



Minutes

Present: Bill Gardner, Brian Pearcy, Chad Milby, Charity Schiller, Chuck Beaty, Debbie Rose, Donna Stephenson, Erin Phillips, Gregory Anderson, Jeff Krauss, Jesse De La Cruz, Nanci Larsen, Nathan Freeman, Nick Pacific, Paloma Montes, Patrick Brien, Paul Gill, Per Nilsson, Philip Makhoul, Randy Hord, Bob Nagle, Sergio San Martin, Shalini Lockard, Shelby Worthington-Loomis, Stan Morrison, Jake Orta

Excused: David St. Pierre, Justin Tracy, Lou Monville, Tom Portugal

Absent: Andrew Walcker, Cherie Crutcher, David Bristow, Miguel Lujano, Val Ceballos, Oz Puerta

Ex-Officio ABP / City Council: Andy Melendrez, Erin Edwards

Staff: Janice Penner, Shirley Schmeltz

1) Call to Order

Shelby Worthington-Loomis called the meeting to order.

2) Self Introductions and Public Comment

Shelby welcomed Jake Orta from the Mayor's Office attending as an observer.

3) Approval of Minutes of March 10, 2021.

Motion: To accept the Minutes of the Meeting of February 10, 2021

Motion made by: Philip Makhoul **Motion Seconded by:** Bill Gardner

Motion carried.

4) Chair's Report

Shelby Worthington-Loomis stated the world is reopening, the night life is back, and restaurants are back open. Hopefully downtown employees will return so they can support the local restaurants, and the retail and service businesses during the day. People still need to wear masks, and get vaccinated if they choose to do so.

5) Items for Discussion

5a) 2020 Annual Report

Shelby Worthington-Loomis said the 2020 Annual Report has been completed and is at the printers for production and mailing. As it is not being distributed at an annual meeting, it's being produced in black and white on non-glossy paper for cost savings. It will be mailed out to all businesses in the Downtown BID.

5b) Strategic Plan Process

Shelby Worthington-Loomis said RDP staff is putting together the recommended process for developing a five-year Strategic Plan from 2022 to 2026. The recommended process will follow a purpose-driven process similar to the one recently adopted by the California Downtown Association (CDA) to craft their first Core Purpose and Values Statement as an organization.

The CDA board focused on who they are, who they serve, and what they value as an organization. She drew the attention of the Board to the Agenda notes which included a graphic illustrating the difference between traditional strategic planning and purpose driven strategy, and details of CDA's purpose and values. The recommended process will go to the Board for review in May. The planning process will hopefully start in June.

6) Financial Reports

6a) Financial Report at March 31, 2021 – Motion

Janice Penner said the financial report for the nine months to date showed a deficit of \$50,157 compared to an expected deficit of \$4,135 resulting in a negative variance of \$46,022. BID Levy income for the nine months to date was \$8,295 higher than budget which offset slightly the negative variance. Non-budgeted but approved expenses to March 31, 2021 were \$76,337 for the external safety patrol funded through RDP reserves. Offsetting those factors were budgeted expenses that were not paid due to events not taking place, plus cost savings in other areas.

As of March 31, 2021, RDP had \$189,266 in two Checking and one Money Market accounts with Citizens Business Bank and Provident Bank. RDP reserves include four CDs with Pacific Premier Bank and Provident Bank for total reserves of \$329,649.

The Accounts Receivable equaled \$61,955 which consisted of \$49,451 from the City for the February 2021 BID levy income, and \$12,442 for the external garage patrol. The Accounts Payable equaled \$26,221.

MOTION: To approve the financial report at March 31, 2021

Motion made by: Gregory Anderson

Motion Seconded by: Bill Gardner

Motion carried.

7) City Community Development Department Update

Nathan Freeman said Jason Joseph, the owner of the new Roots Restaurant, plans to open June 1. The Mark is still slated to open later this summer and Centerpointe is planning to open at the end of the month.

Shelby Worthington-Loomis asked about the Riverside Live/Lot 33 development project. Nathan Freeman replied this project has been severely impacted by COVID. They are still negotiating with developers and creating proposals on how to move the project forward.

Bill Gardner asked about the new tables and chairs which are supposed to be on Main Street for outdoor dining. Nathan Freeman said there has been a rash of broken tables and chairs in the last few weeks and at the moment, there are not many left. The broken tables and chairs need to be sent to the manufacturers for repairs as they are free under the warranty. The ultimate goal is to have matching tables and chairs up and down Main Street, but for now it is a budget matter.

8) City Council Updates

Ward One –

Erin Edwards said if the COVID numbers stay down, the City will no longer be on the tier system after June 15 per Governor Newsom.

The Council's focus is now on budgeting. The Budget Engagement Commission's next meeting is April 15 at 5 pm and will be hearing presentations from the Mayor's office, the City Clerk's office, Finance Human Resource Office, IT, and the City Attorney's Office.

The sixth Cycle Housing Element is having a virtual meeting on April 22 at 6 pm.

The American Rescue Act is providing Riverside with 80 million dollars in two different installments. An allocation plan will be developed on how best to utilize this money.

On April 20 there are two reports being presented in the evening to City Council. The Police Chief will be presenting his strategic plan. The other presentation on Laura's Law will describe in detail the law, and how people dealing with mental health issues can be given the help they need.

Parkers will be charged for parking in the garages again starting April 29.

Ward Two –

Andy Melendrez said there are going to be two fireworks shows this year, La Sierra Park and Ryan Bonaminio Park..

The Riverside Scrape Yard has contaminated land and there is a developer interested in purchasing the property. The City is working very closely with various organizations to clean up the contamination issues which have been going on since 2005.

Park/University land has been up for sale for a while. There have been some issues as the developer who was interested had a personal tragedy, and an employee did not put a deposit on time so the property went into default. The property will be going back before Land Use.

The layover station between 14th and 12th will be connected to the Metrolink Station. The RCTA feels the Historic Royal City Packing House will need to be knocked down but Andy Melendrez believes it can be repurposed without destroying it. Discussions are still ongoing.

The 1.6-billion-dollar hospital project is underway and will take several years until completion. The old movie theater on Vine Street is in foreclosure and has become a potential development opportunity.

Shelby Worthington-Loomis mentioned the Food Truck Roundtable that was held by the City. She asked for Andy Melendrez's opinion on how he feels the food trucks impact the brick-and-mortar businesses in Ward 2. Andy Melendrez replied the businesses seem to like the food trucks being in the area as it increases foot traffic and activity to the area.

9) RDP Security Update

Chad Milby said downtown is definitely wide open again, the structures are full and large crowds are in the area. Chad Milby said he is grateful paid parking will be once again issued in the parking structures and hopes the issues in downtown, i.e. fighting, shoot outs, etc., will be mitigated by paid parking.

10) Items for Information

10a) Update on RDP Activities and Items

Shelby Worthington-Loomis said the new external security schedule took effect on March 16, 2021 and outlined the schedule that was funded until June 30, 2021.

- a two-person patrol from Midnight to 8 am (existing two-person patrol from Noon to 8 pm shifted in time.)
- a one-person patrol from 8 am to 4 pm (new one-person patrol that can contact the RDP Ambassadors when assistance is needed. Ambassadors patrol Monday to Saturday from 9am to 5 pm.)
- a one-person patrol from 4 pm to Midnight (no change in this existing patrol.)

The RDP Security Task Force agreed to send out a new survey to see if there is any change in responses with the increased security. The responses to date are being examined in-depth to determine the frequency of the security costs that were reported.

RDP staff participated in the first Roundtable the City held with sidewalk vendors and food truck owners on March 25. The participants were vocal about reduced restrictions on their operations. RDP participated in the second Roundtable held on April 12 with businesses and restaurants to discuss changes to the City's policies on sidewalk vendors and food trucks. RDP sent out information to downtown restaurants to encourage them to participate to ensure their concerns were heard.

Staff met on March 30 with the principals of TIG/m LLC (the Chatsworth-based streetcar design & manufacturing firm). On November 17, 2020 the City Council approved an agreement with TIG/m to complete a feasibility study to assess a potential streetcar route to serve those who work, live and recreate in Riverside. RDP was asked by the City to encourage participation in the survey, and will be doing so through Facebook posts and distribution of flyers to businesses. RDP has not taken a position but is providing business owners with the opportunity to give their opinions on the issue.

Metrolink has launched the SoCal Explorer Loyalty Program as part of its Explore Destination Marketing Program. The program highlights destinations within the Southern California region that are accessible via Metrolink with a focus on supporting local businesses and rebuilding Southern California's economy. RDP will get the information on the program out to local businesses to encourage them to sign up as participants. There is no cost to join but participants must offer some form of discount or benefit. The benefit to participants and to downtown Riverside is the exposure through Metrolink promotion of the program.

COVID-19 Relief Grant Program Round 5 applications opened from March 25 to 31. As RDP was waitlisted from Round 1, no further action was required. Hopefully, with the increased funding, RDP may receive the requested amount.

Staff attended a meeting on April 12 with staff from the Behavioral Health department of Riverside University Health System. The meeting discussed the situation with homeless downtown who are mentally distressed and potentially a risk to themselves and others. RDP was given numbers to call for assistance in specific cases.

RDP continues to provide masks to businesses who request them.

RDP both posts and shares pertinent posts on Facebook at least once a day. More attention will be paid to Instagram in the coming months. RDP has obtained the for-credit assistance of an

intern on a shared basis with the Riverside Arts Council starting in June. The intern will assist with social media for RDP and downtown businesses who can use those services. Patrick Brien said the intern will be working with the Transformative Art program. The intern will be creating the packets and mailing out the material to the inmates who are in the creative writing program.

The Security meeting and the Land Use meeting continue to be held monthly using Zoom. RDP staff will have the draft July 1, 2021 to June 30, 2022 budget to the Executive for review at the May 4 meeting.

10b) Arlington Business Partnership Update

No update was provided.

11) New Business

Sergio San Martin said at the corner of 14 and Brockton the construction is complete and the historic site is back in operation as a place for meetings to be held.

12) Adjournment and Next Meeting Date – May 12, 2021