



Minutes

Present: Chuck Beaty, Patrick Brien, Cherie Crutcher Erin Edwards, Nathan Freeman, Bill Gardner, Irving Hendrick, Daniel Iglesias, Nick Kreuter for Geoff Neely, Nanci Larsen, Philip Mahkoul, Brandy Marian, Lou Monville, Stan Morrison, Sergio San Martin, Charity Schiller, Cara Swearingen, Steve Goodson for Kevin Townsend, Justin Tracy, Shelby Worthington-Loomis

Excused: Bud Sketchley, Oz Puerta, Mike Gardner, Jeff Kraus, Shalini Lockard, Brian Percy

Absent: Corinne Awad, Ian Davidson, Marco McGuire, Amir Mertaban, Bob Nagle, David St. Pierre

Ex-Officio ABP / City Council: Andy Melendrez

Staff: Janice Penner, Kate Stovicek

1) Call to Order

Shelby Worthington called the meeting to order.

2) Self Introductions and Public Comments

Conducted.

3) Minutes of April 11, 2018.

Motion: To accept the Minutes of the Meeting of April 11, 2018.

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

Motion carried

4) Chair's Report

Shelby Worthington-Loomis noted that Doors Open Riverside would be held May 10th and Saturation Fest would take place Memorial Day weekend. She added that Keep Riverside Clean and Beautiful would be conducting its clean-up of downtown as well as Riverside on May 12th.

5) Items for Information

5a) Doors Open Riverside May 10th

Shelby Worthington-Loomis stated that there would be 27 participating locations including seven new ones; the historic County Courthouse, White Park, Ruhnau Architects, the Riverside Women's Club, Thee Olde Chapel, Santa Fe Depot, and the historic pergola in front of Heroes. She said that attendance was expected to be over 2,000 with the new locations. She added that the City had launched the website at riversideca.gov/doorsopen which included a map and summaries of the locations. She said that an email went out to downtown restaurants encouraging them to offer specials and be listed on the website as free promotion.

Shelby Worthington-Loomis stated that the event had been listed on the California Office of Historic Preservation and their staff had recommended that the event be submitted for a Governor's Historic Preservation Award. She said that although the deadline for the 2018 award had passed, the City would be submitting for the 2019 award on behalf of the three partners, the

City, the Mission Inn Foundation and RDP. She said that the City would also be submitting the event as a workshop topic for the 2019 California Preservation Foundation in Palm Springs.

Janice Penner stated that Stephanie Harvey with the City handled the website and social media and said that 34,000 individuals had visited the website. Nanci Larsen stated that the Mission Inn Foundation would apply to the California Association of Museums to do a workshop and for an award. Janice Penner said that Riverside was the only city west of Colorado that hosted this type of event and that it generated a lot of attention. She stated that the three partners expected other cities to start holding similar events in the future.

5b) RDP activities

Shelby Worthington-Loomis stated that RDP provided a letter of support for SB 1112 as requested by Senator Richard Roth. Janice Penner stated that RDP supported the City's Housing First strategy which addressed the issue of homelessness by providing housing first and then administering supportive services. She said that Senator Richard Roth identified that while there was a Housing First strategy at the state level, there was little funding for supportive services. She added that the intent of SB 1112 was to raise money through specialized license plates to fund those services. She said that as RDP supported Housing First at the City level, it was reasonable for RDP to support the State Bill for supportive services for Housing First at the State level.

Shelby Worthington-Loomis stated that the May 22nd luncheon had been booked at Café Sevilla upstairs and would feature Councilman Andy Melendrez and Jeff Kraus speaking on Ward Two and UCR. She added that June 26th had been booked at Heroes Restaurant and Brewery and Amir Mertaban and his team confirmed to speak on Live Nation. She said that July 24th had been booked at the Hyatt Place Hotel and that Director Adolfo Cruz and Assistant Director Mario Lara confirmed to speak on the Park and Recreation division. Janice Penner stated that Collette Lee and Councilman Andy Melendrez would be speaking on the Riverside Arts Academy in September while Drew Oberjuerge would speak about the Riverside Art Museum and the Cheech Marin Center in October at the museum.

Shelby Worthington-Loomis stated that staff was still working on purchasing a replacement GEM flatbed as the 2007 model that was being considered was no longer an option. She said the GEM contact would continue to look.

Shelby Worthington-Loomis said that staff was working with the City and the Arlington Business Partnership on a change to Riverside Restaurant Week. She said that as restaurants were already busy with Father's Day and graduations in June, the promotion would be moved to slower months such as July and January. She said that the format of the promotion such as length, type and frequency would be based on input from restaurants. She said that RDP would reach out to downtown restaurants for their input in mid May after Doors Open Riverside. Janice Penner stated that they were changing the promotion as based on the results, it was not growing. She said that the promotion would likely be similar to Shop Riverside and use mostly social media.

Shelby Worthington-Loomis stated that the Concerts at City Hall event had been renamed Summer Lunches in Downtown with a new look designed by the City's marketing team. She noted that the graphic was in the Board package. She added that RDP staff was working on booking entertainment. She added that as entertainment was booked, the City's marketing team would update the graphic and provide web versions for social media.

Shelby Worthington-Loomis said that RDP staff was working with City's Park and Recreation and with ABP to have a consistent marketing approach to the movies shown in the parks and on Main Street. Janice Penner stated that RDP's movies would be promoted in all of the City's advertising and vice versa. She said that co-promoting allowed RDP to leverage advertising dollars. She added that ABP, the City and RDP did not have all the same movies. She noted that Movies on Main would be in the same location as in prior years (Main Street between Mission Inn and University Avenues), allowing for more patronage of downtown restaurants.

Shelby Worthington-Loomis stated that this year's International Downtown Association conference would be held from October 24th to 26th in San Antonio and themed "Retropolitan: The New American City". She said that the theme reflected the growing "retropolitan" movement nationwide of preserving a rich and diverse cultural history, while looking toward the future. She said that staff and the chair would attend. She added that the Executive had approved an allocation for Board members to attend with RDP covering registration while Board members would be responsible for airfare and hotel. She said that those board members who were interested should contact Janice Penner.

6) Financial Reports

6a) Deferred approval of Financial report at March 31, 2018

No report was given. Janice Penner stated that approval of the financial report for March had been deferred.

Motion: To accept the financial report at March 31, 2018.

Motion made by: Chuck Beaty

Motion seconded by: Bill Gardner

Motion carried.

6b) Financial report at March 31, 2018

Janice Penner stated that the financial report for the month showed a loss of \$1,088 compared to an expected loss of \$7,503. She said that for the year to date, the report showed a surplus of \$4,500 compared to an expected surplus of \$23,107, with a positive variance of \$41,393.

Janice Penner stated that the BID levy payment for March for receipt in April was \$27,910 which was higher than the previous year by \$2,974. She said that BID levy payments received fiscal year to date were \$422,870 which were higher than those received fiscal year to date 2017 by \$53,305. She added that however BID levy payments to date were \$91,999 higher than budgeted which offset payments of \$35,417 to the City for the StreetPlus Safety Patrol.

Janice Penner said that RDP had \$51,493 in Checking and \$165,476 in Money Market with Citizens Business Bank and a checking account of \$75,013 with Provident Bank. She said that RDP reserves included a CD of \$84,802 with Provident Bank and three CDs with Pacific Premier Bank totaling \$234,759 for total reserves of \$319,563.

Janice Penner said that RDP had received \$3,000 from District 2 CID funds rather than \$2,500 originally advised.

Janice Penner stated that Riverside Public Utilities renewed its \$2,500 sponsorship agreement for the next fiscal year. She said that the amount had been paid and shown as deferred income.

Motion: To accept the financial report at April 30, 2018.

Motion made by: Chuck Beaty

Motion seconded by: Bill Gardner

Motion carried.

6c) Update on Finance Committee

Janice Penner stated that the committee would meet on Wednesday, May 15 to review the draft budget. She added that RDP's treasurer, Bud Sketchley, had resigned from the board and would finish out his term with the Finance Committee meeting. She said that he had resigned due to a shift within Provident Bank's operations and would no longer be available to attend the board meetings. She said that a new treasurer will be recruited.

Bill Gardner reiterated his concern with the beautification of the downtown area and landscaping. He stated that the planting and maintenance in the downtown area was marginal and that the City did not have the money to change and/or upkeep it. He proposed that in budgeting, RDP allocate possibly \$10,000 annually towards beautification. He stated that the portion allocated should not draw from the overall fund too much but would make a significant improvement in the area's appearance. Janice Penner replied that the topic could be brought to the Finance Committee's attention and then to the Executive committee's attention.

Shelby Worthington-Loomis stated that even with money allocated towards beautification of the area, there would still be the issue of maintenance. Bill Gardner stated that RDP should invite the Assistant Public Works director to participate in discussing who would be responsible for upkeep. Janice Penner stated that RDP had done targeted beautification projects in the past such as the corner of Lemon and Third Streets and the most challenging aspect was maintenance. She said that RDP was currently focused on cleanliness over beautification, which was why Shelby Worthington-Loomis reached out to Keep Riverside Clean and Beautiful to request extra attention for downtown Riverside. Janice stated that the topic would be raised during the budget discussions.

Stan Morrison stated that the Riverside Renaissance initiative had major landscaping projects but maintenance became a major issue along with water conservation. He suggested that it might be best to get businesses nearest to the landscaping areas in question to assume cleaning and watering responsibilities. Shelby Worthington-Loomis stated that drought resistant plants would be beneficial. Janice Penner stated that it might be wise to reach out to Keep Riverside Clean and Beautiful to see if this action might be within their means. Justin Tracy stated that the City and its contractors could be destructive of landscaping when installing telephone poles and various other items, which was aggravating and deterred businesses to upkeep landscaping.

7) City Council Updates

7a) Ward One

There was no report due to Councilman Gardner's absence.

7b) Ward Two

Councilman Andy Melendrez stated that the Riverside Arts Academy would be having an instrument drive on May 8th. He stated that there were 350 to 400 children in each session, which ran six weeks. He said that if the applicants met the criteria the program cost \$10, otherwise it was \$60. He said that the program offered access to various instruments.

Councilman Andy Melendrez stated that within the last year and a half the community had encouraged and succeeded in having many of the corner stores and liquor stores provide grocery items and fresh fruit. He said that these community members had also assisted in transforming the exterior of some of the stores with murals. He stated that three had been completed and the fourth was underway (Olympic Market). He stated that there were alleyway projects being worked on as well within the art corridors.

Councilman Andy Melendrez stated that there were five traffic circles intended to be placed in downtown Riverside, but the community decided against their installation. He said that he suggested six or seven traffic circles be placed in the Eastside. He stated that the City would maintain the circles and that there would be art installations within the center of each. He added that the community was providing input where they should be placed for a traffic count.

Councilman Andy Melendrez stated that the new Eastside Library site had been narrowed down to two potential sites, one on the corner of Ottawa and University Avenue and the second at the Bobby Bonds Sport Complex.

Councilman Andy Melendrez said that potential new City Managers from within the City would be interviewed that afternoon. He said that if one individual was not chosen then there would be a nationwide search for a replacement.

8) RDP Security Update

Justin Tracy thanked Steve Goodson for his efforts in the last month. Nanci Larsen requested that Steve Goodson let his officers know about White Park being involved in the Doors Open Riverside event. She stated that individuals tended to be afraid of White Park and although there would be two park rangers and a docent present, she said it would be better to have officers check in on the area. She added that there would be a lot of individuals walking around downtown Riverside with children as well. Steve Goodson stated that he would send out a notice to the swing shift officers in regards to the Doors Open Riverside event.

Steve Goodson stated that as temperatures rose each year there was a rise in vehicle burglaries and broken windows. He stated that due to the weather and longer daylight there was more time for crimes of opportunity. He said that the City was working with RDP to remind visitors to roll their windows up, lock their cars, hide belongings, etc. He stated that the City was looking to improve lighting and place cameras in the parking garages, but certain garages were structurally a problem for the visuals from cameras. He stated that a late-shift of officers including a patrol squad and one focused on the downtown entertainment district had really helped reduce crimes downtown. He said that these squads were focused on reoccurring crimes and kept in touch with the RDP Ambassadors and the StreetPlus Safety Patrol.

Steve Goodson stated that the Riverside Police Department was working with the Vice unit and the Narcotics unit regarding open containers and drinking within the garages. He stated that individuals drinking within the garages and spending time within them often led to other crimes.

Janice Penner gave an example of some of the work that the RDP Ambassadors did by sharing a call from one of the RDP Ambassadors the previous night at 9:30 pm regarding the City Garage's door malfunctioning. She said that there had been previous reports of individuals attempting to enter the City Hall Garage so it was a concern. She said she was able to call someone to have the garage checked and the issue remedied.

Janice Penner stated that there would be an article in the June BID Bulletin reminding people to lock their vehicles and hide their belongings. She said that 80% of the crimes were due to people's negligent behavior.

Bill Gardner inquired if the Riverside Police Department would be compiling statistics on the Housing First strategy's effect on crime rates. He anticipated that crime rates would decrease with the implementation of Housing First. Janice Penner stated that she did not believe that would have an appreciable difference but that deterrents and jail would on those criminally inclined.

Chuck Beaty shared a concern from the Friends of Mt. Rubidoux that there were individuals that played instruments on the Mountain, which caused a great deal of noise, and that the same groups now had light shows as well as music.

Discussion took place regarding potential ramifications for a citizen personally handling a break in. Steve Goodson reminded everyone to call 911 regarding incidents and to give descriptions of the situation, details about the suspect, etc.

9) City Community Development Department Update

Nathan Freeman stated that City Council approved the purchase and sale agreement for the old Fire Station One the previous night. He stated that the planned development would be a five star hotel and he hoped to share which brand it would be in June. He thanked the RDP Land Use committee for the support for the concept of the development.

10) Arlington Business Partnership Update

There was no report.

11) New Business

There was no new business.

12) Adjournment and next meeting date – June 13, 2018.

The meeting was adjourned until June 13, 2018.