



Minutes

Present: Gregory Anderson, Chuck Beaty, Patrick Brien, Charity Schiller, Erin Edwards, Anderson Ewing, Nathan Freeman, Bill Gardner, Paul Gill, Randy Hord, Jeff Kraus, Nanci Larsen, Brandy Marian, Philip Makhoul, Bob Nagle, Thomas Portugal, Debbie Rose, Sergio San Martin, Kevin Townsend, Todd Turoci

Excused: Stan Morrison, Daniel Iglesias, Shalini Lockard, Geoff Neely, Nick Pacific, Brian Pearcy, Cara Swearingen, Justin Tracy, Shelby Worthington-Loomis

Absent: Cherie Crutcher, Lou Monville, David St. Pierre

Ex-Officio ABP / City Council: Mike Gardner, Andrew Guerra, Andy Melendrez

Staff: Janice Penner, Kate Stovicek

1) Call to Order

1a) Welcome to New Board Members

Acting as Chair, Charity Schiller called the meeting to order and welcomed the new board members.

2) Self Introductions and Public Comment

Self introductions were conducted. Chuck Beaty noted the importance of the various forums for Ward One candidates. He said each had a different focus and affiliation with the area and that would lead to a variety of questions to better understand the candidates. He said that the dedication of the plaque to George Flower, long-time president of the Friends of Mt. Rubidoux, had been postponed to March 30th at 2 pm.

Bill Gardner commended Shelby Worthington-Loomis for a job well done at the Annual Meeting and Awards Ceremony.

Councilman Mike Gardner stated that the RCC forum would provide free parking at the RCC Garage off University Ave.

Patrick Brien noted that the e Gestalt Theatre Project's next play was "An Outopia for Pigeons" and provided a brief outline.

3) Approval of Minutes of February 13, 2019.

Motion: To accept the Minutes of the Meeting of February 13, 2019

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

Motion carried

4) Chair's Report

Charity Schiller stated that Shelby Worthington-Loomis was unable to attend the meeting due to health reasons and conveyed her regrets. She added that Retro Taco was officially open to the

public and was extremely successful so far. She encouraged board members to try it and noted that Retro Taco was located on Main Street between MP Couture and Imperial hardware Lofts.

Janice Penner said that Kathleen Hartman, who received the Volunteer of the Year Award, had sent a thank you card to Riverside Downtown Partnership and shared it with the Board.

5) Items for Discussion

5a) Ward One Candidate Forum – Input on Questions

Janice Penner stated that the forum was scheduled for Wednesday, April 17 at Noon and was the only luncheon forum. She said that the lunch was \$20 but free seating was available for those who wanted to attend without lunch. She said that all of the candidates had agreed to attend, and reminded the Board to send her any questions for the candidates.

5b) Board session on Active Shooter / Stop the Bleed

Janice Penner stated that a second Active Shooter Training session along with CPR and Stop the Bleed presentations had been held. She said that the Stop the Bleed program was an initiative started by the White House and Homeland Security to deal with the issue of uncontrolled bleeding due to an active shooter event or accident, and taught techniques to stop bleeding. She said that the RDP office would purchase a Stop the Bleed kit for the office and various events. She said that if there was enough interest, RDP staff would schedule an abbreviated Active Shooter Training with Stop the Bleed and CPR training as a separate meeting for the Board. She said six to ten attendees were needed and asked those interested to email her. She would then schedule a session based on the presenters being available.

6) Items for Information

6a) RDP Annual Meeting and Awards Ceremony

Charity Schiller thanked those who attended the RDP Annual Meeting and Awards Ceremony and noted that the event had gone very well. Janice Penner stated that there were 227 RSVPs and 211 actual attendees, and added that 25 seats had been released by sponsors.

Janice Penner said that the event was the highest sponsored event yet with cash sponsorships of \$11,500. She noted that the Mission Inn Hotel & Spa was the in-kind sponsor of the Arts and Cultural Award. She added that the net proceeds from the event were \$5,900 compared to the budget of \$1,305. She explained that the event was about recognizing downtown achievements and not a fund raiser, and for that reason a minimal surplus was typically budgeted.

Janice Penner stated that Riverside Personnel Services, one of the sponsors, complimented the event on recognizing community and individual achievements, rather than being solely a fundraiser. She said that tickets were priced as low as possible so that the event was affordable and accessible. She added that the Mission Inn Hotel & Spa had agreed to keep the meal price the same for 2020 and noted that RDP had thanked them for their ongoing support.

6b) Update on RDP activities and items

Janice Penner stated that RDP had partnered with ABP on providing the Active Shooter Training at the Box. She said that RDP had purchased a table of ten for the Chief's Breakfast on March 20th and that staff, four Executive members and three Board members would attend to represent RDP.

Janice Penner stated that the March 26th luncheon would be at the new Retro Taco restaurant with a special menu provided. She added that the April 23rd luncheon would be at the Riverside Marriott with Todd Corbin, the new GM of RPU as the speaker. She said that the May 28th luncheon would be at Romano's with Supervisor Karen Spiegel speaking. She said that the June 25th luncheon had been booked at the Hyatt Place Riverside.

Janice Penner stated that RDP and ABP, along with Small Business Majority, would be co-hosting two workshops on workforce and healthcare laws and programs for small businesses. She said that one topic was the Cal Savers retirement savings program for small businesses. She said that she had sent one email on the workshop and would be sending another.

Nanci Larsen stated that Doors Open Riverside would be on May 11th from 10 am to 4 pm throughout Riverside at about 25 locations. She requested buildings open the prior year or interested in participating this year to contact Janice Penner to obtain the forms and information. She said that there would be a California Preservation Conference in Palm Springs that would be sending a bus full of architects and other professionals to tour the Mission Inn and experience Doors Open. Janice Penner stated that Scott Watson and Stephanie Harvey of the City, Nanci Larsen of the Mission Inn Museum, and Janice Penner of RDP would be speakers at a workshop at the national Neighborhoods USA conference in Palm Springs. She said that Doors Open was the only event of its kind in California.

Nanci Larsen stated 160 volunteers and docents were needed and would be partnered with individuals who had worked the event before. She said that the shifts were split so that volunteers would still be able to enjoy the event. She added that there would be clusters of participating locations around RCC, downtown, etc. She added that there were training sessions provided and if needed, training could be given on the spot.

Janice Penner stated that RDP had sent in the application to have the Courthouse participate. She said that it had been a participating location the prior year and RDP covered the cost of security. She said that the goal was to have the location open on May 11th from 1 pm to 4 pm. She added that there was consideration of having those locations unable to participate on Saturday to do so as a preview on the Thursday prior to the event.

Janice Penner stated that the scooter issue went to City Council on February 12th but was sent back to staff for more information. She said that Nathan Mustafa, Senior Traffic Engineer, attended the February 21st RDP Land Use meeting for input on specific issues. She added that RDP provided input as previously discussed and that the item was expected to go back to Council in early April.

Councilman Mike Gardner stated that Council had adopted interim rules for the scooters such as they could not be left in places that blocked pedestrian or vehicular traffic. He added that the scooter companies were told they had three hours after being notified to move a scooter left in an unacceptable place, otherwise they would be fined. He said that the scooter companies were not paying any monies to the City currently. He said that Main Street had been geo-coded to restrict scooters to only function at 5 mph. He said that the scooters were not supposed to be used on Mt. Rubidoux. He added that there was consideration of trying out corrals to park the scooters and restricting the areas where they could be left throughout Riverside. He said that if scooters were not parked in a corral, the rider would continue to be charged for the ride.

Janice Penner stated that information from IDA and CDA indicated scooters were a significant issue in many downtowns. She said that her experience with scooters in San Antonio was that they were clustered at street corners rather than strewn about an area.

Chuck Beaty stated that there had been a recall on 6,000 scooters due to spontaneous combustion. He added that the scooters were also being hacked and caused to break during rides.

7) Financial Reports

7a) Financial report at February 28, 2019

Janice Penner stated that the financial reports for the month showed a surplus of \$22,000 compared to an expected deficit of \$1,300. She said the year-to-date showed a surplus of \$40,800 compared to an expected surplus of \$52,700 resulting in a negative variance of about \$12,000. She said that this was due largely to BID levy income for the year to date being slightly less than budgeted. She added that the variances were expected to balance out by year end.

Janice Penner stated that the report also listed the amounts in the various bank accounts. She said that there were significant reserves totaling about \$321,000 to cover the organization in the event of the BID not renewed. She said it also allowed RDP to take advantage of certain opportunities.

Motion: To accept the financial reports at February 28, 2019

Motion made by: Bill Gardner

Motion Seconded by: Chuck Beaty

Motion carried

7b) Information on unbudgeted expenses

Janice Penner stated that if certain unbudgeted items arose, they were reviewed and approved by the Executive committee with the details of the unbudgeted expenditure shared with the Board for transparency. She added that the Executive committee served as the Operations Committee for the organization and had the ability to approve unbudgeted expenses.

i) \$5,000 for Facebook upgrade

Janice Penner stated that RDP recently updated the look of its printed media and tagline from “Art of the City” to “Downtown is Calling – Good Times Await” as part of the move towards marketing based on experience rather than on destination. She said that to support that move, RDP looked at its social media efforts and felt it needed to upgrade its Facebook efforts in particular. Charity Schiller stated that part of the reasoning for the upgrade was to better reach a younger generation that looked for more information online and needed to easily access it.

Erin Edwards requested further explanation on the difference between destination and experience focused marketing. Janice Penner stated that at the prior two IDA conferences, many BIDs were changing their marketing tactics from places to what visitors could do in those places. She said that previously RDP would encourage visitors to come to downtown Riverside as a great destination but this change would encourage visitors to come down to enjoy a performance, great meal, historic architecture, and more.

Todd Turoci stated he felt that \$5,000 was a large amount just for Facebook upgrades. Janice Penner stated that the proposal had not been received yet but the idea was to have a sufficient amount approved. Charity Schiller stated that it would not exceed that amount and that the

scope of work would cover Facebook and Instagram. She said that based on the content of the proposal and its review, the total cost deemed as appropriate would then be decided upon.

Janice Penner stated that once the proposal was received, RDP staff would review to ensure that all of the requested work and associated costs were included, check the references and associated work, and then move forward. She stated that the company that RDP was considering was Mind & Mill. Charity Schiller stated that she also hoped that the proposal would not just include a one-time upgrade, but also some ongoing maintenance at some level. Janice Penner stated that RDP had requested that the proposal include an upgrade and tools that Kate Stovicek could use to maintain the page. She said that RDP would own all upgrades provided with further work done in-house to build internal capacity.

Todd Turoci recommended that the \$5,000 budget for Facebook and Instagram be expanded to include the Yelp page and Google listing. He added that he had worked with Mind & Mill as well.

ii) \$4,056 for contribution to tree removal

Janice Penner said one of the areas constantly dealt with in the Security Committee was the area of University Avenue and Fairmont, particularly the University Square strip mall. She said that Maxi Foods had been extremely proactive in dealing with some of the issues. She said the goal was to make it less comfortable for homeless to loiter near this area and one of the suggested deterrents was the removal of the five ficus trees on University. She said due to the cover provided by the trees, they were a major loitering area for homeless and transients and their removal should reduce loitering. She said that RDP would be funding the removal of the three largest ficus trees with \$4,056 and Maxi Foods would be covering the rest of the cost. Charity Schiller noted that this operation was similar in scope and cost to the tree removal that took place further down University Ave.

Janice Penner stated that part of the reason for major concern in that area was due to the RCC Centennial Plaza and the New Library. She said that this was an effort to ensure that the area with those important facilities did not deteriorate.

Erin Edwards inquired if it was a loitering issue only as there was a benefit of having shaded pathways for residents to utilize. Janice Penner stated that ficus trees were a problem overall as their roots cracked sidewalks and they dropped slippery berries. She said that there were a number of ficus trees in downtown that had been identified as problematic and needed to be removed. Erin Edwards stated that other cities had found that injections to the trees stopped the berries from dropping and inquired if it was something that RDP could fund. Janice Penner stated that one major issue was the roots damaging sidewalks. She added that the replacement trees were Golden Flame trees which could be seen on Main between Fifth and Sixth. She said that Maxi Foods was looking into the irrigation needed for the replacement trees.

8) City Council Updates

8a) Ward One

Councilman Mike Gardner stated that there were two Public Utilities discussions, one of which was the new transmission line that Riverside's Utility would like to build that would connect Riverside to the rest of the world. He said that there were no other cities in the United States the size of Riverside that did not have multiple points of interconnection to the rest of the electric grid. He said that Riverside's energy demand exceeded the capabilities of what could be provided. He said that Riverside Utility had built a type of internal generation, but it had restrictions on how many times a year it could operate due to air quality reasons. He said that

the new line would be called the Riverside Transmission Reliability Project. He added that the total cost of this project was \$12 million. Discussion took place regarding the benefits and details the installation of this line.

Councilman Mike Gardner stated that the ground breaking for the New Library would be on Monday and that there was an RFP out for developing the remainder of the site. He added that some of the site would be for parking.

Councilman Mike Gardner stated that the nomination period for Ward One had closed the prior Friday. He said three of the candidates qualified. He said that the nominating period would close for Ward Five and Ward Seven at 5 pm that day.

Bill Gardner inquired about the state passing a law requiring agencies to adopt rules for granny flats or supplemental housing on properties. Janice Penner requested that the topic be deferred to a following month as a designated topic in the agenda. Councilman Mike Gardner stated that the city was working on a local ordinance and that he would work on getting an individual to give a presentation on the topic.

8b) Ward Two

Councilman Andy Melendrez stated that one topic that had been discussed at length was the Metrolink station. He said that one of the components that RCTC was working on was creating stronger reverse commutes from Los Angeles and Orange County into Riverside. He stated that the problem that RCTC was experiencing was a lack of platforms so the number of platforms had to be expanded to address that. He said that after an assessment, the only way to expand would be to place a platform in the Eastside near the Royal Citrus Building. He said that one discussion was to tear down the Royal Citrus Building to do so but as the building was historic an alternative option was proposed. He said that the option would include an adaptive reuse of the building and a roughly six month time frame for assessment. He said that the community was receptive to the idea and looking forward to potentially more housing with smaller retail to further invigorate Park Ave.

Councilman Andy Melendrez said that an item he raised for Governmental Affairs had been moved to go to Council on March 19th. He said that this topic covered the warehouse on Center Street near Colton. He said that he had a few concerns regarding this including how much money was being spent on a Northside plan, the warehouses not connected to that plan, the additional infrastructure needed, too many trucks on the roads, etc. He said that the MOU with Colton regarding the warehouse was that Colton would build the warehouse and that Riverside would provide the infrastructure (build and permit water and sewer lines and usage from the warehouse). He said that the water had already been approved and the likelihood of the sewer would be connected was high. He said that he thought it was important that Colton recognized that the Northside community had some ideas of what they would like to do in their community and that Colton should work with the community. He said that it was an important opportunity to highlight the importance of the Northside and work towards a mutual understanding.

Councilman Andy Melendrez stated that the Glow Up Project signified the end of the Healthy Eating Active Living (HEAL) Zone. He said that they were involved in three \$1 million grants through Kaiser Permanente, each covering a two-year period. He said that the six years had been completed and the Glow Up would take place on March 30th from 5 pm to 9 pm in Patterson Park to celebrate the success of 13 to 17 year olds through outreach. He added that the event would include many of the various non-profit organizations that work in the Eastside.

Janice Penner requested that Councilman Andy Melendrez send her information/flyers on the event and stated that she would share collateral regarding the event once received.

9) RPD Security Update

Lt. Kevin Townsend stated that there were no crime trends within the downtown area to report. He said that there had been a few cars broken into. He added that the next quarterly meeting with the entertainment venues downtown was scheduled for March 20th at 1 pm at the Fox.

Kevin Townsend stated that regarding the University Square property, he had accumulated hundreds of police reports from that property (aggressive panhandling, drug dealings, public intoxication, vandalism, graffiti and littering). He said that the 9.60 section within the Municipal Code stated that if a property was determined to require an extraordinary response with an undue burden on the City, the City could demand that they fix it by providing a plan within 14 days. He said that if there was no response or an inadequate response, then the property could be billed. He added that the property owners had been served. Discussion took place to differentiate between the issues with University Square and the neighboring Maxi Foods.

Councilman Andy Melendrez commented that one of the discussions with the City Attorney's Office was to clarify when a property qualified as a nuisance property and the measures to address the resultant issues. He said that once they were able to do so, then actions could be taken to prevent the negative effect that these properties had on their surrounding areas throughout Riverside.

10) City Community Development Department Update

Nathan Freeman stated that the Donut Bar planned to open in June. He said that Slater's 50/50, a gourmet burger restaurant with many locations throughout Southern California, planned to open in September in the Mission Square building behind Wells Fargo. He said that Fired Up Grill would be opening in June now that the exhaust vent issue had been figured out. He stated that Kaz Ramen with a location in Grand Terrace would be opening in May next to Simple Simons. He said that The Roots, a fine dining vegan restaurant, would be opening in the former Salted Pig site (next to Augies). He said that the owner was a restaurant development group based out of Redlands with several highly regarded restaurants in Redlands.

Nathan Freeman stated that all of the development projects were still on schedule regardless of the rain. He said that all of the commercial space in the Main and Ninth project had been leased out and he hoped to share details the following the month.

Janice Penner noted that many of the incoming businesses were restaurants and hospitality, which was another reason for RDP moving to experience marketing.

Nathan Freeman stated that he would be going to the International Council of Shopping Centers in May with almost every retailer and restaurateur in attendance. He requested that if there were any board members were interested in having in downtown Riverside, to let him know so that City staff could schedule meetings with them.

11) Arlington Business Partnership Update

Andrew Guerra stated that ABP was recognized by the Council Youth and Community Services Committee for the Winter Wonderland collaboration with the Parks Department. He

recommended that everyone save the date for the 17th Annual Chili Cook-Off on Saturday, May 25th. He said that the vendor application forms were available online and noted that this year's festival would feature a citrus-inspired BBQ category.

Andrew Guerra stated that ABP recently held a workshop with the Small Business Development Center with 24 individuals attending to learn about financing their small businesses. He said that ABP had partnered with the Legal Women Voters for a Ward Five candidate forum that night at 6:30 pm at the Arlington Library.

Andrew Guerra stated that ABP would be attending the CDA Conference March 19th through March 21st in Los Angeles' Fashion District.

12) New Business

Janice Penner shared that the Family Career and Community Leaders of America would be having their conference in Riverside and they were seeking judges for the event. She read some of the various judging positions available and requested that anyone interested in judging reach out to her to connect them with Brian Philipsen, the coordinator through the Convention and Visitor's Bureau.

Chuck Beaty inquired if the City owned the Mission Square building and what the occupancy was. Nathan Freeman stated that the Utility owned the multi-tenant building and to his knowledge there were no vacancies.

Councilman Andy Melendrez stated that since Café Sevilla had closed, the east side of the freeway might experience more disturbances and loitering of homeless individuals. He said that the Café Sevilla building was being disrupted and damaged. He stated that there were certain repairs that were needed in the parking area including broken lighting, sidewalks, etc. He said that if the City was to invite new business to the area, those issues should be addressed with hopefully assistance from RDP.

Janice Penner stated that in the past RDP had a grant through the City to conduct repairs, but that the grant had since been used. Kevin Townsend stated that he would share the concern with Brian Dodson, the East area commander. Councilman Andy Melendrez stated that working on investment in that area is something that he would be advocating at the Council level.

13) Adjournment and next meeting date – April 10, 2019