

Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be Tuesday, September 25th at the Riverside Woman's Club located at 4092 10th Street. Speakers will be Councilman Andy Melendrez and Collette Lee on the Riverside Arts Academy and Cheryl Donahue of RCTC on September's Rail Safety Month.

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.



Fall Event Update

Riverside Art and Music Festival



The Riverside Downtown Partnership (RDP) and the Riverside Arts Council (RAC) are once again partnering on the third annual Riverside Art and Music Festival. The event is scheduled for Saturday, September 15th from 4 pm to 10 pm.

The event celebrates art and music in Riverside and features local artists and art groups offering demonstrations, workshops, and sales. There will also be performances by cultural groups at the intersection of Ninth and Orange from 4 pm to 7 pm. After that, Inland Empire's favorite bands will play on the stage until 10 pm. This year, Hunter Lavender, Mother Mosaic, and Brainstory will be featured.

The art and cultural exhibits will be on Orange from University to just before Ninth, and on Ninth from Lemon to Main Street. Also exhibiting will be local arts organizations such as the Riverside Community Arts Association. There will also be a Chalk Art component featuring local artists who will demonstrate chalk art to young aspiring artists. The festival will be located in the downtown core, with University Avenue hospitality establishments a short block away.

Restaurants and retailers are encouraged to be open for festival attendees. RDP will have an information table and businesses can have flyers and other material at the table.

For more information on the Riverside Art and Music Festival, visit www.facebook.com/RiversideArtandMusicFestival.

Or visit www.riversideartscouncil.com or www.riversidedowntown.org.

And in October look for:

Downtown Riverside Fashion District's Fall Show



The event will take place on Thursday, October 4th at 6 pm in the City Hall Breezeway on Main Street. Fashion meets a local cause as the Riverside Downtown Partnership partners with The Pink Ribbon Place, a program of Riverside Community Health Foundation, to kick off National Breast Cancer Awareness Month.

The show will feature unique fashions and accessories available from retailers in downtown Riverside and from The Pink Ribbon Place's Thrift shop. Outfits in the show will range from vintage wear, contemporary looks, unique designer wear and men's formal tuxedos. Signage and a program with the line-up will be provided so that attendees can easily identify outfits and retailers. Hair and makeup will be provided by the Riverside City College School of Cosmetology.

The Pink Ribbon Place is a program of Riverside Community Health Foundation. As Riverside's first breast cancer resource center, it provides support to all women, men, and their loved ones that are going (or have been) through breast cancer at no cost. This support includes counseling, health and wellness programs, and products such as a wig bank. Visit www.pinkribbonplace.org.

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thepinkribbonplace.org for more information on the services The Pink Ribbon Place provides.

Riverside's Got Talent – 7th Edition Auditions

The Kiwanis Club of Uptown Riverside will host its 7th Annual Talent Show on November 4, 2018 at the

Riverside Municipal Auditorium. Live auditions will be held beginning October 1, 2018. Audition Applications may be submitted online and all local talent is invited to apply. Visit www.kiwanisuptownriverside.com/riversides-got-talent/ or call 951-682-9590 for more information. 🏰

Business Spotlight: Cadillac District

A New Antiques Mall

On the corner of Market Street and 14th Street, Cadillac District is Riverside's most elegant antique shop.

Cadillac District is named after its historic site. Located in the 1925 Tetley building, which housed Riverside's first Cadillac dealership, the store has a simple mission: The sanctity of elegance.

Just as the site once held the most sophisticated automobiles of its time, the fine quality historic furniture found here spans the gamut of European and American provenance. The mall houses a bountiful selection of Art including glass, ceramic, painting, oriental, Victorian, vintage lighting, musical instruments, and anything antique.

When one walks in to Cadillac District they are greeted by fine craftsmanship, the warm old finishes of 18th century Hepplewhite tables, Regency chairs, inlaid cabinetry and Victoriana. Fine 19th and 20th century paintings grace



the wall, accented by pleasant tapestries. The space was formerly known as Old Glory Antiques Mall. Cadillac District distinguishes itself from its predecessor with a focus on archetypal antiques; if you are looking for vintage collectables they may not be present but welcomes vintage viewers.

Martha manages this establishment, her business partner Elias backs her vision, and Anthony (mentor and consultant) brings over 50 years of experience in the business. The space has special sales and offers room for collectors to rent and sell their assemblages.

Their undertaking is to provide a space of education and interaction in which guests can marvel in the magnificence of antique artistry. Feel free to visit 4344 Market Street, Riverside, CA 92501 and share in their joy of antiques and participate in Cadillac District's mission to sanctify elegance. 🏰

RDP Welcomes New Businesses to Downtown

Republic Parking Systems

Asre Consulting LLC (IE-realtor)

Diana Ojeda (salon) • Joan Kirtley (antiques)

Jamie Jacobson (antiques) • Connie Arnold (antiques)

Nadia Medina (antiques) • Gretchen Cheney (antiques)

Color Exhibit (manufacturer)

LC & MA Bagley (property rental)

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COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Northside Specific Plan: Riverside's Northside Neighborhood is roughly bounded by the 60 Freeway on the south, the 215 Freeway on the East and the city limits on the west and north. It is largely an older neighborhood which still retains some agricultural remnants and a lot of currently undeveloped and open space land. There are some newer commercial developments, some old businesses and a mix of single-family and multi-family residential. The area does not have a grocery store, a bank, a pharmacy, beauty parlor, a barber shop or a sit down restaurant. The city initiated a Specific Plan process to better identify the vision for the future of this neighborhood over a year ago. Multiple workshops and public meetings have been held and a draft vision has been prepared.

The City Council and the Board of Utilities held a joint meeting August 22 to see the proposed vision for the Northside neighborhood and roughly 200 acres of utility owned land in the city of Colton called Pellisier. Much of the undeveloped land in the area is zoned Business Manufacturing Park or as government property. About 60 acres of the abandoned Riverside Golf Course, the Ab Brown Soccer Complex and the Pellisier Ranch in Colton are water utility properties and use is constrained in that any lease or transfer of the property is required to show a benefit to the water ratepayers.

The vision presented, offers protection for the historic Trujillo Adobe - the oldest remaining structure in the region, single and multiple family housing surrounding the Ab Brown Soccer Complex, a shopping center at Columbia and Main and restoration of the Springbrook Arroyo. The Ab Brown Soccer Complex would remain, but could possibly be moved to the golf course property. The Pellisier Ranch area would allow small commercial/industrial development as preferred by the City of Colton.

There are existing commercial/industrial uses along Main Street near the Ab Brown Soccer Complex. The proposed plan would change that zoning to multi-family housing. The existing uses could remain indefinitely, but they could not expand. The

owners of those properties are concerned this will place them at a disadvantage as there is likely little demand for residential development there for some time. A new concept of dual zoning is being discussed for these properties where they might be zoned for both commercial/industrial and housing. This would allow the owners to retain and expand their current uses and when the market is right, change the use to housing without having to seek a zoning or General Plan change. The idea seems to be well received, but it needs fleshing out and further discussion. Details of the proposal and the entire specific plan development process can be seen at www.northsideplan.com

The proposal was generally well received by the Council, Utility Board and public. Several suggestions for modifications were made including separating out the Pellisier Ranch property in Colton. Staff and the consultant will consider this input and bring the plan back to the Council and Utility board in a couple of months for concurrence on a vision. Once that is in place an environmental document will be prepared and the required language to implement the plan in zoning will be developed. The process should take about another year to complete.

Imperial Hardware Lofts: The Imperial Lofts project is now open. Over half the units are leased and many tenants moved in over the weekend of August 18-19. The developer expects it to be fully leased before the end of the year. If you want one of these units you will need to act quickly. If you miss this one you will soon have an opportunity to acquire one of the units at **Centerpointe** which is under construction on Market Street, the **Lofts at Main + Ninth** which is also under construction or the **Stalder Project** which has finally broken ground.

Our city is changing rapidly these days and more exciting projects are in the works.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Welcome Back to School!

It is with great pleasure that I welcome back all the students, parents and faculty from the Riverside Unified School District! Ward 2 is the proud home and location for the following five schools: Emerson Elementary, Castle View Elementary, Highland Elementary, Longfellow Elementary, John W. North High and Riverside Stem Academy. UCR will be welcoming new and returning Highlanders as their school year kicks off. This fall we have the following sports competing from now into early December: Women's Cross Country, Men's Cross Country, Women's Soccer, Men's Soccer and Women's Volleyball, Men's and Women's Golf. For more information on dates and events for UCR Athletics or to become a member of the Athletics Association, be sure to check out the Highlander's Athletics website, <http://www.gohighlanders.com>.

Lincoln Park Neighborhood Group:

Thank you to the Lincoln Park Neighborhood Group and

the Riverside Community Health Foundation for putting on the Annual Lincoln Park National Night Out & Backpack Giveaway event. Thanks to donations from various groups and individuals like the Riverside Police Officers Association the Lincoln Park Group was able to distribute over 80 backpacks to youth in the community. The National Night Out events are community-wide crime prevention programs sponsored locally by the Riverside Police Department and our local businesses for our communities.

Eastside Library:

After several community meetings our residents are finally getting closer to picking a location for the Eastside Library. Our

continued on next page



WARD TWO from page 3

Riverside Library Board continues to receive comments from residents regarding the top 3 locations: Corner of Ottawa and University Ave, 2039 University Avenue and 2060 University Avenue. So far community members prefer the 2060 University Avenue at the Cesar Chavez Community Center. More details will be provided as we finalize the planning for the Eastside Library.

Riverside CORAS:

Our Riverside Semi-Pro Soccer the Riverside CORAS started

the first tryouts at the Bobby Bonds Park. Our Semi-Pro soccer team played against the Professional Team the Xolos de Tijuana and walked away with an impressive 3 – 1 victory. Join us in supporting our Riverside CORAS in what we expect to be an exciting lineup of games this next season. Visit http://deportivocorasusa.com/schedule_results.asp for a full list of games and for ticket purchases.

Andy Melendrez



Arts Corner: Mission Inn Foundation

Founded in 1976 as an independent nonprofit, the Mission Inn Foundation preserves, promotes, and interprets the history of the Mission Inn Hotel & Spa, Riverside, and the surrounding region. The Foundation originally advocated for the preservation of the structure and participated in the campaign to earn the National Historic Landmark status. The organization's primary focus has shifted over its 42-year history, with its focus now on managing the Mission Inn Museum, producing award-winning educational outreach workshops, and offering free public programming.

The best-known public program is the daily tour led by highly trained volunteer docents and enjoyed by over 34,000 guests annually. Departing from the Museum daily between 10:00 a.m. to 4:00 p.m., these 75-minute walking tours allow guests the opportunity to access special event rooms with priceless art and artifacts. Docents share how the hotel is significant in a municipal, regional, and national context and provide a historical overview of the site. Docents include a healthy portion of Riverside history in their tour content, and frequently point out historic buildings and downtown businesses as they circle the hotel. One of the things that docents enjoy the most is meeting guests from all over the world who seek out Riverside for business and pleasure.

The Mission Inn Museum is open daily from 9:30 a.m. to 4:30 p.m. with extended hours during the Festival of Lights (November 23, 2018 to January 6, 2019). Tour guests during FOL are eager to view over five million lights and hundreds of decorations throughout the entire hotel. The tours are in high demand with over 4,500 guests during the 2017-2018 Festival. Reservations are highly recommended for this exclusive access to the hotel during this period. FOL tour bookings for individuals and families open September 1; call 951-781-8241 to inquire for groups of 10 or more.

The Museum functions as a meeting point for the daily tours, however its primary function is to host exhibitions elaborating on the history of the hotel and Riverside. The current exhibition, *Curio Shop: Unexpected Artifacts of the Mission Inn*, explores the weird and wonderful items in the Museum's collection, many of which were hand-picked by Frank Miller and his family



for their collection. Curio Shop opens on September 28 with a members' reception at 5:00 p.m. and a public reception at 6:00 p.m., and is on display through February 28, 2019.

Free community programs are regularly hosted at the Museum and the Foundation is an active participant in Arts Walk, First Sundays, the Long Night of Arts and Innovation, Doors Open Riverside, and other downtown community building initiatives. During these events, the Foundation offers free tours, arts and

crafts, lectures, and other types of community engagement. Collaborative relationships reach outside of the downtown core and across the region including Jurupa Valley Unified School District, Alvord Unified School District, San Bernardino County Museum, the California Citrus State Historic Park, March Field Air Museum, University California Riverside, California Baptist University, and the California Association of Museums.

A select number of ticketed programs and an active membership program help support the Foundation's educational activities and preservation efforts. The annual Mission Inn Run with the Clark's Nutrition Health Fair & Fitness Expo draws 3-4,000 participants and a crowd of over 15,000 to the downtown core every November. Specialty tours such as Photography and Art Tours allow visitors to gain a new perspective on the building or delve into detailed knowledge. Members enjoy a 10% discount in the Museum Store, discounted or free tickets to specialty tours and special events, and exclusive programs like Ten Minute Tuesdays. The Museum Store is stocked with locally crafted merchandise, art, jewelry, books, and Riverside souvenirs, perfect for your home, office, or gift needs.


Middle school students in Riverside and Jurupa Valley benefit from the Hands On History Educational Outreach Program, which earned the State Superintendent's Award for Excellence in 2017. This program includes 10 sessions on historical documentation and guided research including learning photography techniques with a professional photographer, oral history interviews with long-time residents and community leaders, and historic landmark field trips with neighborhood walking tours,



capped by a finale presentation to their peers, MIF board members, school district administrators, local business owners, and City leadership. The Hands On History program provides a practical outlet for practicing reading, writing, and speaking, engaging with technology, and expanding students' vocabulary and fluency. Over 80% of student participants exit the program with a greater knowledge of local history, and increased awareness of their neighborhood and community.

The Mission Inn Foundation is proud of its legacy and excited about its future in downtown Riverside. The Board of Trustees, staff, and volunteers have big plans to improve the Foundation's services to the community and increase its ability to serve a greater audience. Small changes, like the addition of audio systems for the tours in September 2018, or new growth,

like the expansion of the Hands On History program into new school districts, will only serve to strengthen Riverside.

Through the interpretation of the National Historic Landmark Mission Inn Hotel & Spa, the Mission Inn Foundation continues to support the growth and development of downtown Riverside through its community programs, exhibitions, educational outreach, youth enrichment and tours. The Mission Inn Museum is located at the corner of the Mission Inn Hotel & Spa at 3696 Main Street. The Museum is free with a suggested \$2.00 donation. More information is available at www.MissionInnMuseum.org, on Twitter @MissionInnFound, on Instagram @missioninn_museum, or by calling 951-788-9556. 

BUSINESS BUZZ

7 Ways to Step Up Communication in Your Small Business

by Alyssa Gregory

Communication is the foundation of every single relationship you have in your personal life; it's no different in business. Without effective communication, there can be misunderstandings, problems and conflicts among your staff, your clients and everyone else you come into contact. Poor communication can make effective delegation, increased productivity and an enjoyable work environment virtually impossible.

The tips below will help you fine-tune your communication skills so you can save time, reduce stress and become more productive by communicating effectively in every interaction you have in your small business.

Limit Distractions and Listen

Listening is the key to effective communication, but it's not always easy. One way to become a better listener is to try limiting distractions during your conversations that make it difficult to hear and absorb what others are saying. That may mean closing your email client, turning off your telephone ringer, or closing the door to your office. By doing these small things, you ensure that the person you're speaking with has your full attention.

It's also important to limit internal distractions, that is, everything going on in your mind. When you have several topics to tackle during a meeting or conversation rushing through them to get all of your ideas out may be tempting, but this causes confusion and can make the other person feel like his or her input is not important. Slow down and remember that communication is a two-way street. Establish a give-and-take that allows both parties to have their say.

Be Responsive

One of the worst things you can do when a conflict arises, or someone has a complaint about your business, products, services, etc. is to ignore it. In most cases, some kind of response should be issued immediately, even if it's just a brief statement that you'll look into the issue.

If you wait until you have all of the information necessary

before reaching out to the unhappy party, they may end up not only unhappy but now also angry. Keep the lines of communication open in all situations by being as responsive as possible and making sure the people reaching out to you feel like their issue is important to you.

Ask the Right Questions

So much of communication relies on getting the information you need, and many times this means you need to ask the right kinds of questions. There are clues about which questions you should be asking in every part of the conversation you're having. You need to be able to listen and zero in on those clues to figure out which questions will unravel the information you need.

Consider the case of an employee who has not been meeting goals and is generally unhappy at work. If you don't ask the right questions, you may never get to the root of the issue, which can be anything from personal issues to being under-challenged.

Make the Most of Meetings

Meetings are notorious for being time wasters if they are not well-planned and thoroughly organized. If you are the organizer, the first thing you should do to respect everyone's time and make your meeting as efficient as possible is to schedule it in advance. Then, take time to prepare an agenda that outlines focus points and sets a structure for the meeting.

Here are some other smart meeting tips that will help you make sure your meetings are productive:

- Confirm the meeting times in the appropriate time zones one to two days before the meeting.
- Assign a meeting moderator who manages the meeting and makes sure participants stick to the agenda.
- Encourage input and questions from everyone in the meeting.
- Take notes, or assign someone else to take notes, to capture the important details of the meeting.

continued on next page

Combine Communication Methods

Face-to-face or voice-to-voice communication is great for eliminating the time challenges that often come with email. But it can also create more questions and confusion if all of the parties involved are not on the same page.

Even if most of your communication takes place over the phone or at networking events, you can create summary emails that outline what was discussed, what the next steps are and who is responsible for what. It can be a great way to combine different communication methods for more effective (and less confusing) forward-moving communication.

Focus on Customer Service

Good customer service depends on two-way communication. Often when conflicts arise with customers, the key to resolution is communicating to uncover the problem, then continuing to communicate until a solution is identified.

One way to maintain long-term relationships with your clients is by keeping open lines of communication. It means asking for input on how things are going and how they feel about the products and service you're providing. It can be accomplished at the end of a project, during day-to-day conversations, with a focus group, or through formal surveys.

Use the Feedback You Receive

If you are already communicating with your clients, you will probably receive feedback regularly, even if you don't solicit it through formal methods. It can be a goldmine of useful information about how your business, products, and services are perceived by clients and potential clients. To be effective, though, you have to use this data to change and improve your processes. Create a process for collecting the feedback you receive in one place, then set aside time every month or two to analyze the data and create a plan for implementing and tracking improvements.

Ultimately, effective communication can be one of the most important skills you use in your business. If your communication skills can use some fine-tuning, take time to analyze how you communicate, and the results of your communication. Then focus on ways you can improve it over time. You may be surprised how much that changes your relationships with staff, clients and colleagues for the better.

Source: <http://www.thebalance.com>



SECURITY CORNER

Extortionists Increasingly Using Recipients' Personal Information to Intimidate Victims

The Internet Crime Complaint Center (IC3) has recently received an increase in reports about extortion attempts received via e-mail and postal mail and using specific user information to add authenticity. While there are many variations in these extortion attempts, they often share certain commonalities.

Scam Commonalities:

Extortion attempts vary widely, but there are a few common indicators of the scam. The following list of commonalities is not exhaustive, but intended as examples of red flags. It is important to remember these extortion scams change to take advantage of current events such as high profile breaches or new trends involving the Internet to add authenticity.

- The extortion attempt comes as an e-mail or letter from an unknown party.
- The recipient's personal information is noted in the e-mail or letter to add a higher degree of intimidation to the scam. For example, a recipient's user name or password is provided at the beginning of the e-mail or letter.
- The recipient is accused of visiting adult websites, cheating on a spouse, or being involved in other compromising situations.
- The e-mail or letter includes a statement like, "I stumbled across your misadventures," or "I installed malware on the adult video site" as an explanation of how the information was supposedly gathered.

- The e-mail or letter threatens to send a video or other compromising information to family, friends, coworkers, or social network contacts if the ransom is not paid.
- The e-mail or letter provides a short window to pay, typically 48 hours.
- The recipient is instructed to pay the ransom in Bitcoin, a virtual currency that provides a high degree of anonymity to the transactions.

Tips to Protect Yourself:

- Do not open e-mail or attachments from unknown individuals.
- Monitor your bank account statements regularly, as well as your credit report at least once a year for any fraudulent activity.
- Do not communicate with unsolicited email senders.
- Do not store sensitive or embarrassing photos of yourself online or on your mobile devices.
- Use strong passwords and do not use the same password for multiple websites.
- Never provide personal information of any sort via e-mail. Be aware that many e-mails requesting your personal information appear to be legitimate.
- Ensure security settings for social media accounts are turned on and set at the highest level of protection.
- When providing personally identifiable information,

SECURITY CORNER

credit card information, or other sensitive information to a website, ensure the transmission is secure by verifying the URL prefix includes https, or the status bar displays a “lock” icon.

The FBI does not condone the payment of extortion demands as the funds will facilitate continued criminal activity, including potential organized crime activity and associated violent crimes.

Victim Reporting:

If you believe you have been a victim of this scam, you

should reach out to your local FBI field office, and file a complaint with the IC3 at www.ic3.gov. Please provide any relevant information in your complaint, including the extortion e-mail with header information and Bitcoin address if available.

You can also notify the Riverside Police Department. The extortion email should be provided as above.

Source: www.ic3.gov, Alert I-080718-PSA



Riverside County Transportation Commission Commemorates Rail Safety Month

Did you know that every three hours, a person or vehicle is hit by a train in the United States? California leads the nation in railroad-related injuries and deaths, both at railroad crossings and on railroad right of way.

The Riverside County Transportation Commission and California Operation Lifesaver are observing Rail Safety Month in September by reminding residents and businesses to “See Tracks? Think Train!” and to adhere to signs, markings and warnings and practice rail safety every day.

With the addition of “Quiet Zones” in Riverside between Buchanan Street and Mary Street as well as at the crossings at Marlborough Avenue, Spruce Street, Blaine Street and Mt. Vernon Avenue, trains are no longer required to sound their horns when approaching a crossing. This means it is even more important to be aware and careful around railroad tracks! Metrolink trains travel through Riverside daily at speeds up to 79 miles per hour. These trains are faster and quieter than freight trains that use this route.

Motorists, pedestrians and cyclists, please remember:

- The only safe place to cross the railroad tracks is at a designated public crossing.
- It can take a mile or more to stop a train, so a locomotive engineer who suddenly sees someone on the tracks will be unlikely to stop in time.
- Railroad property is private property. For your safety, it is illegal to be on railroad right of way unless you are at a designated public crossing.
- Trains overhang the tracks at least three feet in both directions. If you are in the right of way next to the tracks, you can be hit by the train.
- Never walk around or behind lowered gates at a crossing, and DO NOT cross the tracks until the lights have stopped flashing and it's safe to do so.
- Be aware that freight trains do not follow set schedules. Any time is train time!
- For more information, visit oli.org



Operation Lifesaver is an international, non-profit educational organization that seeks to reduce collisions, injuries and fatalities at railroad crossings and on the railroad right of way.

Metrolink Football Fan Trains

Hut Hut hut...to Metrolink. All aboard the Metrolink Football Train! The Riverside County Transportation Commission and area transportation agencies have teamed up to offer the Football Train for fans going to the Los Angeles Coliseum for five Los Angeles Rams Sunday home games. For only \$10 per round-trip, fans will pass traffic and parking costs. The Football Train will kick off on Sunday, September 16, when the Rams take on the Cardinals.

From Riverside County, fans can ride the Metrolink 91/Perris Valley Line, which will include special Sunday service at Riverside-Hunter Park, Moreno Valley-March Field, Perris-Downtown and Perris-South stations. Riders will travel to Los Angeles Union Station, take a short subway ride to the Seventh and Metro Station, and then transfer to the Metro Expo light rail line to touch down at the Coliseum at no extra cost.



Football Trains will run September 16, September 23, October 28, November 11 and December 30. Game tickets are priced separately. For more information about the Football Train and how to use Metrolink, please visit Metrolinktrains.com.





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each month prior to publication.

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RDP Facebook Page

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THIS YEAR...
FASHION MEETS
A local **CAUSE.**

Don't miss Riverside's premier fall fashion event kicking off
National Breast Cancer Awareness Month featuring everything from
vintage wear, contemporary looks, unique designer wear and men's
tuxedos. Followed by a candlelight vigil to honor all those affected
by the disease in our community.

thursday
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2018**

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