

Bulletin

Riverside Downtown Business Improvement District



In This Issue:

Upcoming Events Downtown

Mission Inn Museum News

Business Spotlight: TerrePleinGroup LLC

Council Corner: Wards One and Two

BUSINESS BUZZ: Three Ways to Grow Your Business – Forget the fads and get back to basics

BUSINESS BUZZ: Creating Coupon Promotions – How Retailers Market With Coupons

SECURITY CORNER: Tips from the FBI Cyber Security Website

The next monthly luncheon will be held on Tuesday, July 24th at the Hyatt Place Hotel and feature Adolfo Cruz and Mario Lara of the City's Parks, Recreation and Community Services Department.

Luncheon sponsored by



The cost of the luncheon is \$22 with reservation by Friday prior to the meeting, or \$25 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 Events Downtown

Free music outdoors

The 2018 summer concert series in Fairmount Park continues every Wednesday in July except for July 4th. Concerts run from 6:00 p.m. to 9:00 p.m. and feature favorite cover bands and music genres. Each concert begins with the Dance Dance Riverside competition and includes activities for the entire family and food vendors on site. 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.

Summer Lunches in Downtown continues every Tuesday at noon in July (except for July 3rd) at the Clock Tower Fountain by City Hall near 10th Street. Attendees are being encouraged to pick up their lunch from nearby restaurants and enjoy performances by Riverside favorites. And please – if you are offering a lunch special, advise Kate Stovicek at the RDP office so she can list it on the RDP Facebook page.

The Summer Lunches in Downtown concert series is a partnership between the City of Riverside Arts and Cultural Affairs Department and the Riverside Downtown Partnership. For more information, visit www.RiversideDowntown.org or <https://calendar.riversideca.gov/default.aspx>.

Showcase your business at Movies on Main in July

Movies on Main returns in July with blockbuster G-rated and PG movies the entire family will enjoy. These free movies will be shown on Main Street between University and Mission Inn Avenue projected on an inflatable outdoor screen. The event is a partnership between

RDP the City's Park, Recreation and Community Services Department, and the Arlington Business Partnership as part of the annual 'Movies in the Park' series.

Scheduled movies this summer include:


- **July 5 – *The Nut Job 2: Nutty by Nature***
- **July 12 – *Lego Ninjago***
- **July 19 – *The Emoji Movie***
- **July 26 – *Coco***

RDP encourages downtown businesses to consider participating in the event by having a display table or providing material for display at the RDP information table. If you wish to have a display space at Movies on Main, please contact Kate Stovicek at the RDP office so that we can make arrangements. Space is limited.

And if you plan to offer Movies on Main specials, please contact Kate Stovicek so that she can include the information on the RDP website and Facebook page. We also encourage you to cross-promote if you have a website or Facebook page.

Fourth of July Celebrations

The City of Riverside's annual aerial firework show at Mt. Rubidoux starts at 9 pm. The display is synced with the KOLA 99.9 broadcast.

For those who want to make an evening of it, Front Row Fireworks offers activities for the family starting at 5 pm. Admission is \$5 per person with children under 2 free. Evergreen Memorial Historic Cemetery is located at 4414 14th Street with \$5 parking at 14th Street and Brockton Avenue / Brockton and Tequesquite Avenues. All profits from this annual fundraiser goes toward supporting and maintaining Evergreen Memorial Historic Cemetery. 

RDP Welcomes New Businesses to Downtown

Alquimia Med Spa • Andrew's Sons Inc (Accounting Services)
Dms Services, Inc. (Prof. Services) • Fufu's Grill • Jon Webster Law Group, Apc
Jose A & Ana R Jauregui (Rentals) • Karly Camden (Skin Care)
Leili Zarbakhsh Phd, A Professional Psychology Co.
Reid & Manee Llp • Tetley Wealth Group

Mission Inn Museum News

Women of the Mission Inn

The Mission Inn Foundation and Museum will be hosting a free, open-to-the-public lecture on Alice Miller Richardson on Saturday, July 21st at 2:00 p.m. at the Mission Inn Hotel & Spa.

Docent Barbara Burns will be presenting new information about this enigmatic woman. Frank Miller, founder of the Mission Inn and Richardson's brother, often gave credit for the hotel's success to his sister, who managed the hotel for over 50 years.

This public programming event supplements the Mission Inn Foundation and Museum's current exhibit, Women of the Mission Inn. Richardson is featured in the exhibit along with other important women connected to the hotel including aviation pioneer Amelia Earhart, social activist Helen Keller, Pulitzer Prize winning author Zona Gale, and countless female employees and advocates.


The Mission Inn Museum is open daily from 9:30 a.m. to 4:30 p.m. Family programs are offered quarterly and in conjunction with Arts Walk and First Sundays. More information on the museum, Women of the Mission Inn exhibit, and upcoming programs is available at www.MissionInnMuseum.org.

Docent Recruitment

The Mission Inn Foundation is recruiting trainees to

become docents at the Mission Inn Hotel & Spa for the 2018 to 2019 season. Docent training classes are held from September through April. Additionally, docents may attend quarterly educational forums, participate in visits to historic sites in Southern California, and stay at the hotel at a reduced rate during the annual Docent Sleepover.

Founded in 1976, the Mission Inn Foundation interprets the history and significance of the Mission Inn Hotel & Spa through daily hotel tours, monthly public programs and special events, the Hands On History youth educational initiative, and the continued stewardship of the hotel's expansive art, artifact, and archival collections exhibited in the Mission Inn Museum. Docents will learn the history of the Mission Inn Hotel & Spa, the City of Riverside, and early California; and are prepared to provide visitors a glimpse into the past. If you have an interest in the history of the Mission Inn Hotel & Spa and Riverside and would like to become a docent, applications are being accepted now until July 31, 2018.

Applications may be downloaded online at www.MissionInnMuseum.org, picked up at the Mission Inn Museum, or requested by mail from Mission Inn Foundation, 3696 Main Street, Riverside, CA 92501. Apply soon; class size is limited. For more information, please call (951) 788-9556. 

Business Spotlight: TerrePleinGroup LLC

It doesn't matter what walk of life you come from: a business owner, a manager, partner, shareholder, or simply an individual who wants to hold onto their privacy – we all have some kind of information that we want to keep confidential. Unfortunately, many of the aforementioned persons don't know where to begin; this is where TerrePleinGroup LLC hopes to fill in that void.

In 2016, a few IT Security professionals came together with a question, "What if we were to create an IT Security company that removes the 'technobabble' and makes securing your confidential information plainly simple for business owners, or even the non-technical individual?" Luckily, we followed through on solving that question and since then TerrePleinGroup (or "TPG") has established wonderful working relationships with customers across many different industries.

Today, TPG not only protects confidential data for our clients, but we also pro-actively seek client vulnerabilities that can be exploited by hackers; we either fix or advise on how to fix the vulnerabilities. For example, did you know that network device vendors regularly provide updates and software patches? Knowing this, do you know when was the last time you updated your home or business router? Providing vendor updates or patches is an easy fix, and on the flipside, not performing vendor updates or patches is like laying out a red carpet inviting malicious actors to access your home or business network. Would you ever let someone be the "middle-man" between you and say, the bank – of



TERREPLEINGROUP LLC

course not... however, this is a common issue that plays out simply because vendor updates or patches were not performed.

Additionally TPG specializes in addressing the many compliance needs that our clients have to comply with, i.e., PCI-DSS, HIPAA, GLBA, FFIEC, FISMA, SOX,


DFARS, etc. These compliance mandates usually come with penalties, fees, or lost contracts for non-compliance. In this sphere, TPG typically works with you to understand if there are any existing controls that can be used; then we get you to the point where you can confidently produce quarterly and annual reports to validate that you are meeting or exceeding your compliance requirements.

Our pride is that TPG was borne in Riverside, we live in Riverside, and we want to do more in Riverside and the greater Inland Empire. Working in Los Angeles, we were tired of hearing the negative stigmas about opening up a technology consultancy in the Inland Empire. Contrary to the stigmas around operating from the Inland Empire, TPG believed that by training and empowering Inland Empire citizens with the skills and knowledge that rivals that of Big 4 advisory or national IT consulting firms, then these citizens may be the next generation to solve even greater technological questions – from right here in the Inland Empire!

Please visit our website and let us know how TPG can help you!

www.terrepleingroup.com

3516 9th Street, Suite E., Riverside, CA 92501

951-405-8407 

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Housing First Initiative: On June 19 the City Council approved Measure Z funding for the first units of the Housing First program. This is a program to house the city's chronically homeless population and provide them the services they need to get their lives in order. Although people do not have to become clean and sober or have handled mental health issues to get into the housing, they do have to follow house and program rules that will keep them from becoming a burden for the neighborhood where the facilities are located.

The units funded in June will be four "tiny houses" to be located on the campus of Grove Community Church in Ward 4. These will be permanent structures built on foundations, not the mobile tiny houses you see on television. The church is providing the land, Tilden-Coil is providing engineering and project management, Habitat for Humanity is providing labor and many materials, Rotary International provided a substantial cash grant and the city is providing cash and will contract with a nonprofit for on-site management and services.

There are four Housing First sites proposed for development in Ward 1. One is another "tiny house" village proposed for a city owned set of lots on Mulberry Street north of First Street. The concept is nine individual permanent structures built around a shared open space. It is planned that this will also be a partnership project with Habitat for Humanity.

A second Ward 1 site is a city owned parcel at Third and Fairmount. This site is proposed for a partnership project with RCC to house homeless RCC students. There are currently about 90 RCC students who are homeless. Many of these have aged out of foster care. Like all Housing First locations the residents will be provided needed services on site including as required for each individual; mental health, substance abuse, job training and replacement of needed

documents like Social Security Cards and Drivers Licenses.

The third Ward 1 site consists of city owned parcels on Fourth and Mulberry Streets in the Downtown area. There is no design for the facility or target tenants for this site yet.

The fourth site is the Robinson House which is located next door to the Historic Harada House on Lemon Street. Robinson House was acquired by the city as a potential caretaker's residence and interpretive center for Harada House. It is currently split into two units. The plan is to restore the house which needs some substantial work and move a homeless family into one of the units. The second unit will be used as an interpretive center as Harada House is restored. We hope to move a family into Robinson House in 2019.

2018-19 and 2019-20 Fiscal Year Budgets Adopted: The City Council has adopted a two year budget and five year spending plan for the fiscal year 2018-19 and 2019-20 fiscal years. The budget is a little over \$1 billion each fiscal year. Significantly, the budget includes additional police officers and equipment as well as adding a fourth firefighter to two truck companies (ladder trucks) which are currently only three person apparatus. This will improve safety for both firefighters and the public. The additional police officers will help us get back to the target of over 400 sworn officers by 2021 from our low of about 350 a couple of years ago. The budget also includes money to move along the new main library, an expansion of the Metropolitan Museum and a new police headquarters along with many expanded city services like tree trimming and street paving. The new budget takes effect July 1. Budget details are on the city web site.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Summer has arrived!

Riverside Recreation Swim Days: Join us for this summer's recreation swim days at the Islander and Sippy Woodhead (Bobby Bonds) Pools. The pool hours for day swimming will be Mon – Thurs 1:00 – 3:00 PM, Fridays from 1:00 – 5:00 PM, and Saturdays from 1:00 - 4:00 PM. The hours for night swim will be Mon – Thurs from 7:00 – 8:30 PM. Ages 0 - 17 pay \$1.00, ages 18 – 59 pay \$2.50 and ages 60+ pay \$1.75.

Free swim days will be July 18th at Islander Park from 1:00 - 3:00 PM and on August 1st at Sippy Woodhead (Bobby Bonds) from 1:00 - 3:00 PM. Scholarships are available and you can get more details by calling the aquatics office at 951-826-2233.

Riverside Summer Movies in the Park: Don't miss the Movies in the Park series that started on June 15 and will end

on August 4th. The upcoming movie in Ward 2 will be on Friday July 27th at Lincoln Park and we will be playing the movie COCO. For more information or to request an additional movie day/location call 951-826-5419.

Bobbie Bonds Day & Youth Sports Festival:

A huge thank you to Rosie Bonds and the Bobby Bonds Day & Youth Sports Festival Board who helped put together yet another wonderful event for our community. Thank you to all of the volunteers who helped make the event a success this year. To learn more about the Bobby Bonds Day & Youth Sports Festival or to donate please visit: www.bobbybondsdays.com.

Artist in Residence Project: The Riverside Artist in
continued on next page



WARD TWO from page 3

Residence Project is an affordable housing unit that will be built on the corner of 13th Street and Park Street. This unique project is a Partnership with the Riverside Arts Museum, Housing Development Corporation & the City of Riverside Housing Authority. This innovative concept will allow for the creation on an affordable home that will house an artist who will offer free art classes and projects to our residents in the neighborhood and the artist will be working with residents to enhance the Lincoln Park area. A huge thank you to all of the partners who helped make the Groundbreaking a reality.

The Chant Restaurant and Cafe: I am happy to announce that we finally have a developer who has a wonderful idea for a Café and Restaurant in the vacant lot between the Delia's Grinder and La Tapatia Market on 2039 University Avenue. The proposed Chant Restaurant would create 35 restaurant

jobs and an additional 100+ jobs during construction. The restaurant is scheduled to be completed and open in 2019.

Fireworks Crackdown: Please remember that fireworks are illegal in the City of Riverside. Report any fireworks in your neighborhood to the Riverside Police Department using the Non-Emergency phone number at 951-354-2007. There is a minimum fine of \$1,000 for anyone who is caught.

Riverside CORAS USA: Our local Semi-Pro Soccer team has been having an amazing run this season in the National Premier Soccer League 4th division of the U.S. Soccer Federation. For more information on ticket sales and game schedules visit www.deportivocorasusa.com or call 951-500-5729.

Go Riverside Coras USA!

Andy Melendrez



BUSINESS BUZZ

Three Ways to Grow Your Business – Forget the fads and get back to basics

by Erica Olsen

With all of the latest and greatest concepts, seminars, webcasts, and “How-To” books vying for your attention, you would think that growing your business was as complicated as building the space shuttle. The fact is, there are only three ways to expand business...

Option #1 – Increase the number of customers

You increase the number of customers you have by reaching new customers 1) with your existing offering or 2) developing a new offering.

Ideally, you will leverage the offering you have to enter a new market or expand the reach of your existing market. Three key questions to answer to increase the number of customers are:

- Who has a real need for the product/service I'm selling? Does my product meet that need in a manner that either saves money or provides additional value?
- How much, if anything, are they spending to address that need today?
- How many of those potential customers are there? How do I reach them?

Answering these questions meaningfully necessitates market research. Market research is a prelude to selling. It teaches you a great deal about what you will need to know to effectively reach these new customers such as what to say, how to say it and to whom.

For example, our company just completed a national market research study that provided our client with the issues and challenges facing its target market. Using the research, which provided a keen understanding of the needs and wants of its customers, our client developed messaging and marketing materials that resonated not only with existing customers but with new customers as well.

The response rate to their lead-generating events has doubled.

Option #2 – Increase the frequency of purchase

The quickest path to increasing the frequency of purchases is by making it as easy as possible for your existing customers to do business with you repeatedly. Another way to look at this is providing additional customer value – and ultimately building customer loyalty.

If you make it easier for customers to buy from you, relative to your competition, then you will continue to win their business. This, of course, assumes your products or services are comparable or superior to your competitors.

Outside of customer loyalty programs, here are a few areas to consider improving:

- Responsiveness to requests, calls, emails
- Accessibility to the customer's primary contact
- Consistency in offering
- Follow-up and follow-through on meetings
- Accurate and timely billing.

While these may seem like common sense, consider how many vendors you no longer use because they were too difficult to do business with. Don't become one of them to your customers.

Option #3 – Increase the number of units sold

By default, you will increase the number of units sold when you increase the number of clients and frequency of purchase. But you can also increase the number of units sold by understanding how to add value. If you want to sell more products or bill more hours, providing a value-add benefit or solution will begin to strengthen your customer relationship. If you are to consistently add value to the customer relationship, you need to fully understand how your customers interpret, define, and quantify the value they receive from your products and services.

Here is a consumer example: A restaurateur offered existing customers 20 percent off for parties of 4 during lunch

and early dinner. The idea was to add value to his existing clients by providing them with a benefit they could share. Result: His lunch business went up by 88% in one month and by 53% over the campaign. On the frequency side, he experienced 71% retention of his customers when he dropped the campaign after 3 months.

Finally, don't forget, to see real results, you must start with what you already know about your customers. It is the market research, customer knowledge you already have, that is literally a hidden goldmine of profit that can grow

your business and increase your company's top line. It is this customer-focused information that will provide the foundation for generating more sales, retaining and cross-selling customers, and acquiring new customer business.

Armed with customer-focused information, you will know which is the best way to grow your business.

From www.thebalance.com



Creating Coupon Promotions – How Retailers Market With Coupons

by Matthew Hudson

Never in the history of retail have coupons been more effective or demanded by customers than now. The advent couponing apps like Groupon or Retail Me Knot have made shopping with a coupon an almost necessity. It's no secret that customers like to get a deal. And, coupons help them feel that way better than a sale.

Reasons to Use Coupons

As coupons continue to be an inexpensive form of marketing, nearly half of all retailers reported offering consumers some form of bonus coupon program. This means your competitors are probably utilizing coupons in their marketing plan and maybe should you too. Other reasons to use coupons include:

- To Increase Number of New Customers
- To Increase Sales of a Specific Product
- To Increase Branding & Awareness
- To Reward Current Customers
- To Entice Return to Former Customers
- To Create An Opportunity to Up-sell a More Profitable Product
- Highly Measurable Form of Marketing

How to Use Coupons in Promotions

Coupons should motivate the consumer to not only purchase the product but to take notice of the brand. A well-designed coupon offer focusing on one particular product or service can generate a short-term boost in traffic to most retailers. While only a small portion of coupons may actually be redeemed, establishing brand awareness is one of the long-lasting effects of a coupon promotion.

Before starting a coupon promotion, be sure the offer is right for your market. Not every type of product, or retailer, can benefit from adding coupons to their marketing mix. In some instances, coupons may actually lower the value of a brand.

Popular Coupon Distribution Methods

There are a variety of coupon delivery channels available to reach a retail store's target audience. Some of the more popular coupon distribution methods are:

- Electronic Delivery
- Free-Standing Insert
- Instant Redeemable

- Direct Mail
- Shelf Pad
- On Pack

Elements of Effective Coupons

Saving money isn't enough incentive. Like any promotional advertisement, coupons should be designed to entice the consumer to actually redeem the discount. If the coupon is being distributed via bulk delivery, it must stand out among many other coupons. Here are some specific elements a retailer should keep in mind when creating a coupon.

- Clear, Concise Text Detailing Offer and Terms
- Face Value
- Product Image
- Proper Bar Code, If Relevant
- Any Necessary Legal Copy
- Expiration Date
- Company Name & Address
- Offeror Tracking Code

Delivering on the Coupon in Store

One area we often overlook is to prepare the store to be able to deliver on the coupon's promise. Too often the first time a chaise sees a coupon is then the customer hands it to them. Never use a coupon without thoroughly training your employee on it first. When you don't, the customer experience is ruined and often times the customer is left feeling like they are doing something wrong.

Role-play with your sales team (with you as a customer) trying to redeem the coupon. Ask them the types of questions the customer will ask.

Evaluating a Coupon Campaign

A coupon campaign requires testing and measuring. The use of tracking codes printed directly on the coupon, or coded in electronic delivery, allow a retailer to see which customers redeemed the coupons and where those coupons were found. Evaluating the method the coupon is delivered along with the coupon response, product sales and profits can help determine which promotion or coupon works best for your audience.

From www.thebalance.com



SECURITY CORNER

Tips from the FBI Cyber Security Website

Ransomware

Hospitals, school districts, state and local governments, law enforcement agencies, small businesses, large businesses—these are just some of the entities impacted by ransomware, an insidious type of malware that encrypts, or locks, valuable digital files and demands a ransom to release them.

The inability to access the important data these kinds of organizations keep can be catastrophic in terms of the loss of sensitive or proprietary information, the disruption to regular operations, financial losses incurred to restore systems and files, and the potential harm to an organization's reputation. Home computers are just as susceptible to ransomware and the loss of access to personal and often irreplaceable items—including family photos, videos, and other data—can be devastating for individuals as well.

In a ransomware attack, victims—upon seeing an e-mail addressed to them—will open it and may click on an attachment that appears legitimate, like an invoice or an electronic fax, but which actually contains the malicious ransomware code. Or the e-mail might contain a legitimate-looking URL, but when a victim clicks on it, they are directed to a website that infects their computer with malicious software.

Once the infection is present, the malware begins encrypting files and folders on local drives, any attached drives, backup drives, and potentially other computers on the same network that the victim computer is attached to. Users and organizations are generally not aware they have been infected until they can no longer access their data or until they begin to see computer messages advising them of the attack and demands for a ransom payment in exchange for a decryption key. These messages include instructions on how to pay the ransom, usually with bitcoins because of the anonymity this virtual currency provides.

Ransomware attacks are not only proliferating, they're becoming more sophisticated. Several years ago, ransomware was normally delivered through spam e-mails, but because e-mail systems got better at filtering out spam, cyber criminals turned to spear phishing e-mails targeting specific individuals. And in newer instances of ransomware, some cyber criminals aren't using e-mails at all—they can bypass the need for an individual to click on a link by seeding legitimate websites with malicious code, taking advantage of unpatched software on end-user computers.

The FBI doesn't support paying a ransom in response to a ransomware attack. Paying a ransom doesn't guarantee an organization that it will get its data back—there have been cases where organizations never got a decryption key after having paid the ransom. Paying a ransom not only emboldens current cyber criminals to target more organizations, it also offers an incentive for other criminals to get involved in this type of illegal activity. And by paying a ransom, an organization might inadvertently be funding other illicit activity associated with criminals.

So what does the FBI recommend? As ransomware techniques and malware continue to evolve—and because it's difficult to detect a ransomware compromise before it's too late—organizations in particular should focus on two main areas:

- Prevention efforts—both in both in terms of awareness training for employees and robust technical prevention

controls; and

- The creation of a solid business continuity plan in the event of a ransomware attack.

Here are some tips for dealing with ransomware (primarily aimed at organizations and their employees, but some are also applicable to individual users):

- Make sure employees are aware of ransomware and of their critical roles in protecting the organization's data.
- Patch operating system, software, and firmware on digital devices (which may be made easier through a centralized patch management system).
- Ensure antivirus and anti-malware solutions are set to automatically update and conduct regular scans.
- Manage the use of privileged accounts—no users should be assigned administrative access unless absolutely needed, and only use administrator accounts when necessary.
- Configure access controls, including file, directory, and network share permissions appropriately. If users only need read specific information, they don't need write-access to those files or directories.
- Disable macro scripts from office files transmitted over e-mail.
- Implement software restriction policies or other controls to prevent programs from executing from common ransomware locations (e.g., temporary folders supporting popular Internet browsers, compression/decompression programs).
- Back up data regularly and verify the integrity of those backups regularly.
- Secure your backups. Make sure they aren't connected to the computers and networks they are backing up.

How to Protect Your Computer

Below are some key steps to protecting your computer from intrusion:

Keep Your Firewall Turned On: A firewall helps protect your computer from hackers who might try to gain access to crash it, delete information, or even steal passwords or other sensitive information. Software firewalls are widely recommended for single computers. The software is prepackaged on some operating systems or can be purchased for individual computers. For multiple networked computers, hardware routers typically provide firewall protection.

Install or Update Your Antivirus Software: Antivirus software is designed to prevent malicious software programs from embedding on your computer. If it detects malicious code, like a virus or a worm, it works to disarm or remove it. Viruses can infect computers without users' knowledge. Most types of antivirus software can be set up to update automatically.

Install or Update Your Antispyware Technology: Spyware is just what it sounds like—software that is surreptitiously installed on your computer to let others peer into your activities on the computer. Some spyware collects information about you without your consent or produces unwanted pop-up ads on your web browser. Some operating systems offer free spyware protection, and inexpensive software is readily available

for download on the Internet or at your local computer store. Be wary of ads on the Internet offering downloadable antispyware—in some cases these products may be fake and may actually contain spyware or other malicious code. It's like buying groceries—shop where you trust.

Keep Your Operating System Up to Date: Computer operating systems are periodically updated to stay in tune with technology requirements and to fix security holes. Be sure to install the updates to ensure your computer has the latest protection.

Be Careful What You Download: Carelessly downloading e-mail attachments can circumvent even the most vigilant anti-virus software. Never open an e-mail attachment from someone you don't know, and be wary of forwarded attachments from

people you do know. They may have unwittingly advanced malicious code.

Turn Off Your Computer: With the growth of high-speed Internet connections, many opt to leave their computers on and ready for action. The downside is that being "always on" renders computers more susceptible. Beyond firewall protection, which is designed to fend off unwanted attacks, turning the computer off effectively severs an attacker's connection—be it spyware or a botnet that employs your computer's resources to reach out to other unwitting users.

Tips from the FBI Cyber Security website <https://www.fbi.gov/investigate/cyber>



KAITLYN'S LAW | NEVER LEAVE A CHILD ALONE IN A CAR NOT EVEN FOR A MINUTE

BETWEEN 1996 AND 2002
175+
CHILDREN DIED OF **HYPERTHERMIA** AFTER
BEING TRAPPED IN A MOTOR VEHICLE

90%+
AGE 3 AND UNDER

1/3 WERE THE RESULT OF
CHILDREN CRAWLING
INTO UNLOCKED CARS

CHILDREN'S BODY TEMPERATURE RISES
3 TO 5 TIMES FASTER
FASTER THAN ADULTS

WHAT TO DO?

Check to make sure **ALL CHILDREN** leave the vehicle, particularly when loading/unloading

Never leave a child in a vehicle that is **RUNNING** or with a **KEY IN THE IGNITION**

Keep **CAR KEYS** away from children

Don't overlook **SLEEPING INFANTS**

Teach your children to **NOT PLAY** in or around **CARS**

Keep fold-down seats **CLOSED** to prevent children from getting into the trunk

For more information, please contact the Riverside Fire Department at:
RiversideCA.gov/Fire • (951) 826-5321

WATER | ENERGY | LIFE

RiversidePublicUtilities.com

BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com

BROKER, License #00639004

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

BID Bulletin • Page 7



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at
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

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

ADDRESS SERVICE REQUESTED



STAFF

Executive Director
Janice Penner

Office Manager / Bookkeeper
Shirley Schmeltz

Communications and Events Liaison
Kate Stovicek

BOARD OF DIRECTORS:

Executive Committee

Shelby Worthington-Loomis, Chair
Shalini Lockard, Vice-Chair
Cara Swearingen, Treasurer
Charity Schiller, Secretary
David St. Pierre, Past Chair
Justin Tracy, Member
Geoff Neely, Member

Directors

Corinne Awad	Chuck Beaty
Patrick Brien	Cherie Crutcher
Ian Davidson	Erin Edwards
Nathan Freeman	Bill Gardner
Irving Hendrick	Daniel Iglesias
Jeff Kraus	Nanci Larsen
Philip Mahkoul	Brandy Marion
Marco McGuire	Amir Mertaban
Lou Monville	Stan Morrison
Robert Nagle	Brian Percy
Sergio San Martin	Kevin Townsend

Ex-Officio

Mike Gardner
Andrew Guerra – ABP

Andy Melendrez

US Small Business Administration workshops in July:

Business Plan Boot Camp: Marketing, Organization, and Operations

Wednesday, July 18, 2018 from 6:00 pm to 8:00 pm.

Community Action Partnership of Riverside County, 2039 Iowa Avenue,
Suite B-102.

Pre-registration REQUIRED. \$20 fee, Register at: <https://conta.cc/2Jvj0WB>.

Business Plan Boot Camp: Financial Statements and Projections

Wednesday, July 18, 2018 from 6:00 pm to 8:00 pm.

Community Action Partnership of Riverside County, 2039 Iowa Avenue,
Suite B-102.

Pre-registration REQUIRED. \$20 fee, Register at: <https://conta.cc/2JhcO0v>.

Basic Sales & Use Tax

Wednesday, July 25, 2018 from 9:00 am to 10:30 am.

CDTFA–Riverside Office, California Tower–Victoria Room 205, 3737
Main Street.

Pre-registration Recommended. No fee, Register at: <https://bit.ly/2Lo46hv>.