

Downtown is  
Calling

Good  
Times  
Await



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The next monthly luncheon will be held  
on Tuesday, July 23, 2019 at Riverside  
Community Hospital and feature Jackie  
Desouza-Van Blaricum, New Chief  
Executive Officer.

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.

The July luncheon is sponsored by  
Riverside Community Hospital



Reservations not cancelled  
by the prior Friday will be charged.



July 2019

# ABulletin

Riverside Downtown Business Improvement District

## Upcoming Events Downtown

# LUNCH FEST

MUSIC | ART | INSPIRATION

### FREE COMMUNITY EVENT EVERY TUESDAY!

#### Bring Your Lunch and a Chair

Enjoy your lunch hour with local  
entertainers, artisans and hands-on art  
demonstrations at Lunch Fest held July  
9th, 16th, 23rd next to City Hall and  
July 30th in Mariposa Alley. Community  
members of all ages are invited to this  
FREE community event hosted by the  
Riverside Downtown Partnership and  
the City of Riverside. Participants are  
encouraged to bring their lunch and  
a chair. For questions or additional  
information please contact the Riverside  
Downtown Partnership at 951-781-7335  
or Arts & Cultural Affairs Division at  
[specialevents@riversideca.gov](mailto:specialevents@riversideca.gov).

#### City Hall Breezeway



11:30 a.m. – 1:30 p.m.

#### July 9, 2019 – Cougrzz Rock

Top 40, Dance, Rock, 80s, 90s, 00s,  
Latin, R&B



July 16, 2019 – Apryle Dalmacio  
Pop/Rock



July 23, 2019 – Lakin Saucedo  
Pop + Neo Soul + Indie-Folk

#### Mariposa Alley\*

(Between 9th and 10th Street by the  
Courthouse)

11:30 a.m. – 1:30 p.m.

July 30, 2019 – Surprise Guest (DJ)

\*Event will be held in Mariposa Alley

*continued on next page*

## DOWNTOWN EVENTS from page 1

### Summer Concerts in the Park

The 2019 summer concert series continues in July every Wednesday except for July 3rd. Concerts run from 6 pm to 9 pm.

The lineup includes:

- July 10 - Hard Day's Night - Beatles Tribute
- July 17 - The Answer - Classic Rock
- July 24 - Hit Me 90's - 90's Variety

Each concert begins with the Riverside Sings competition when contestants between ages 13 to 18 perform live to have a chance to win up to \$3,000 in cash and prizes and be named the champions. In addition to the performances, there will be 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. For more information visit [https://riversideca.gov/park\\_rec/](https://riversideca.gov/park_rec/) or <https://www.facebook.com/CityofRiverside.ParksandRecreation/>.

### Movies on Main Returns

"Movies on Main" with blockbuster G-rated and PG movies the entire family will enjoy returns. These free movies will be shown on Main Street between University and Mission Inn Avenue, projected on an inflatable outdoor screen. The movie screening will start at 8 pm or dusk if later.


Scheduled movies this summer include:

- July 11th - *Hotel Transylvania 3* - Count Dracula and company participate in a cruise for sea-loving monsters, unaware that their boat is being commandeered by the monster-hating Van Helsing family.

- July 18th - *Smallfoot* - A yeti named Migo is convinced that a human known only as "Small Foot" is real and has to prove to his tribe that it does exist with the help of Meechee and the S.E.S - Smallfoot Evidentiary Society.
- July 25th - Disney's *Christopher Robin* - The young boy who embarked on countless adventures in the Hundred Acre Wood has grown up and lost his way. Now it is up to his childhood friends to venture into our world and help Christopher Robin.
- August 1st - *Ralph Breaks the Internet* - Six years after the events of *Wreck-It Ralph*, Ralph and Vanellope, now friends, discover a wi-fi router in their arcade, leading them into a new adventure.

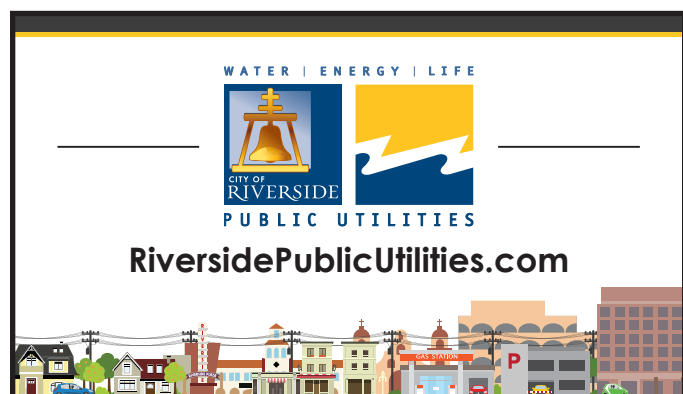
RDP encourages downtown businesses to consider participating in the event by having a display table or providing material for display at the RDP information table. If you wish to have a display space at Movies on Main, please contact Kate Stovicek at the RDP office so that we can make arrangements. Space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

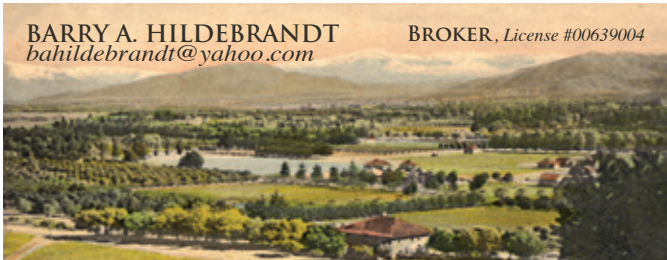
The Riverside Downtown Partnership in conjunction with the City's Park, Recreation and Community Services Department is pleased to partner on the event. For more information visit [www.RiversideDowntown.org](http://www.RiversideDowntown.org) or [www.facebook.com/RiversideDowntownPartnership](https://www.facebook.com/RiversideDowntownPartnership). 

## RDP Welcomes New Businesses to Downtown

Clear Choice Dental Implant Ctr (Medical) · La Floure, LLC (Crème De La Crème Café) · Sandra Saab (Service)  
Anh Duong (Bloom & Butter) · Impressions Auto Detail (Service) · Danniele Haines (Hair by Danniele Haines)  
Ana Lee (Women in Tandem) · Access Asset Mgmt., Inc (Property Rental)



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Mountain View-Riverside-1906

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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

The City Council recently signed an exclusive right to negotiate with a partnership of the Greens Group and Griffin Swinerton for a major expansion of Riverside's Convention Center. Although still in the early stages this project will be one of the largest in the city's history at about \$400 Million. It

will include hotels, a 220,000 sf office tower, housing, retail, two parking structures and a multi function enclosed amphitheater for events and entertainment.

Mike Gardner



This \$400 million investment will create construction and permanent jobs, increase spending and economic activity, and generate enough new taxes and other site-specific revenues in the City to pay for the convention center expansion and also generate \$500+ million for the City's General Fund over 40 years.

### Live.Meet.Work.Play.Center

1. Convention Center Hotel
2. Luxury Condominiums
3. Lifestyle Hotel
4. Retail / Restaurant
5. Fitness Center
6. Grocery Store
7. Office
8. Multifamily

### Convention Center Expansion

1. 100,000-150,000 Gross SF
2. Public Parking Structure
3. Outdoor Public Cultural / Entertainment Venue
4. Public Plaza & Promenade

### ECONOMIC & FISCAL IMPACT<sup>(1)</sup>

INCREASED SPENDING IN THE DOWNTOWN	\$45 Million per Year \$1.5 Billion over 30 Years
PERMANENT LOCAL JOBS	325
LOCAL CONSTRUCTION SPENDING 2020-23	\$75 Million in consumer spending
LOCAL CONSTRUCTION JOBS 2020-23	500
SURPLUS TO CITY GENERAL FUND (after convention center payment)	Over \$500 M in 40 Yrs

(1) PERMANENT JOBS: 2017 ANALYSIS

### COMMUNITY BENEFIT

RIVERSIDE ALIVE FOUNDATION: We will create a charitable foundation with initial funding of \$250,000 to award grants to community-serving Greater Riverside non-profit organizations.



### CONTACT INFORMATION

FOR MORE INFORMATION ABOUT THE PROJECT:  
Please contact us at [info@griffinswinerton.com](mailto:info@griffinswinerton.com) or  
[info@greens.com](mailto:info@greens.com)



RIVERSIDEALIVE

LIVE. MEET. WORK. PLAY.



GREENS GRIFFIN SWINERTON

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or [info@greens.com](mailto:info@greens.com)

## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**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 in Ward 2 will be on July 10 at Islander Park from 1:00 - 3:00 PM and on July 24 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 Arts Academy Music Program (RAAMP):** RAAMP will offer Free Summer Music Enrichment programs on Fridays from 9:00 AM – 12:00 PM for youth ages 7 – 17 at the Cesar Chavez Community Center, 2060 University

Ave. If you would like to support our youth please consider being a sponsor or becoming a member by visiting [www.riversideartsacademy.com/membership/](http://www.riversideartsacademy.com/membership/) or by calling 951-826-2441.

**Eastside Market Nights:** This summer we are collaborating with the Community Settlement Association to bring the Eastside Market Nights on the 2nd and 4th Saturdays of the month from 5:00 – 9:00 PM. There will be music, food vendors, fresh fruits and vegetable vendors, local artists, chalk art, small business opportunities, and an opportunity for our local residents to participate in planning and visioning sessions with our "TCC" Grant Team. For additional details call my

*continued on next page*



## WARD TWO from page 3

office at 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

become a sponsor visit: [www.bobbybondsday.com](http://www.bobbybondsday.com).

**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 uses illegal fireworks.

Andy Melendrez



## Arts Corner: Art Works Gallery

RI International is a nonprofit 501c3 that provides recovery based programs throughout the country and overseas. RI International is a provider in mental health recovery whose mission is “empowering people to recover, succeed in accomplishing their goals, find meaning and purpose in life, and reconnect with themselves and others”. We define recovery as “remembering who we are and using our strengths to become all we are meant to be”.

The Art Works program in Riverside, California was established in November 2009, funded by what is now Riverside University Health System – Behavioral Health, as an Innovation project. The Art Works mission has remained the same since its inception: to provide a safe and healing recovery-oriented environment for people with mental illness who choose art and creativity to achieve and maintain their wellness.

### Art Works Gallery

We have a full-time Senior Coordinator and two part-time Coordinators who teach art classes Tuesdays through Saturdays. Tuesdays through Fridays we are open from 11 am to 5 pm and Saturdays from 10 am to 2 pm. The program is open to anyone 18 or older who has a mental health diagnosis and lives in Riverside County. There is no charge to participants; all classes and supplies are free of charge. On Friday nights from 5 pm to 7 pm we have After Works, art classes open to the public and also free of charge. We welcome everyone 18 and older to join us and learn some amazing art!



Art Works is a unique program in that all staff members are Certified Peer Support Specialists, meaning we have our own lived experiences with mental illness and are living in our own recovery as we support others in their journeys. We know recovery is possible because we are the evidence!

In addition to our paid staff, we have many volunteers who donate their time and expertise to teach all different forms of art to our participants. We are always open to and looking for

new volunteer teachers from the community.

Our gallery takes art on consignment from our participants to sell in our gift area. When an item sells, the artist gets 70% with 30% going back to Art Works. Every sale benefits the artist financially and, even more importantly, empowers them to grow in their recovery and artistic abilities. We have unique and beautiful pieces for sale from jewelry to knitted/crocheted pieces to gorgeous framed wall art and everything in between. Prices are very reasonable and the benefit to the artist is immeasurable. Please come see!

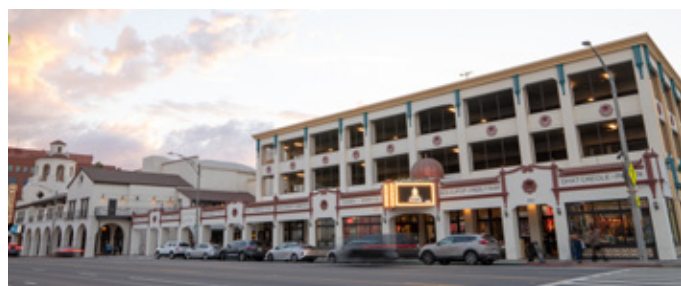
Art Works Gallery is located at 3741 Sixth Street, steps from the Mission Inn, in Riverside 92501. The phone number is 951-683-1279 and email address is [Artworks@riinternational.com](mailto:Artworks@riinternational.com). We can be found on Facebook at Art Works Gallery where our monthly calendar of classes and pictures of class projects and events are posted.

Stop by Art Works Gallery to see the healing power of art at work!



## Business Spotlight: Riverside Food Lab

The Riverside Food Lab is an exciting new addition to downtown Riverside! The eclectic food hall was a bold experiment when it debuted last year. The developer, Artec Partners, felt that Riverside didn't need another traditional food court made up of fast food chains. Instead, the Food Lab would be a foodie destination offering a great mix of local artisan restaurants, fusion foods, specialty cocktails and beers, and vegan options, all under one roof. Just nine months later, the experiment is a smashing success. Already





more than half a million happy customers have made the Inland Empire's first food hall the destination for exploring Riverside's diverse culinary scene.

Those customers have also discovered that the Food Lab is about more than catching a quick bite. It's an incubator where they support aspiring chefs that are realizing their dream of owning a restaurant. The Food Lab's chef driven cuisine encourages experimentation and exploration so that customers can experience something new every time they visit. By bringing so many people together, Food Lab also helps promote and celebrate what makes the local community unique.

Come and make your own discoveries at the Food Lab's twelve exciting culinary concepts, as well as a craft cocktail bar and beer garden. Depending on the day you visit, you'll also find entertainment such as live music, trivia, paint nights and a screen featuring popular sporting events! On top of all that, Riverside Food Lab hosts special events for holidays and local organizations. The Food Lab loves finding new community partnerships. Whether it is with local colleges, local charities, or local farms, the Food Lab helps visitors give back to the community.

The next time you're in downtown Riverside, whether it's for a show at the Fox Theater or just a night on the town, make sure you stop by and experience everything the Food Lab has to offer.

## Eateries

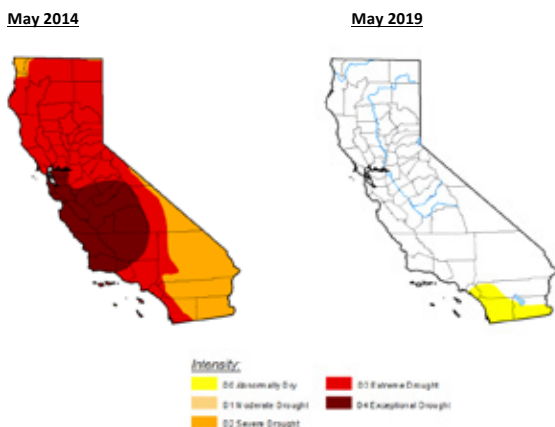
Augie's - Perfectly Roasted, Hand-Selected Coffee from Around the World  
 Bolcupop - Acai Bowls, Agua Frescas, and Popsicles  
 Freely Raw - Fresh Cold-Pressed Juice  
 Sweet Combforts - Dessert Waffles on a Stick  
 Pig Pen - Porkcentric Comfort Food with a Twist  
 Dia de los Puercos - Mexican Food with a Chicano Twist  
 Bricks & Birch- Homemade Brick Fired Pizza  
 Masala Mischief - Traditional Indian street food  
 Dhat Creole - Caribbean Fusion Cuisine  
 Fufu's - Traditional Home-made Lebanese Food  
 SoHo - Homemade Ramen  
 Monty's Good Burger - 100% Plant Based Burgers  
 Wilson's - Craft Cocktail Bar  
 Beer Farm - Select Craft Brews from SoCal and Beyond  
 11 AM to 11 PM DAILY  
 (951) 595- 4520  
 3605 Market St. Riverside, CA 92501  
 Website: [www.riversidefoodlab.com](http://www.riversidefoodlab.com)  
 Instagram: @riversidefoodlab  
 Facebook: riversidefoodlab



## Is California Officially Drought-Free?

After an exceptionally wet winter and spring, with large amounts of local precipitation and an above-average Sierra Nevada snowpack, California is now drought-free. For the first time since 2011, California has returned to almost entirely normal conditions.

\*US. Drought Monitor Map Comparison, May 2014 and May 2019



The U.S. Drought Monitor survey shows the state is no longer suffering from a prolonged drought, with only some parts of Southern California remaining “abnormally dry” due to the seven previous very dry years. The areas listed as abnormally dry were in the southern part of the

state, including parts of Riverside, Orange, San Diego and Imperial counties.

While reservoirs, lakes and groundwater basins are being replenished to alleviate dry conditions across the state, cyclical drought and emergency situations continuously threaten our water supply. Riverside Public Utilities (RPU) encourages customers to always use water wisely and efficiently.

To prevent waste and to promote efficient water use, each of the following actions is considered as an unreasonable use of water and is prohibited including the application of potable water to outdoor landscapes in a manner that causes significant runoff, the use of a hose that dispenses potable water to wash a motor vehicle, except when fitted with a shut-off nozzle and the application of potable water to outdoor landscapes during and within 48 hours after measureable rainfall.

When it comes to using water efficiently, small adjustments can have a big impact. RPU offers a variety of rebates to assist customers to reduce their water usage and save on their water bill, including turf replacement, weather-based irrigation controllers, rotating sprinkler nozzles, rain barrels and soil moisture sensor systems.

For information and details, please visit [www.RiversidePublicUtilities.com](http://www.RiversidePublicUtilities.com).



## How to Create Effective Newsletters and E-Newsletters

by Apryl Duncan

Creating a newsletter, either for distribution via email or on paper, is one of the easiest, and most low-cost ways to reach your customers. But they have to be produced correctly to be effective.

### **Tips for Creating Effective Newsletters and E-newsletters**

Here's a simple, step-by-step guide for beginners. While you don't have to take every single piece on the list verbatim, make a note of the big ideas. Keep it conversational, avoid tech jargon, and don't oversell.

#### **Avoid "A Message from..." Statements at the Front**

Whether it's from the president, the CEO, the head of marketing, or anyone else, leave it alone. It may be tempting, but you should still stick with your most informative article(s) on the front page. You don't see "Letters to the Editor" on the front page of your newspaper or the covers of magazines. There's a good reason. And the same holds true for newsletters. It's tacky.

#### **The Introduction Should Pack a Punch**

You wouldn't buy a newspaper if it were just a bunch of plain words, no pictures, and no headlines. Don't save the best for last by burying your best article in the back end of your newsletter. Put it right on the front page. If you draw readers in, they're more likely to flip through the entire issue.

#### **Stay Away From the Sales Hype**

Your newsletter is supposed to be informative, not a booklet full of advertisements and exclamation points. If the stories in your newsletter are well-written, there will not be a need to tell consumers your products and services are better. They'll see it for themselves. Is it engaging? Is it informative, or shareable via social media? If done correctly, your newsletter can actually become a great marketing tool that can spread via your subscriber list to many other people.

#### **Write in Third Person When Possible**

All stories should be written as a third party observer. Take a look at newspaper and magazine articles for prime examples. However, there may be times when this is not appropriate. For instance, if you are someone who is a motivational speaker, or have personal success stories to share, it would seem odd to speak about yourself in the third person. You need to evaluate this based on your current business model.

#### **Write in a Conversational Tone**

Talk to your customer, not at them. Don't use big words when smaller ones will do. It is an informal way of communicating, and you are more likely to get a response if you treat it in this way. It is not the time for the hard sell.

### **Avoid Technical Jargon**

Don't assume your customers know what your complex abbreviations stand for. Don't get into big, confusing industry terms, even if it's to someone in the same industry. Keep your stories on an even keel, easily understood by your audience.

### **Proofread, Proofread, Proofread**

Your newsletter is a reflection of your company including its quality, service, and people. Have several people proofread each story if you can, so you can have several perspectives. Spell checking is not good enough. Yes, it can spot glaring errors, but if you meant to use "where" instead of "were" it probably won't catch it.

### **Choose Your Newsletter's Name**

Finally, your newsletter needs a name (otherwise, it's a headless wonder). Be creative when choosing a name for your newsletter. Most companies stick with the same name as their company, but there are ways to improve its marketability. Example: Your company's name is Joe's Tree Nursery. "The Treehouse" has potential and makes your newsletter sound fun to read. If you sell products for dogs, call it "The Kennel" or "The Pound." Be inventive.

### **Tips Before You Begin:**

1. If you're printing your newsletter, it doesn't have to be in color. While most people prefer reading a full-color newsletter, they will still read one in black and white. It is an issue in a digital newsletter - always go with color.
2. Allow various employees to participate by letting them write articles in their area of expertise. It gives your newsletter a bigger feel so that your consumers don't see articles written by the same people every month.
3. Assemble a team of employees to oversee the newsletter creation process. Make sure each employee on this team proofs each article so you can have several pairs of eyes looking for mistakes, typos and improving the overall article in general.
1. If you or your employees are unable to write the content of your newsletter, seek the help of a freelance copywriter. Freelancers can write your entire newsletter based on the information you provide them, and you don't have to keep them on retainer either.
2. Study newsletters from other companies to get ideas on what type of newsletter you'd like to create for your own business.

*www.thebalance.com*



## Cybersecurity: Best Practices for Protecting Your Company's Data

by Robert Siciliano

Think about your business. Is your most sensitive data totally secure? If it's not, it's time to step it up. Take a look at the headlines to see why you should be so concerned about it. It is a well-known fact that hackers are multiplying in numbers. Even if you have a small business (as opposed to a large enterprise), you could still be targeted by hackers.

### 12 Ways to Adopt the Best Security Practices at Your Company

So, the question you have to ask yourself is this: How can I protect my company's sensitive data?

1. **Create a risk-based approach to cybersecurity.** The best approach is the right approach, and reverse engineering based on risk might be it. Too many companies put a lot of focus on compliance (checking off boxes), and they don't realize that they are keeping their data unprotected. Instead, it's best to do a risk assessment. You can identify your assets and liabilities, and look at your current security, and then figure out your threats.
2. **Create a cybersecurity policy.** Creating a written cybersecurity policy is important as it serves as a guide for best practices. Of course, it also ensures that everyone at your company is on the same page. A good company-wide security policy is great, but you also might want to allow each department to create their own based on their individual needs.
3. **Keep all cybersecurity software updated.** You also want to make sure that all of your software is always updated and upgraded. New malware is coming out all of the time, and updates help to protect your network and your machines.
4. **Backup all of your data using cybersecurity.** Of course, you also want to make sure you are backing up all of your data. Though this is a basic security measure, it's a very important one. A lot of ransomware is designed to take your data hostage, and as you can imagine, that could be devastating to a company, just as it was with the Wanna Cry Ransomware Cyberattack.
5. **Only give cybersecurity access to those who need it.** Many companies, especially small businesses, tend to give all employees access to everything. This, however, could be a huge mistake. The more people you have fiddling around in your network, the higher the odds are that something is going to go wrong. So, it's best to give people only the access that they require to do their jobs.
6. **Always require two-factor cybersecurity authentication.** One of the best ways to protect your staff's accounts is to use two-factor authentication. With this, in order to get into an account, not only does your employee have to put in a password and user name, but they also have to use a secondary

way, such as a code that is texted to their mobile phone.

7. **Keep cybersecurity passwords secure.** Speaking of passwords, you also want to make sure that you are keeping all of your company passwords secure, and you should teach your staff the same. The most secure passwords are those that contain both upper and lower-case letters, numbers, and symbols and consider a password manager.
8. **Change all default cybersecurity passwords.** Another point to make with passwords has to do with those devices that are part of the Internet of Things, or IoT. These include any device that connects to the internet from your printers and phones to your lights and yes, even sometimes your car. All of these items have default passwords. Do your research and figure out how to change them to keep your information safe.
9. **Watch staff with the most cybersecurity access.** We already talked about limiting access when an employee doesn't need it, but you also want to keep an eye on the staff members with the most access. These are often the most dangerous group when it comes to data breaches. Why? Mostly human error, but there are also those wolves in sheep clothing who want nothing more than to gain access to your network.
10. **Know who is accessing your cybersecurity data.** Many companies allow third-parties to work with them remotely. Nothing is inherently wrong with this...until disaster strikes. Just like those rogue employees can wreak havoc on your network, so can rogue employees of third-parties that have access to your information.
11. **Watch out for cybersecurity phishing.** It is also very important to know how to prevent phishing attempts. One way to do this is to advise your staff to use spam filters. You also want to tell them to never click on a link in their email, even if they think it's legitimate, or to call the sender first. Additionally, make sure they do not haphazardly give information about the company out via email or phone.
12. **Raise staff's awareness of cybersecurity.** Engage in phishing simulation training. Finally, make sure that employees are aware of all of this via computer-based learning. Even if you have the best cybersecurity policies in place, if your employees are not aware of them and following them, you are fighting a losing battle.

[www.thebalance.com](http://www.thebalance.com)





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**Submit press releases to:**  
Janice Penner by email at  
[Janice@riversidedowntown.org](mailto: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](mailto:Janice@riversidedowntown.org)

**For Events email**  
[Janice@riversidedowntown.org](mailto: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

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Charity Schiller, Secretary  
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Daniel Iglesias, Member  
Philip Makhoul, Member

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Nick Pacific	Brian Percy
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David St. Pierre	Sergio San Martin
Kevin Townsend	Justin Tracy
Todd Turoci	

##### **Ex-Officio**

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

# LUNCH FEST

## MUSIC | ART | INSPIRATION

**CITY HALL BREEZEWAY**  
11:30 a.m. - 1:30 p.m. | JULY 9, 16, 23

**JULY 9 – COUGRZZ ROCK**  
Top 40, Dance, Rock, 80's, 90's, 00's, Latin, R & B

**JULY 16 – APRYLE DALMACIO**  
Pop/Rock

**JULY 23 – LAKIN SAUCEDO**  
Pop + Neo Soul + Indie-Folk

**FREE COMMUNITY EVENT**  
**EVERY TUESDAY!**

Bring your lunch and chair  
to Downtown Riverside

**MARIPOSA ALLEY**  
11:30 a.m. - 1:30 p.m. | JULY 30

**JULY 30 – SURPRISE GUEST (DJ)**  
\*Event will be held in **Mariposa Alley**



[RiversideCA.gov/Arts](http://RiversideCA.gov/Arts)  
[RiversideDowntown.org](http://RiversideDowntown.org)