

Bulletin

Riverside Downtown Business Improvement District



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Ward One Candidate Forum on Wednesday, April 17

The next monthly luncheon will be held on Tuesday, March 26, 2019 at the new Retro Taco on Main Street (next to Imperial Hardware Lofts) and will feature a presentation on downtown developments.

The March luncheon is sponsored by Tilden-Coil Constructors



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.



RDP's Downtown Awards and 2019 Board of Directors

RDP would like to congratulate those recognized at the 32nd Annual Meeting and Awards Ceremony held on February 20th at the Mission Inn Hotel & Spa. Kathleen Hartman was the recipient of the Roy Hord "Volunteer of the Year" Award while Mark Rubin received the RDP Chair's Award. Also recognized was the Mission Inn Museum and Foundation with the Arts and Culture Award, Arteco Partners with the Business Activity Award for the Riverside Food Lab, the Riverside Art Alliance with the Downtown Event Award for the Riverside Art Market, Ratkovich Partners with the Downtown Improvement Award for Imperial Hardware Lofts, and the Riverside Fire Department Office of Emergency Management with the Safety and Security Award.

The RDP Board of Directors for the 2019 – 2020 term of office was also announced at the event. This year's Board of Directors consists of seven Executive Committee members, four Elected-at-Large directors from the RDP membership, and 26 directors representing downtown stakeholders. The City Council members from Ward One and Ward Two and Arlington Business Partnership Executive Director are Ex-Officio members of the Board.

The RDP Board represents various downtown interests such as business, government, healthcare, education, arts, and residents. Each year a Nominating Committee is appointed to recommend a slate for the Board of Directors.

The four Officers of RDP serving on the Executive Committee are Shelby Worthington-Loomis of SS Loomis, LLC as Chair, Shalini Lockard of Riverside Professional and Legal Management as Vice-Chair, Cara Swearingen of Tilden-



Shelby Worthington-Loomis with Pam and Mark Rubin

Coil Constructors as Treasurer, and Charity Schiller with Best Best & Krieger as Secretary.

Geoff Neely of Heroes Restaurant and Brewery remains on the Executive Committee as a member while Daniel Iglesias of Maxi Foods and Philip Makhoul of IE Rental

LLC are new members of the Executive Committee. David St. Pierre of The Menagerie and Justin Tracy of PIP Printing move from the Executive Committee to the regular Board.

New members joining the Board of Directors include Paul Gill of Ruhnu Clarke Architects, Kevin Vaughn of UCR Extension, Todd Turoci of the Turoci Firm, Randy Hord of Raincross Financial, Anderson Ewing of the Mission Inn Hotel & Spa, Nick Pacific of Riverside Food Lab, and Thomas Portugal of Provident Bank. Debbie Rose is the Riverside County District 2 representative on the Board. The full list of 2019 – 2020 Board members can be found on the back cover of the newsletter.

RDP would like to thank the sponsors of the event and those who donated items for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards Ceremony.

Event Sponsor - Riverside Community Hospital



Roy Hord Volunteer of the Year Award Sponsor – Kiwanis Club of Uptown Riverside and Riverside Personnel Services



The Accounting and Office Staffing Specialists

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DOWNTOWN AWARDS from page 1

Arts and Culture Award Sponsor - Mission Inn Hotel & Spa



Business Activity Award Sponsor – Worthington's Tavern



Downtown Event Award Sponsor – Best Best & Krieger



Downtown Improvement Award Sponsor – Loft.84



Safety and Security Award Sponsor – Arlington Business Partnership



Chair's Award Sponsor – Raincross Development Corporation

Friends of RDP:


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RIVERSIDE CITY COLLEGE

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Gestalt Theater Project

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Heroes Restaurant and
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Mission Inn Foundation

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Piep

ProAbition Kitchen and
Cocktails

Retro Taco

Reveille Yoga

Riverside Art Museum

Riverside Art on Main

Riverside City College –
Performance Riverside

Riverside City College –
School of Cosmetology

Riverside Community Arts
Association

Riverside Food Lab

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Riverside Woman's Club

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The City of Riverside –
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The Curiosity Shop

The Nature of Things

The Parlour by Dollhouse

Toni Moore Boutique

Tranquil Blossom Massage

Urge Palette Art Supplies

Wendie Monrroy on Main

Windermere Tower
Properties



WATER | ENERGY | LIFE

CITY OF
RIVERSIDE
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RiversidePublicUtilities.com

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

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

New Homeless Engagement Teams: For some time the city has had a Homeless Engagement Team that worked half a day a week visiting homeless encampments, offering services, relocating people who would not accept services and cleaning up whatever mess was left behind. The team is made up of representatives from Homeless Services, Police, Code Enforcement and Public Works, plus any affected department like Parks or Public Utilities. They did a good job, but they were not around enough of the time to have any lasting effect.

In mid-February City Manager Zelinka expanded the hours of this team to three full days a week, and in March will bring an item before the City Council to fund two full time teams. The teams will not only relocate illegal encampments, they will frequently revisit the site of cleaned up encampments to ensure people do not reestablish them. This can begin to make a real dent in the negative impact homeless people can have on the rest of our community. This is tentatively scheduled to go before the Council on March 19.

I believe this is an important component of dealing with our homeless population. We have good programs for those that will accept them, but there have been a few negative consequences of declining services. These teams will help provide those consequences. If this is something you feel strongly about, please attend the Council meeting or send a comment to the Council expressing your opinion.

On a related note, the Council has voted to complete buildout of the Hulen Place homeless campus. This will more than double the number of shelter beds we have to offer as well as provide beds specifically for homeless persons with mental health issues and complete a daytime drop-in center where it is OK for homeless people to spend their days. The facility will have shower and laundry facilities and will be warm in the winter and cool in the summer.

It appears we have secured funding for the physical build out, but we have not appropriated money for the day to day operation of the expanded campus. It is estimated that that will cost about \$750,000 a year.

Doubling the number of beds is of particular importance in that the 9th Circuit Court of Appeals recently held that a local government may not remove a person from public property unless there is a bed to offer them. Particularly in inclement weather the shelter does fill up and there are times we cannot move a person from an encampment because we do not have a bed to offer them.

To be clear, a person may be removed from a closed park or prevented from blocking pedestrian and vehicular traffic for that offense, but they cannot be removed from public property if they are not doing anything wrong other than being there, unless there is a bed to offer them. As you can see, having sufficient beds becomes a critical part of the enforcement side of dealing with homeless issues as well as from the helping people who will accept help side.

Some Councilmembers have expressed concern about committing \$750,000 a year to this operation. When it returns to Council for approval of funding please plan to make your views known. I believe it is precisely the sort of expenditure the voters envisioned when they passed Measure Z, but some Councilmembers may disagree. This is not yet scheduled for Council, but your voice will be important when the decision is made.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Greetings from Ward 2!

The first quarter in the year is almost over and we have an exciting lineup of development and events coming to our area. Make sure that you register for the Ward 2 newsletter where we will be sending out weekly updates on the activities in the area. Please visit www.riversideca.gov under the Ward 2 category to register.

Artist in Residence: The Artist in Residence Project developed in partnership with the Riverside Art Museum, Housing Development Corporation and the City of Riverside Housing Authority is a new pilot project. This gorgeous property has now been finished and the artists have now moved in. This new partnership is an affordable housing unit that has local artists focused on working with residents and businesses to enhance the Lincoln Park and surrounding areas. As the partnership develops we anticipate

a date for the Grand Opening this March and we will keep you informed.

Heal Zone Eastside Glow Up

Celebration: Join us on Saturday March 30, 2019 from 5:00 PM to 9:00 PM at Patterson Park for a fun filled evening. We will be celebrating all of the amazing work that our Eastside Heal Zone has accomplished in Ward 2 since 2012. There will be multiple activities for the family including Music & Dance Performances, live art, Riverside CORAS Professional Soccer Club Corner, a Youth Corner, and activities for the whole family to enjoy. Come celebrate with us as we kick off the start of the year. Our Riverside Parks & Rec team



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WARD TWO from page 3

will also be on site helping to gather data from our residents regarding Patterson Park and an \$8 Million Grant that we are seeking to apply for. The Eastside Glow Up Celebration is highlighting the partnerships that we have and how these future grant ventures will benefit our community. We look forward to seeing you on March 30th.

Riverside CORAS: 2019 marks the 50th Anniversary of the Semi Professional Soccer team, the Riverside CORAS, as a club team in Southern California. Join the fun & exciting fan base as we cheer for our Riverside CORAS in 2019. Their Home Games will be held on Sunday evenings at J.W North Stadium. There will be Pre and Post game gatherings at "Casa Ortega" restaurant during every home game where you can meet the players and enjoy great food & drinks. Don't miss out on the 2019 Season Passes; family deals are available. With the season pass you will have access to 13 home games starting in January-July 2019 and have access to:

- 1 Pre-Season Game
- 10 National Premier Soccer League Season Games
- 2 Exhibition Games, TBA. (2018 was Xolos de Tijuana)

For more information about upcoming games and to purchase tickets visit: <https://app.soccerstub.com/events/2019-riverside-coras-home-games> or call 951-500-5729.

Highlander Athletics: Be sure to come out and support our UCR Men's and Women's: Basketball, Baseball, Softball, Golf, Tennis, and Track and Field. All of these sports have several exciting games coming up this month. Visit www.gohighlanders.com for a full list of games and ticket prices. Don't forget to take a look at the season tickets where you can save money and attend more games. If you would like to become a member of the Riverside Athletics Association and support our student athletes, please contact 951-827-6823 or email athleticsassociation@ucr.edu.

- 3.2.19 at 2:00 PM - Women's Tennis VS Cal Poly Pomona
- 3.8.19 at 10:00 AM - MEN'S Tennis VS VILLANOVA
- 3.10.19 at 2:00 PM - BASKETBALL VS Villanova
- 3.21-23.19 at 11:00 AM - Men's & Women's Track & Field Spring Track Classic

GO HIGHLANDERS!!!

If you are interested in learning more about any of the projects or events in Ward 2 please call my office at 951-826-5991 or email me at asmelendrez@riversideca.gov.

Sincerely,
Andy Melendrez



Arts Corner: Riverside Arts Academy

The Riverside Arts Academy....who we are and what we do!

We are committed to Changing Lives in Riverside through a joint collaboration with the city, businesses and individuals like you!

Our mission is to empower Riverside's youth to grow socially, academically, and culturally, through exposure to and training in the arts. We are committed to providing instruction and being a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. We give FREE instruments and up to five hours a week FREE music instruction to the underserved children of our community as a way to keep kids engaged, and out of trouble, while providing mentors as positive role models.

In 2012, during the Riverside Renaissance Project, Councilman Andy Melendrez began a dialogue with the Riverside Unified School District to reestablish an elementary school on the east side of the city. Due to the economic climate, this vision gave birth to the Eastside School of the Arts, at the Bobby Bonds Complex, under the leadership of Ralph Nunez, who was serving as the City of Riverside Parks Recreation Director. Along with an incredibly dedicated staff, the school opened its doors on a shoestring budget, equipped with donated instruments and volunteer instructors. The City of Arts and Innovation had



its first School of the Arts, founded through a grassroots effort and with a mission to change lives.

By July of 2013, class sizes reached 500 students. Encountering issues of sustainable funding, the community and local businesses including, Windermere Tower Properties, the Latino Network, Altura Credit Union, The Group, and the Riverside Police Foundation, made the commitment to raise funds and keep the doors of the school open.

Over the next two years, a board made up of community members met alongside the city to create a strategic plan. The plan included raising the level of instruction with the assistance and collaboration of local educational institutions include the University of California Riverside, California Baptist University, Riverside City College, La Sierra University, Alvord Unified School District, Riverside Unified School District, and California Riverside Ballet.

By June of 2015, additional sites were created at Arlanza, Casa Blanca and Eastside, staffed with high-caliber instructors teaching a myriad of courses including ballet, folklorico, music, and art. Riverside Arts Academy also became an affiliate of the Harmony Project, and now El Sistema, both nationally recognized programs. We also formed a 501 C3 non-profit organization with the guidance of Art n Kids and BBK.

Through another community effort, specifically by funds

that were raised for the Riverside Arts Academy and a group of four guardian angels, it was able to hire its first music director, renowned pianist, Alpin Hong. Alongside an empowered board of directors, the Arts Academy began new initiatives including a TK through 3rd grade music and literacy program in collaboration with Alvord Unified School District. Riverside Unified School District, under the Direction of Annemarie Guzy, VAPA Coordinator, began after school instruction at four elementary school sites. Simultaneously, a second site was started at CBU under Dr. Stephen Posegate. In addition, a string program was begun at Foothill Elementary School in Alvord Unified School District with an enrollment of 29 students.

In the 2015-2017 seasons, the Riverside Youth Orchestra performed at numerous events, including the Mariachi Festival and the Festival of Lights, and for the California League of Cities. The art produced by students of the Academy has been displayed at local businesses and organizations. In 2015, the Riverside Arts Academy received a community and two prestigious State Awards for programming and community initiative.

In the summer of 2018, Noemi Wheeler became interim Music Director and the first summer music program started with over 110 students. The Riverside Arts Academy became an affiliate of El Sistema, an internationally recognized early music training program. In the same year, the Riverside Arts Academy, in collaboration with the Riverside Unified School District, was awarded its first grant in the amount of \$45,000 from the PRESTO Foundation, an organization promoting emerging music programs.

In the Fall of 2018, in an effort to educate community members, teachers, and teacher candidates about the positive

aspects of music integration in curriculum, Riverside Arts Academy organized and collaborated with educational partners, UCR, La Sierra University, California Baptist University, Cal State San Bernardino, Alvord and Riverside Unified School Districts and held the first "Making Music in Education" Conference to much academic acclaim.

In November 2018, the Riverside Arts Academy hired a new music director and conductor for the Riverside Youth Orchestra, Dr. Gene Moon. Dr. Moon has conducted on orchestras on four continents, been director of the Sewanee Music Festival, and director of the All State Orchestras in Oklahoma. He has a sterling reputation in his field with children and adults alike.

Currently, there are over 2,598 students enrolled, plus an additional 1,910 students enrolled in the music boost program at Alvord Unified, and plans are underway for our second Making Music in Education conference. Our fundraiser, Havana Nights will be May 15, so mark your calendars! We have great dreams for the future. Our needs continue to grow as well. If you are able to share your time, used instruments, resources, or knowledge or if you would like a presentation by Dr. Moon, our door is always open. You may call RAA President, Collette Lee, at 951-961-3667 or visit our website at riversideartsacademy.com.

We continue to embrace an attitude of service to our youth and hope to change the course of our City, using music and the arts as the vehicle to keep kids engaged and raise academic achievement, which in the long run will create a higher quality of life for all in our City.

Thank You,

Collette Lee, President - Riverside Arts Academy



Business Spotlight: Quick Pick Liquor

Our store in downtown Riverside on 14th Street near Market Street is more than just a convenience store. We pride ourselves on a wide variety of beer, wine, spirits, tobacco and more. We offer great prices and friendly professional customer service.

We have an excellent selection of craft beers in ice cold coolers! We also carry most wines and liquor and can order kegs.

Visit us for a unique experience... we might have the right brew for you.



3775 14th Street, Phone 951-680-0835 Find us on Facebook www.facebook.com/RiversideQuickPic/

18 Ways to Get Your Facebook Small Business Page Noticed

by Alyssa Gregory

Small businesses can support their online marketing activities by creating a Facebook business page. Once you create your page and begin to build a following, you can use it to promote your business on a daily basis. But, getting your page noticed can be challenging, especially as more and more business pages are being created and the competition for “likes” is increasing.

Here are 18 ways to grow your Facebook community once you have created and customized your Facebook business page.

1. Build a Custom Welcome Page

A custom welcome page or tab is a great way to introduce your page and your brand to your fans and guide their interaction. You can encourage them to like your page, click through to your website, share your page and more.

2. Add Photos and Videos

Use the photo and video upload function to show off your business, products, services and more. Adding headshots or introduction videos of yourself and your staff can also be a great way to connect with your fans.

3. Ask a Question

Use the status updates function to ask your fans questions. Try fill in the blanks or true/false questions that are easy to answer, and give your fans a quick way to participate. You can also encourage more interaction with the apps provided by engagement tools like Involver.

4. Create a Contact Form

Creating a contact form on your Facebook page with an app like ContactMe provides your fans with a quick and easy way to contact you.

5. Add a Blog Feed

Use an app such as NetworkedBlogs or RSS Graffiti to import blog posts from your blog right to your Facebook page as they are published. You can also add an RSS feed from someone else's blog.

6. Organize an Event

Organize an event, or sponsor an event, and use the Facebook event features to share it on your page.

7. Add a “Like Gate”

You can grow your community by creating a “like gate,” or hidden content on your page that is only revealed after someone has liked your page.

8. Monitor Your Page

Keep track of activity on your page through email notifications so you can respond to comments or feedback, delete spam and continue to interact with your fans in a timely manner.

9. Run a Contest

Use an app to develop a contest that rewards active members of your Facebook community.

10. Keep it Relevant

It's good to add in some personality by posting a bit off-topic occasionally, but most of your posts should be links to timely, useful and relevant content for your audience.

11. Develop a Mini-Website

Apps allow you to build out your page into a mini-website with multiple links, features, and interactions. You can integrate parts of your business website and blog and create a well-rounded experience for your fans.

12. Promote Your Page

Include your Facebook page URL on your website, blog, email signature, business cards, and other marketing materials to direct people to visit your page. If you have other social network accounts, share the link to your Facebook page and ask others to do the same.

13. Be Consistent

You don't have to be logged on and engaging all the time, but your fans need to know you are there. Set a schedule and be consistent when it comes to posting, commenting and interacting.

14. Get Involved on Other Pages

Like other Facebook pages that are relevant in your industry, and participate in discussions on those pages (when using Facebook as your page). You can also tag pages in your status updates to help get your page noticed.

15. Blog About Your Page

Blog about your page on your blog, explain why people should like your page and join your Facebook community, and offer an incentive for people to like it (free download, discount, etc.).

16. Advertise on Facebook

Advertise using Facebook Ads or sponsored stories to get the word out about your page.

17. Reward Your Fans

Thank your fans for their support by providing special offers only available on your page, featuring a member of the week or helping to promote them.

18. Encourage Sharing

Make your page easy to share by adding icons and a “like box” to your website and blog, and asking your readers, customers, and site visitors to like your page and pass it on.

From www.thebalance.com



SECURITY CORNER

RIVERSIDE MUNICIPAL CODE CHAPTER 5.58 SECURITY ALARM SYSTEMS (Summary)

The purpose of this ordinance is to establish standards and controls to reduce the incidents of false alarm calls responded to by the Police Department. Important portions of the Alarm User's Ordinance are synopsized herein.

DEFINITION:

False alarm means the activation of an alarm resulting from human error, a system malfunction, improper installation of the alarm system, or design deficiencies causing an alarm business or reporting party to summon the police when no evidence of a criminal offense or attempted criminal offense is found.

PERMITS:

No person shall install or cause to be installed, use, or maintain an alarm system on premises owned, rented or leased within the City without first having obtained an alarm user's permit from the Police Department. A one-time application fee of **\$16.00** shall be paid as set forth by resolution of the City Council.

FALSE ALARMS:

The Police Department may declare an alarm system at a specific location to be a nuisance if such alarm system activates excessive false alarms. The City Council hereby finds and determines that three false alarms at a permitted location within a calendar year are excessive and thereby constitutes a public nuisance.

A higher false alarm penalty has been established for each additional false alarm during the same calendar year. The penalty has been established by resolution of the City Council. All penalties must be paid within thirty days from the date the invoice was rendered. **Non-permitted locations are subject to a higher penalty schedule.**

POLICE FALSE ALARM RESPONSE PENALTIES

False Alarm Response	Permitted	Non-Permitted
1 st response	No charge	Warning
2 nd response	No charge	\$350
3 rd response	\$100	\$400
4 th response	\$150	\$450
5 th response	\$200	\$500
6 th + response	\$250	\$500

ADDITIONAL INFORMATION:

If you have any questions or would like to dispute a False Alarm Response Report please contact us at:

Riverside Police Department
Alarm Enforcement Unit
4102 Orange Street
Riverside, California 92501
(951) 826-5600
<http://www.rpdonline.org>

RDP Welcomes New Businesses to Downtown

Aunt Tootles (Antiques) • Brenda Mojarra (Beauty Salon) • California Center for Hand and Reconstruction (Medical Practitioner) • Chelsey Pacheco Hair (Beauty Salon) • Cynthia Haas / Cosmetologist Home Care Assistance of CA, LLC (Business Services) • Jose & Marta Aqueveque (Property Rentals) • Juju's Engine and Transmission Monique Mercado Styling (Beauty Salon) • Nessystonsorialart (Beauty Salon) • Sentinel Offender Services (Investigation & Security) • So China (Restaurant) • Technology Wireless Now (Communications) • Vanessa Alvarez (Beauty Salon) • William J. Cunnison



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Submit press releases to:

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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

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Kevin Townsend	Justin Tracy
Todd Turoci	Kevin Vaughn

Ex-Officio

Andrew Guerra from ABP Mike Gardner, Ward One
Andy Melendrez, Ward Two

Ward One Candidate Forum on Wednesday, April 17 Noon at Loft.84 located at 3840 Lemon Street

The four candidates will participate in a panel with a moderator.
Hear what incumbent Mike Gardner, and challengers Denise
Booker, Erin Edwards, and Philip Falcone have to say about
downtown – its future and challenges.

Cost is \$20 to cover luncheon.

Please call 951-781-7335 to reserve.

If you have specific questions or issues you'd like to see addressed,
email Janice@riversidedowntown.org before April 1st.