



**BOARD OF DIRECTORS MEETING
7:30 AM WEDNESDAY JULY 12, 2017
THE CENTER FOR ARTS AND PHILANTHROPY**

A G E N D A

- 1) Call to Order S. Worthington
- 2) Self Introductions and Public Comment
- 3) Minutes of June 14, 2017
Motion for approval
- 4) Chair's Report S. Worthington
- 5) Items for Discussion
- 5a) BID renewal for 2018 – no change in boundaries
- 6) Items for Information
- 6a) RDP contribution of \$2,500 towards FOL Float
- 6b) IDA conference
- 6c) RDP events and activities
- 7) Financial Reports J. Penner
- 7a) Draft Financial report at June 30, 2017
- 7b) Year-end Adjustments
- 8) City Council Updates M. Gardner/A. Melendrez
- 9) RPD Security Update K. Townsend
- 10) City Community Development Department Update R. Guzman
- 11) Arlington Business Partnership update A. Guerra
- 12) New Business
- 13) Adjournment and next meeting date - **August 9, 2017 (NO MEETING IN SEPTEMBER)**

***Reminder – RDP Board and Committee meetings will be held in August.
No meetings will be held in September due to the IDA conference.***

***Please note that discussion on Agenda update items may be limited to 5 minutes so
that the Board meeting concludes no later than 8:45 am.***

Board meetings are held at The Center for Arts and Philanthropy at the corner of Main and Sixth Street. Entrance is off Sixth Street and you need to buzz for entry.



Minutes

Present: Chuck Beaty, Patrick Brien, Gerald Douglas, John Field, Michelle Freeman, Bill Gardner, Rafael Guzman, Wolde-Ab Isaac, Jeff Kraus, Shalini Lockard, Stan Morrison, Bob Nagle, Geoff Neely, Shelby Worthington, Sergio San Martin, Bud Sketchley, Justin Tracy
Excused: Cherie Crutcher, Nanci Larsen, Brian Percy, David St. Pierre, Charity Schiller,
Absent: Ian Davidson, Marco McGuire, Amir Mertaban, Lou Monville, Cara Swearingen

Ex-Officio ABP / City Council: ABP – written report / Mike Gardner

Staff: Janice Penner, Kate Stovicek

1) Call to Order

Shelby Worthington called the meeting to order.

2) Self Introductions and Public Comments

Conducted.

Dr. Wolde-Ab Isaac stated that Riverside Community College's graduation had over 4,000 guests with 769 students that walked and 3,747 students that graduated.

Councilman Mike Gardner reminded everyone to purchase tickets to the City Council regatta if they had not already done so.

Bill Gardner stated that he was pleased to see the improvements made to the landscaping on the Pedestrian Mall.

Chuck Beaty said that safety was extremely important in the current environment and noted that City Hall had increased its safety measures and would continue to do so.

2a) Introduction of new Board Members

Kevin Townsend was introduced as replacing Bruce Blomdahl who had been promoted to Captain.

Bud Sketchley was introduced as replacing Katie Leal who had been transferred to a Moreno Valley Provident Bank branch.

3) Minutes of May 10, 2017

Motion: To accept the Minutes of the Meeting of May 10, 2017

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

Motion carried

4) Chair's Report

Shelby Worthington welcomed Kevin Townsend and Bud Sketchley. She stated that she and Michelle Freeman had walked down Main Street in the evening the previous Tuesday and it was very pleasant. She said the restaurants were full, the area was lively and vibrant, and they observed only one homeless person.

5) Items for Discussion

5a) Approval of budget for July 1, 2017 to June 30, 2018

Janice Penner said that the Finance Committee met on Thursday, May 4th to review the proposed budget. She noted that there was an increase in health insurance due to two staff persons going into an older age bracket. She said the Finance Committee adopted a motion to recommend approval of the budget as presented.

Janice Penner said that the Executive Committee reviewed the budget and adopted a motion to recommend its approval by the Board of Directors, including salary increases for the Office Manager/Bookkeeper and Communications and Events Liaison, and for Ambassadors. She said that the increases were in part due to the increase in the minimum wage.

Motion: To approve the proposed budget for the fiscal year July 1, 2017 to June 30, 2018.

Motion made by: Bill Gardner **Motion Seconded by:** Patrick Brien

Motion carried.

Chuck Beaty inquired if RDP would be providing a contribution towards the 25th Anniversary Festival of Lights float that would be in the Rose Parade. Janice Penner stated RDP had not been approached to do so. Chuck Beaty noted that a significant amount of money for the float was being raised quickly, and if RDP wanted recognition, a contribution needed to be made within the near future. Stan Morrison stated that the money raised for the float had passed the \$200,000 mark and he was surprised RDP had not been approached. Councilman Mike Gardner commented that RDP should consider itself to have been approached.

5b) Confirmation of contribution to StreetPlus Safety Ambassador Program

Janice Penner said RDP was asked to provide confirmation of its contribution to the StreetPlus Safety Ambassador Program. She said a copy of the letter provided to the City was in the Board Package. Rafael Guzman stated that the agreement would be going to Council on July 11th with the program planned to begin August 1st. Janice Penner inquired why the item was delayed in going to Council from the previously set date of June 27th. Rafael Guzman stated that it was delayed due to internal reasons.

Janice Penner added that RDP was changing the hours of the weekday shift of its Ambassador Program from 11 am to 6:30 pm to 9 am to 5 pm effective July 1st. She stated that the change was made so that the ambassadors could deal with some of the transient and homeless problems for businesses on Main Street and University Avenue.

5c) BID Renewal Report to be approved in August

Janice Penner said that as RDP was going dark in September rather than August, the BID Renewal Report would be prepared for approval by the Board at its August meeting.

5d) Attendance at IDA conference in September

Janice Penner said that the budget included an allowance for the Executive Director and one Executive Committee member to attend the conference in Winnipeg. She said that Shalini Lockard was attending as the Executive Committee member. She advised that in the past, RDP covered conference registration for Board members who agreed to cover their own travel and hotel expenses. She asked that Board members interested in doing advise her as soon as possible so the Executive Committee could allocate funds towards conference registrations.

6) Items for Information

6a) Rescheduling of RDP Membership mixer

Shelby Worthington stated that the RDP membership mixer would be rescheduled to a later date. She said that Board members would be advised once a date was selected.

6b) RDP activities

i) Update on Doors Open

Janice Penner stated that the number of attendees increased this year as compared to last year. She noted that Riverside was the only City in California that held a Doors Open event. She added that RDP had originated a number of unique events such as Zombie Crawl and the Fashion Shows.

Shelby Worthington commented that she was surprised that other California cities did not host a Doors Open event because it was so successful the first year and seemed to continue to grow. Janice Penner said that in 2018 the event make some adjustments to the time frame so that locations outside of downtown could participate.

Shelby Worthington inquired if buildings had to have a historical designation to participate. Janice Penner replied that they were looking for unique architecture as well.

ii) Restaurant Week

Janice Penner stated that it would start on Friday, June 16 and that she had sent out another email encouraging restaurants to participate. She stated that the downtown area had the largest number of participants with 24 restaurants participating as of June 14. She said she hoped to get up to 30, noting that it was great promotion and cost the restaurants nothing to participate.

Janice Penner encouraged everyone to visit the website dineriverside.com to view all of the participating restaurants and what each would be offering. She added that the website was maintained by the city and that the number of visits would be tracked. She added that RDP had its own Restaurant Week Facebook page that would be promoting downtown specials.

iii) Other events and programs

Shelby Worthington stated that Concerts at City Hall would begin June 20th and continue until July 25th excluding July 4th. She stated that RDP would arrange for a pizza party for City Council and Senior Staff on July 11th and extend an invitation the RDP Board to attend.

Shelby Worthington said that the next RDP monthly luncheon would be held at Heroes and feature Dulce Gomez on parking.

7) Financial Reports

7a) Financial report at May 31, 2017

Janice Penner said that the financial report showed a deficiency of \$6,563 for the month compared to an expected deficiency of \$7,249. She said that for the year to date there was a surplus of \$58,972 compared to an expected surplus of \$7,456 due largely to BID levy income above budget by \$61,738 for the year. She noted that would be adjustments in June to City Match monies.

Motion: To accept the financial report at May 31, 2017

Motion made by: Bill Gardner **Motion Seconded by:** Patrick Brien

Motion carried

Bill Gardner inquired about the push to increase RDP's membership that was brought forward several months prior. Shelby Worthington stated that the major effort to increase membership would be the membership mixer. Janice Penner stated that when a new business opened in the BID, staff sent an information packet that included membership information.

Shelby Worthington noted that people usually thought of a Chamber of Commerce when they opened a new business rather than a downtown BID. Janice Penner added that people also often saw the BID levy as a membership fee as well as an assessment. She stated that the mixer would expand beyond downtown businesses to those people who have an interest in downtown.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner stated that there was a new Council member, Chuck Conder, who replaced Paul Davis. He said that Chuck Conder had been Chris Mac Arthur's legislative field representative. He added that Chuck Conder would be sworn in on June 27th.

Councilman Mike Gardner stated that Councilman Andy Melendrez's mother had passed away a week prior which was why he was not in attendance.

Councilman Mike Gardner added that the Metropolitan Museum re-accreditation was on hold for several issues. He said that the staff was recommending that the museum be closed for about three years for renovations and inventory of the collections. He said that there needed to be a complete inventory along with decisions as to what to keep and what to part with. He stated that the Council approved \$4.9 million for museum renovation and expansion. He added that Council would decide if the museum should be closed and if so for how long.

Councilman Mike Gardner said that with the new security system at City Hall, visitors had to go to a kiosk and provide their name, floor and length of visit, and have a photo taken. He said that the photo and name were stored in City Hall's records of visitors. He added that the elevators would be modified so that they could not be taken without a City ID or a Visitor Pass and only to access the floor designated.

Councilman Mike Gardner stated that the Commercial Center that was part of the Center Point Place was under construction. He said that the project was a 125 unit apartment complex on the block between 1st and 2nd on the west side of Market.

Councilman Mike Gardner stated that the Stalder Plaza Project would break ground within the next 30 days. He added that the meters had been removed from the parking lot at 6th and Market

so there was free parking until construction begins. He said that the whole half block would be excavated with three levels of subterranean parking. He added that the façade would be braced into the street on Mission Inn Avenue and on Market Street for close to two years and would impact traffic and the Festival of Lights.

Councilman Mike Gardner stated that there was discussion among the City Council about selling parking garage 3 between University Avenue and Mission Inn Avenue to build a six story subterranean parking garage with a six story vertical office space/residential building. He added that if the City did decide to sell it for development, construction would not take place until after the construction on Stalder Plaza had been completed.

Bill Gardner inquired about the new restaurant operator in City Hall. Councilman Mike Gardner stated that Lift Coffee Roasters had moved into City Hall. He added that they had expanded their menu and made some fiscal modifications and was interested in a long term contract.

Bill Gardner congratulated Andy Melendrez on his reelection.

8b) Ward Two

As noted, Councilman Andy Melendrez was not in attendance so there was no update.

9) Security Update

Kevin Townsend stated that he had met with Bruce Blomdahl several times to make the transition as smooth as possible. He encouraged Board members to share suggestions, questions, and concerns with him.

10) City Community Development Department Update

Rafael Guzman stated that the Hampton Hotel going in on 5th and Market Street had their grading permit issued and were nearing a start date. He stated that the architectural firm's building on the corner of 10th and Market was going through massive renovation and was close to a grand opening. He also added that the Imperial Hardware Lofts project was a bit ahead of schedule.

Rafael Guzman stated that he gave a presentation to the Riverside Chamber of Commerce and received positive feedback on the customer service changes that the City was making. He stated that construction valuation was at an all-time high. He stated that a recent study had indicated that Riverside was one of the number one places to be for college students.

Rafael Guzman said that the One Stop Shop would have a grand opening on May 30th. He added that the One Stop Shop was on the third floor of City Hall and had a dedicated elevator. He said that all of the development teams were represented including finance, public utilities, fire, public works, planning, economic development, historic preservation and more. He added that there was now a synchronized plan check and review so that all of the departments were on the same timeline. He added that there was more attention to customer satisfaction and the new system that allows customers to rate their experience indicated there was an average of 94% positive feedback for the past 75 days.

Stan Morrison congratulated Rafael Guzman and commended him for his leadership.

Bill Gardner commented on the new statue at University and Market and congratulated the City on the installation.

11) Arlington Business Partnership Update

Janice Penner stated that ABP had unveiled four monument signs to indicate visitors are entering the Arlington area at four separate locations.

Janice Penner said that the Chili Cook-off and Car Show was held on May 27th with an estimated attendance of about 20,000, which was lower than the previous year. She said that financially it was better than previous years as it did not lose as much money.

Janice Penner said that ABP was working on a maintenance schedule for the five bus shelters, three murals and paseo. She added that ABP was working with RDP on Restaurant Week and with Park and Rec on Movies in the Park.

12) New Business

Shelby Worthington inquired if the bus stop at University and Lemon could be removed. Janice Penner replied that it was one of the permanent ones. Shelby Worthington then inquired if the temporary canopies from cell phone companies could be removed as they caused many problems. Councilman Mike Gardner stated that Code Enforcement need to be contacted to move them along.

Janice Penner stated that Councilman Andy Melendrez had raised an interesting point to look into further. He had said that RTA had security at the bus depot and wondered if RTA could have security for the bus stops on University Avenue. Kevin Townsend stated that moving the bus terminal only dispersed the problem and suggested that having the benches temporarily removed might help with the problem.

Patrick Brien stated that the Director of the Americans for the Arts Action Funds happened to be in Riverside for meetings and a workshop on the night of Doors Open. He said that she was extremely impressed with the number of people and the event.

13) Adjournment and next meeting date

The meeting was adjourned until Wednesday, July 12, 2017



5) Items for Discussion

5a) BID renewal for 2018 – no change in boundaries

RDP was asked last year by the City to consider excluding residential rental properties of less than 4 units from the BID and from paying BID levy. Due to the time involved to identify the specific geographic parcels and rewrite the boundaries, and the short available time frame, the decision was made last year to not make any changes to the boundaries in 2017 and reconsider for 2018.

Proceeding with excluding residential rental properties of less than 4 units was discussed at the July 5th Executive Committee meeting. The recommendation was that RDP not proceed with excluding residential rental properties of less than 4 units as the time and effort required on both the part of RDP and the City is not warranted. Of the 47 properties with a total of 118 units, only one owner has asked for exclusion.

The Executive Committee adopted a motion to that effect and is recommending that the Board approve that motion.

MOTION FOR APPROVAL

To continue to include residential rental properties of less than 4 units in the BID and to reflect that in the BID boundaries for 2018 and subsequent renewal years.

6) Items for Information

6a) RDP Contribution of \$2,500 from City Match towards FOL Float

The City has requested that RDP contribute \$2,500. The Executive Committee agreed that it is appropriate for RDP to make a donation in recognition of the 25th anniversary and of the contributions of Duane and Kelly Roberts. The Executive Committee approved allocating \$2,500 of City Match monies for Advertising for that purpose. Doing so would not jeopardize RDP advertising plans for the year. A motion from the Board is not required as it is an allocation of approved budget monies.

6b) IDA conference

Janice Penner, Shalini Lockard, and Patrick Brien will be attending the IDA Conference in Winnipeg in September. All three have been registered at the early bird price of \$775. The Executive Committee has approved an allocation of \$1,000 to add to the budgeted amount of \$3,500 to cover the third registration.

6c) RDP Events and Activities

i) Update on Restaurant Week

There were 72 restaurants participating of which 25 were downtown restaurants. This is up from last year when 66 restaurants participated with 22 being downtown.

ii) Concerts at City Hall

The 2017 series of Concerts at City Hall kicked off on June 20th. The free Noon concerts run Tuesday, July 25th with the exception of July 4th. Due to the heat, the concerts are being relocated to the Ben Franklin stage and breezeway of City Hall.

RDP is holding a pizza lunch at the July 11th concert and invited Council, LFRs, and senior City Staff, and the RDP Board to attend.

iii) Movies on Main

Movies on Main started on Thursday, July 6th and will run for 4 weeks. The movies will be in the usual location of the Civic Plaza on Main between Mission Inn Avenue and University.

iv) Riverside Art and Music Festival

The event will move to Ninth Street from Lemon to Main with the stage at Ninth and Orange. Orange will be closed from University to Tenth for vendors and stage parking. Due to RTA's change to a grid system and the number of bus stops on University, that street is no longer able to be closed.

Cultural performances will be featured on the stage until 7 pm when local bands will perform until 10 pm. Art and cultural exhibits will be on Ninth from Lemon to Orange and then to Main and feature local artists and arts group offering demonstrations, workshops, and sales. There will be a Chalk Art Festival at Ninth and Main featuring local artists who will also demonstrate chalk art to young aspiring artists.

The event is being funded jointly by RDP and by RAC. RAC will be soliciting sponsorships for the arts and cultural component. Both RDP and RAC have received City sponsorship for the event; RDP in waiver of permit fees and mobile stage rental, and RAC in receipt of \$5,000 from RPU.

The event will receive in-kind support of advertising through City channels (website, phone messaging, parking meters, and social media) worth in excess of \$20,000.

v) Luncheons

The next RDP luncheon will be held on July 25th at Romano's and will feature John Russo.

September's luncheon will be at the Hyatt with Chef Laurent of Just Pastries catering and Cherie Crutcher of Riverside Community Hospital speaking. The Mission Inn Hotel & Spa has been booked for October with the Marriott a possible venue for November.

6. Financial Reports

6a) Draft Financial Report at June 30, 2017

The financial report shows a surplus of \$11,930 for the month compared to an expected deficiency of \$7,456. For the year end there is a surplus of \$70,901 compared to a balanced budget of zero. This is due largely to BID levy income above budget by \$62,823 for the year. This positive variance offset negative variances in sponsorship revenue as well as additional expenses for promotion. Please note that the Financial Report at June 30, 2017 is considered draft until after the annual financial review by the CPA.

RDP reserves include three CDs with Pacific Premier Bank totaling \$234,077 and one with Provident Bank of \$84,328.

6b) Adjustments at year-end

Adjustments have been made to ensure that all City Match money has been allocated as income. Certain events (Movies on Main, Zombie Crawl) and certain promotional and other expenses such as discounted parking tokens have been put under City Match as a result.