert would be on Saturday, September 29th and was a great opportunity to promote the October events to those students.

ii) Website and Facebook

Janice Penner said that the website was working well and was being used to promote events and activities. She said that the Facebook pages had been reorganized and the social media reach was improving as a result.

iii) Other

Janice Penner said that she was preparing the BID Renewal Report for 2013 in preparation for review by the Executive at their October meeting and approval by the Board at the October Board meeting.

7) Financial Reports

7a) Financial report at July 31, 2012

Marcia Campbell said there was a loss of \$16,133 compared to an expected loss of \$8,070. She said that the variance of \$8,063 was due largely to unbudgeted sponsorships for the Long Night of Arts and Innovation (\$5,000), Tuskegee Airmen at UCR (\$750), and ARTnival (\$500) plus timing of certain expenses for Fashion's Night Out.

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

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

Motion carried unanimously.

7b) Financial report as of August 31, 2012

Marcia Campbell said that there was a loss of \$7,375 compared to an expected loss of \$10,568. She said that the variances for both the month and the year to date (\$20,711) were due to timing of certain expenses compared to budget. She added that losses at the beginning of the year were normal due to BID levy income being lower at the start of the fiscal year.

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

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

Motion carried unanimously.

7c) Financial review of fiscal year ended June 30, 2012

Marcia Campbell said that the Audit review had been done and that a PDF of the review and tax return would be sent to the Board of Directors later in September. She said that it was a requirement of the IRS to provide that information to the Board of Directors. She added that the final financial statement for the year ended June 30, 2012 only changed by a few dollars due to a change in the depreciation amount.

8) City Council Updates

8a) Ward One

Lynn Anderson said that Councilman Mike Gardner sent his regrets and that the only report was the action taken by Council on the downtown bus terminal.

8b) Ward Two

Janice Penner advised that Councilman Andy Melendrez had sent his regrets.

9) Security Update

Vance Hardin said that he had talked to a number of businesses and identified a number of concerns that stemmed from the downtown bars, particularly on Thursday nights. He said that he had scheduled additional patrols for Thursday nights to provide enforcement. He said that the last two Thursdays had resulted in a number of arrests and warnings to downtown bars who were over-serving or serving to under age. He said that he intended to continue the additional enforcement to get the message across that the behavior would not be tolerated.

Bill Gardner asked whether it was possible to have portable restrooms put out for Thursday

evenings. Vance Hardin said that he had recommended that but there was some reluctance to do so. He said that another recommendation was to charge for parking in the garages on certain nights to help control use and provide revenue for additional security. Bill Gardner asked if those recommendations could be referred to RDP's Security Committee. Janice Penner said that the Committee was aware of the problems and exploring options.

Chuck Beaty asked about the panhandlers on 14th Street, noting that they were becoming a safety issue with the pending partial closure of the bridge. Vance Hardin said that he had a group of officers that were charged with sweeping the area every morning. He said that unfortunately they returned almost immediately. He said that it was a broader issue and that it needed to be dealt with on a City level. He said that panhandling was an issue identified by the Homeless Plan. Janice Penner said that there would be an educational marketing campaign launched to hopefully convince people not to give to panhandlers but to homeless programs.

Shelby Worthington asked if it wasn't possible to restrict downtown bars from having drink specials that encouraged over consumption. She said that the cheap drink specials caused multiple problems that impacted other bars and businesses and that there should be ways to use the terms of a bar's Conditional Use Permit to control the problems.

10) Redevelopment Update

Al Zelinka said that his department had been charged with an update of the Downtown Specific Plan and that the first phase was a study of establishing a downtown entertainment district. He said that the City had hired a consultant for the study and had scheduled a 'visioning' meeting on September 25th to get input from the community and downtown stakeholders. He said that once the downtown entertainment district piece had been done, then the overall Downtown Specific Plan update would be started.

Al Zelinka said that the Mayor had put forward a goal of 5,000 new housing units downtown as well as a plan for Riverside's neighborhoods. He said that he was working on a reorganization of the Planning Department and the Development Department to be more efficient and effective in achieving the goals being set.

Al Zelinka said that a new Economic Development manager, Larry Vautel, had been hired. He said that the focus of the City was on economic development and the reorganization and new hires were to facilitate that focus.

Al Zelinka related the experience in downtown Fullerton with an entertainment district that was allowed to develop without any control or guidelines. He said that the number of bars led to price competition and that led to cheap drinks and overconsumption. He said that the city realized that the problems were costing more money than was being brought in. He said that the city then put in restrictive CUP requirements and regulations but it was difficult for the City to overcome the image of a cheap party downtown. He said that if people were interested, he could arrange a field trip to Fullerton to see the problems. He said that a well-managed entertainment district could be a real asset to a downtown, but if too much competition was allowed to go on without control, the situation can deteriorate to the point where it was almost impossible to fix.

Janice Penner said that RDP was in favor of an entertainment district but not one where lack of guidelines resulted in major problems with drinking and unacceptable behavior. She said that RDP

would want to work with both the City and the police on the issue. Shelby Worthington said that she felt that extended happy hours and lax compliance with CUP regulations were a major cause. Al Zelinka said that there had to be a collective will to deal with issues. He said that enforcement and action against businesses that caused problems was not anti-business but addressing activities that negatively impacted other businesses.

Janice Penner suggested that RDP take a lead in addressing the issue and refer it to the Land Use Committee and Security Committee for discussion and action. Al Zelinka said that he would be available to assist as necessary.

11) Arlington Business Partnership Update

Teresa Rosales advised that the bus shelters funded by ABP were being dedicated tomorrow.

12) New Business

Janice Penner said that RDP was a sponsor of the Mariachi Festival and as such, was given tickets to the Festival. She offered them to Board members.

Bill Gardner said that the Citizens University Committee was having its kick-off on Thursday, September 27th. He said that one of the activities of the committee was to provide scholarships for UCR students.

Janice Penner expressed thanks to Supervisor's Tavaglione's Youth Council for volunteering for events.

13) Adjournment and next meeting date

Charity Schiller adjourned the meeting until the next one scheduled for October 10th.