

# RBD Bulletin

Riverside Downtown Business Improvement District



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Stalder Plaza

The next monthly luncheon will be held on  
Tuesday, June 27, 2017

at Heroes Restaurant & Brewery

and will feature  
Dulce Gomez

Public Parking Services Manager

The cost of the luncheon is \$20 with  
reservation by Friday prior to the  
meeting, or \$22 at the door.

Please call the RDP Office  
at (951) 781-7335 for reservations.

*Reservations not cancelled  
by the prior Friday will be charged.*



## Upcoming Downtown Events

*provided by Event Organizers*

### Restaurant Week



Riverside Restaurant Week is coming back. From Friday, June 16th to Sunday, June 25th, diners can enjoy either a special menu item or a combination of items at a special price at participating restaurants.

Unlike many other Restaurant Weeks, participating Riverside restaurants do NOT have to commit to a three course lunch or dinner menu at certain price points and it is completely FREE for restaurants to participate. Restaurants can sign up to participate at [www.DineRiverside.com](http://www.DineRiverside.com) now until Friday, June 2. This is also the portal through which diners can find out what restaurants are offering during Riverside Restaurant Week.

The City of Riverside is coordinating the promotion with the Arlington Business Partnership and Riverside Downtown Partnership. There will be over \$45,000 in advertising. The City, ABP, and RDP will also be promoting Riverside Restaurant Week specials on their websites, Facebook, and other social media channels. Restaurants are encouraged to promote Riverside Restaurant Week on their social media and to join in the conversation with #DineRiverside.

There will also be print materials for you to use, again absolutely FREE. This will include posters and postcards table talkers for your Host/Wait Stations so people can see that you are participating the moment they walk in your establishment. Contact

Kate Stovicek at RDP to get the materials and the social media graphics.

It is expected that approximately 100 restaurants will participate city-wide. We strongly encourage you to sign up and participate... it's free and great promotion.

### Concerts at City Hall



RDP and the City of Riverside will once again partner on providing free outdoor concerts at the Clock Tower at City Hall. The concerts will start on Tuesday, June 20th and run until Tuesday, July 25th, with the exception of July 4th. All concerts will be held from Noon to 1 pm. Performers from Riverside with different music backgrounds and styles will be featured.

The concerts are designed to encourage people to enjoy their lunch outside while listening to music.

Tables and chairs will be provided, so pick up lunch from a nearby downtown restaurant and enjoy the music.

The lineup features local Riverside talent.

Tuesday, June 20	Lakin Saucedo
Tuesday, June 27	Chase Walker
Tuesday, July 11	Apryle Dalmacio
Tuesday, July 18	Cadillac Phil
Tuesday, July 25	Cougrzz Rock

*continued on next page*

## UPCOMING DOWNTOWN EVENTS from page 1

For more information visit [www.RiversideDowntown.org](http://www.RiversideDowntown.org) and [RiversideCA.gov](http://RiversideCA.gov). See you this summer!

### Summer Concerts at Fairmount Park

Enjoy summer concerts in Fairmount Park starting June 14th and every Wednesday until July 27th with the exception of July 5th. Each concert begins with the Riverside Sings Vocal Competition.

The lineup includes:

June 14 – Southbound (Classic Rock)

June 21 – Hit Me 90s (90s Pop)

June 28 – Woodie Longboard  
(Beatles & Beach Boys Tribute)

July 12 – Stone Soul (Motown)

July 19 – Latin Nation (Latin)

July 26 – Neon Nation (80s Pop)

In addition to the concerts, enjoy activities for the entire family and food vendors on site. Also enjoy the New

Unlimited Youth Fun Zone, which features bounce houses, face painting, balloon artist and slot car racing! The Riverside Downtown Partnership is pleased to be a partner with the City of Riverside Parks, Recreation, and Community Services in bringing free summer concerts to Fairmount Park.

### Movies on Main

Coming Soon! RDP's free summer movie event, Movies on Main, will be held on Main Street between University Avenue and Mission Inn Avenue. Family friendly movies will be shown every Thursday in July beginning at 8:00 pm. This is a great opportunity for downtown businesses to get involved by offering specials and introducing their business to the families attending Movies on Main.

Thursday, July 6 *Sing* (PG)

Thursday, July 13 *Moana* (PG)

Thursday, July 20 *Finding Dory* (PG)

Thursday, July 27 *The LEGO Batman Movie* (PG)



## Business Spotlight: Maxi Foods Markets

Maxi Foods Markets was founded in 1997 by the Iglesias Family. Maxi Foods is a neighborhood grocery store focused on providing high quality food products at the lowest prices. We distinguish

ourselves from other grocery stores in that we provide only the highest quality of fresh meats and fresh produce available. Our clients can also enjoy from our delicious Mexican Grill and Fresh Bakeries. We also have a wide variety of products from the Caribbean, Central America, South America and Spain. We pride ourselves in excellent customer service and providing to your everyday shopping needs. From our



family to yours we THANK YOU for choosing Maxi Foods!

Maxi Foods has two locations conveniently serving Riverside County; 4050 University, Riverside and 8616 California Ave, Riverside. Please visit our website at [www.maxifoodsmarkets.com](http://www.maxifoodsmarkets.com) for more information and updates on all our in-store specials.



## RDP Welcomes New Businesses to Downtown

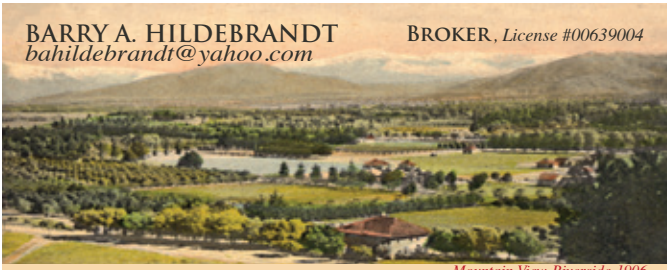
Helen Melaku (Services) • Hashimi Dental Corp (Dental) • Kristen Michelle (Services)

True Sky Blue Pool Service (Cleaning) • Golden Cuts Barber Shop (Services)

Tranquil Blossom Massage (Personal Care) • Kassandra Nelson (Services)

Marsha McLeod (Antiques) • The Parlour By Dollhouse (Services)

BARRY A. HILDEBRANDT  
[bahildebrandt@yahoo.com](mailto:bahildebrandt@yahoo.com) BROKER, License #00639004



Mountain View-Riverside-1906

**WCI REAL ESTATE**  
4197 BROCKTON AVENUE RIVERSIDE, CA 92501  
951.779.9738 x-12 Cell 951.321.9336

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CITY OF RIVERSIDE  
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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilman Mike Gardner

### Downtown Goings On

**Possible Sale of Garage 3:** There is interest in the development community in replacing the existing two story Parking Garage 3 and the associated single story office building with underground parking and a new six or so story office building. The site is the half block on the east side of Market Street between Mission Inn and University. Much of the daytime parking in Garage 3 is taken by employees in Cal Tower although some hourly public parking is available and the garage is rarely full evenings and weekends.

The City Council approved classifying the garage and office space as surplus to allow exploration of options for substantial development on the site. Other public agencies have 60 days to pay full market value for a surplus property then the city is free to explore sale to outside parties. We do not anticipate other governmental agencies will be interested in the property.

Several important conditions will be attached to any potential sale including full replacement of the 297 publically available parking spaces in the garage, scheduling construction after the Stalder Building project is completed and setback of taller portions of the building from the Mission Inn and Market corner to avoid overshadowing the Fox Theater.

**City Budget:** The Council has tentatively approved distribution of the anticipated Measure Z sales tax revenue for the next five years. Key funding targets include 60 additional police officers with required vehicles and equipment, replacing aging fire equipment and adding an additional ladder truck, funding for architectural design of the new Main Library, \$11.5 Million for improved road, gutter and sidewalk maintenance, \$4 Million for additional tree trimming, \$3.5 million for a

new downtown parking garage at a yet to be determined site, \$4.7 Million for expansion and rehabilitation of the Metropolitan Museum, \$8 Million for improved computer equipment and cyber security, and \$2 Million in increased homeless services. There is also about \$40 Million in debt repayment and getting the city's reserves back to where they need to be.

The Council is expected to adopt the final budget for FY 17-18 on June 20. This will include approximately \$270 Million in the remainder of the General Fund plus budgets for the electric and water utilities, sewer, and other enterprise (self funded) departments. Measure Z funds will be tracked separately from the remainder of the General Fund so everyone can see what the actual revenue is and how it is allocated.

**Stalder Building:** The Stalder project is expected to begin construction any day, and it may have started by the time you read this. Construction will have two main impacts on downtown. First the public parking lot behind the building will close. Those who use this lot are encouraged to use the new structure adjacent to the Fox Theater at 6th and Market. Be careful crossing Market at 6th. It is safer to cross at Mission Inn where there is a full traffic light.

Second, as demolition progresses the façade on the Mission Inn and Market Street sides will have to be braced into the curbside traffic lane. We will lose both the sidewalk and a traffic lane for at least 18 months.

Mike Gardner



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### **Memorial Day Reflection:**

As we look back on this past Memorial Day I ask that we remember and Honor those who courageously laid down their lives in service to our Country. May their selfless love and many sacrifices inspire and guide us to do the same for our fellow man. I'm humbled by the thought of this great sacrifice made by our brave soldiers and their families. The fallen soldier is truly an American hero who deserves to be remembered not only on Memorial Day.

### **Waudier Rucker-Hughes Retires:**

Congratulations to the Legendary Waudier "Woodie" Rucker-Hughes for her 37 years of service at Riverside Unified School District. After a lifelong dedication to her community and surrounding areas Mrs. Waudier Rucker-Hughes finally joins the ranks of Renowned and Legendary Retired Community Heroes. I thank Waudier Rucker-Hughes for her dedication to education, social justice and for her ongoing commitment to bettering the lives of our residents of Riverside.

### **Green Store Makeover:**

A special thank you goes out to the Resident Leadership Academy from the Eastside HEAL Zone for their Green

Store Makeover Project. This group of volunteer parents in the Eastside came together to paint a mural for the market store on the corner of 7th Street and Kansas Avenue. Thank you to the Resident Leadership Academy 2nd Graduating Class for organizing residents, neighbors & community members to engage in this wonderful community building project. We also thank our Parks & Recreations staff Ronald Del Cid who was our local resident artist on this project.

### **Keep Riverside Clean & Beautiful:**

I would like to recognize and thank everyone who came out to participate in the Greater Riverside Chamber's Keep Riverside Clean & Beautiful Event! We had the Eastside HEAL Zone represented with over 35 volunteers who picked up over 60 bags of trash! Our team keeps growing more each year and the transformations in the neighborhoods are incredible. Thank you to all the residents, neighbors & community members who made this possible.

*continued on next page*



## Celebrate UCR's 63rd Commencement - Graduating Class of 2017:

Graduation day at UCR is quickly approaching! Commencement 2017 will be held June 9th and 16th - 19th on the Pierce Lawn, near the Bell Tower at the UCR campus. Best wishes and salutations to the graduating class

of 2017! You will be graduating from one of the finest UC institutions located in one of the greatest cities throughout Southern California. We are proud and honored that you chose to stay here in Riverside and in Ward 2.

Andy Melendrez

## BUSINESS BUZZ

# 10 Things Managers Should Never Ask Employees to Do

by Suzanne Lucas

In the United States, unless you have an employment contract, a manager can require an employee to do just about anything that's legal. But, should they?

Sometimes accidents happen in the workplace—water leaks, copy machines break, infestations occur, the internet goes down, among other unexpected messes that can make the office environment unhealthy or interrupt work—and someone has to clean up. So what should a manager do?

And, what are ten things that a manager should never do?

### Anything You Wouldn't Do

Let's talk about cleaning up dirty messes. They are unpleasant tasks, and you likely have maintenance services or building staff to take care of them. But what happens when you are stuck with a mess in the middle of the workday and that service or staff can't take care of it?

If there is someone who has that duty as part of their job description, fabulous. If not, you have to assign it. Don't assign work like that out if you aren't taking your turn. Sooner or later, in a small business, everyone has to do gross things. The boss gets to do it first, otherwise, don't ask your employees.

### Cancel a Vacation

Sometimes the world comes to an end, and you truly do need all hands on deck. However, most crises are caused by lack of planning. Don't ask an employee to cancel a pre-planned vacation, especially if there are other friends and family members counting on that person and they have purchased tickets.

Sure, if Bob asked if he could take Tuesday off to clean out his basement, it's okay to ask him if he can take Wednesday instead, but otherwise, vacation time is sacred time. It's part of the compensation package, so don't require an employee to cancel.

### Work Off the Clock

This one should be obvious, but it's not.

So often managers are required to reach certain payroll targets and they get punished for authorizing overtime, for instance. This means that a manager can be tempted to tell employees to clock out and then finish mopping up for the night.

Don't do this. Not only is it illegal—all of your non-exempt employees must be paid for every hour worked—it makes your employees bitter and angry. Not a good idea.

### Falsify Records

Again, an obvious no-no, but it happens all of the time. It's rarely big things, like falsifying documents to embezzle millions

of dollars (although that does happen).

It's usually the little things—like the date received on a document, or sending a vendor an email saying that the check is in the mail when it's not. You and your employees should strive for 100 percent honesty. Don't ask them to lie for you. They will lose all respect for you.

### Take the Fall for You

You tell your employee to do X, and it's a failure. When your boss calls you on it, do you say, "I'll speak to Jane about that and make sure that it never happens again." Or, do you say the right thing, which is, "It was my idea. I take full responsibility."

So many bosses do the former. It's understandable—it's a self-preservation reflex—but it's wrong.

Your mistake, your consequence. And, that goes for a lot of things you didn't specifically authorize or request either. Your department is your responsibility. It is never okay to throw employees under the bus—even if they made the error.

### Work Crazy Hours

Some businesses have crazy hours, especially cyclical ones. Every tax accountant knows that they won't see their families between late February and April 15. But, that's part of the job. It's okay to have a deadline that requires an extra push from time to time, but it's not okay to push your employees to the brink by making them work more hours than they had signed on to work.

If your department isn't getting things done within 40ish hours (or whatever the standard is for your industry), you either need to get approval for a new employee, or change priorities.

### Put Up With an Abusive Customer

Every manager should familiarize themselves with harassment laws that make a business liable for sexual, racial, or gender discrimination within the workplace. But, those laws don't stop if the perpetrator is a customer. If you have an abusive customer that is either violating the law by harassing your employee or is just a jerk, you shouldn't force your employee to deal with that person.

Either allow your employee to turn and walk away, take over the customer yourself, or kick the customer to the curb. If it's a business to business relationship, you can often quell the problem by calling your customer's boss, but if not, your employees deserve respectful, professional treatment. See that they get it.

### Put Up With a Bully Coworker

Bullying isn't illegal in the US, as long as the reason for the

bullying isn't race, gender, or some other protected class. But, no manager should allow bullying in her department.

Work hard to make your department a place where people act with respect. If your departmental bully can't be nice, kick her to the curb—even if she is a top performer. No one deserves to have to work with a jerk, and as the manager, it's your job to get rid of the jerks.

### **Work While Truly Sick**

Yes, if you sent everyone with the sniffles home, everyone would be out of sick days by January 10, but for illnesses with fevers, vomiting, or other contagious conditions, let your employee recover. This is especially true in food service, which is notorious for not allowing sick days.


If you force employees to come into work while sick, they will spread the germs, and everyone else will get sick too. Send them home; they'll recover, and the rest of you will avoid the newest plague (hopefully). Good managers let employees use sick time (and provide sick time in the first place).

### **Donate to Charity**

Yes, charity is fabulous, and many companies want their employees to participate in charitable giving. However, if your employee does not wish to donate part of her salary to the company's cause (or even United Way, which has many causes), do not force her.

When you offered her a salary, the employee was counting on that being her actual pay. Requiring her to donate is docking her salary. You may think her salary is generous and she should be grateful, but you have no idea what her situation is.

And, even if you know that she's buying a brand new sports car every year, it's still her money. Do not punish anyone for not supporting the company cause.

If you take care of these 10 workplace issues—or better, never let them get started in the first place—you will have taken major steps to create a workplace that employees will appreciate. You'll reduce voluntary turnover and have happier, more satisfied employees. 

## **10 Fast Ways to Improve Your Small Business**

*by Darrell Zahorsky*

Whether you're a one-person operation or 100-employee company, ongoing improvement is the name of the game. Businesses are not static. Your business is either on an upward track or it is on its way down. Making consistent improvements to make your business better is a conscious choice. Not only must you balance your time, but you must also choose the right area of business that will make the biggest impact.

These 10 tips will help you focus on improving areas of your business that offer the biggest gain.

### **1. Keep Score**

It's amazing how few small businesses have an accurate idea of the daily, weekly and monthly numbers and financial trends in the organization. It's vital that you spend the necessary time keeping current on cash flow. If you lack the financial skills, hire an accountant, but still stay in the loop.

### **2. Set Goals**

Like keeping score, setting goals and objectives is an essential part of business success. Set goals and use them as an ongoing planning tool to ensure you continue to move forward in your small business.

### **3. Use High Impact Marketing**

It's easy to waste money on ineffective marketing. Learn how to use low budget high impact marketing to improve your small business. Test one or two new tactics and see which perform best before adding them to your marketing mix.

### **4. Master Business Presentations**

A powerful business presentation can help improve your small business by leaps and bounds.

Start by learning the essentials of a memorable business presentation.

### **5. Monitor Trends**

No business operates in a vacuum. The events and changes

in the global landscape have an effect on your business. Stay current on trends and issues happening in your industry and local community.

### **6. Sharpen Your Selling Skills**

A high return area for business improvement is the sales function.

And whether you're a one-person operation or managing a sales team, you must focus on sales improvement.

### **7. Find Best Practices**

Every industry has its own ways of doing things that are tried and true. Avoid wasting money and time reinventing the industry is generally a good approach unless you're set on building the next Google.

### **8. Motivate Staff**

Talented and motivated staff members can bring on big improvements in business. Learn what motivates your employees to higher levels of performance.

### **9. Know Your Limits**

Every successful business owner has a clear idea of their limitations. By knowing your entrepreneurial personality type, you can manage your resources and find help in areas of weakness.

### **10. Take a Break**

Running a small business is hard work. Sometimes the best way to improve your business and re-ignite your passion is to take a vacation.

Business improvement is a way of life for succeeding. Apply these 10 quick tips to fast track your small business.

*The Business Buzz articles are taken from the About.com Small Business Guide*

*Visit <http://sbinformation.about.com/> for more small business information and to sign up for their newsletters*







# STALDER PLAZA CONSTRUCTION BEGINS!

The development of a high quality mixed-use project in Downtown Riverside, by Regional Properties, Inc. and Raincross Development Company, is beginning construction. The project site, situated between Mission Inn Avenue, Sixth Street, Market Street and a public alley to the east currently includes the vacant Stalder Building and parking Lot 42.



Development of the Stalder Plaza mixed-use project includes 165 residential units, 22,000 square feet of multi-tenant ground floor commercial space, a 339 stall parking garage and the preservation of the Stalder Building facade.

Construction, which is anticipated to last up to 24 months, will include:

- Closure and fencing of Lot 42;
- Preservation of the Stalder Building façade;
- Demolition of the remainder of the Stalder Building, trash enclosures and related site improvements;
- Excavation of the site for the underground parking garage; and
- Construction of the Stalder Plaza mixed-use building.

Fencing of Lot 42 is anticipated to occur within the next two weeks, while preservation and shoring of the Stalder Building facade and grading will begin on the remainder of the site within the

next two months. Construction fencing, located around the project site will include temporary closures of sidewalks and on-street parking on Mission Inn Avenue, Market Street and Sixth Street for the duration of the project. Fencing along the alley to the east will temporarily convert the alley into a one-way alley for vehicles from Mission Inn Avenue to Sixth Street.

The map provided shows the proposed location of the construction fencing (**red outline**) and areas closed to public access (**orange**). As with all major construction projects, there will be temporary noise, dust and traffic related impacts that occur over the duration of the project construction.

General construction hours are anticipated to be between **7 a.m.**

**to 7 p.m. on weekdays** and **8 a.m. to 5 p.m. on Saturdays**. Additional hours outside of the above prescribed hours might be required on certain phases of the project to lessen potential daytime impacts.

Questions and concerns regarding the project or related construction impacts and schedule may be addressed to:

**Bob Martin**

Regional Properties, Inc.  
BobbyKTND@RegionalPropertiesInc.com  
(909) 322-9337

**Kaitlyn Nguyen**

City of Riverside Community &  
Economic Development Department  
KPNguyen@RiversideCA.gov  
(951) 826-2430

The Stalder Plaza development will be a welcome addition to a renowned downtown recognized for the quality of its cultural life, concentration of arts and its vibrant mix of retail, residential and entertainment activities.

- **Councilmember Mike Gardner**



6th Street

Market Street

ONE WAY

ONE WAY

Mission Inn Ave

21'

12'

15'

20'

20'

34.5'



Stalder  
Plaza



Area will be inaccessible to  
the public and for parking



Fencing for construction



3666 University Avenue  
Suite 100  
Riverside, CA 92501

Ph.: (951) 781-7335  
Fax: (951) 781-6951  
Email: [rdpoffice@sbcglobal.net](mailto:rdpoffice@sbcglobal.net)  
[www.RiversideDowntown.org](http://www.RiversideDowntown.org)

**Submit press releases to:**

Janice Penner by email at  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)  
or fax at (951) 781-6951.

**Press deadline** is the 15th of  
each month prior to publication.

For Downtown News Alerts email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org)

For Events email  
[Janice@riversidedowntown.org](mailto:Janice@riversidedowntown.org).



RDP Facebook Page

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**SATURDAY, JUNE 24 • 3 – 7 P.M.**

**FAIRMOUNT PARK • 2710 DEXTER DRIVE • IZAAK WALTON BUILDING**

**Tickets are \$10 each or \$30 per family (up to 5 members)**

All proceeds will benefit the Riverside Community Sailing Program and local non-profit organizations. Tickets can be purchased from your Councilmember, the Mayor or RCSP. For more information, please contact RCSP at [sailing@riversidesailing.org](mailto:sailing@riversidesailing.org).

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