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Times  
Await



July 2021

# BD Bulletin

Riverside Downtown Business Improvement District

## New Guidelines for Reopening

California is moving Beyond the Blueprint to safely and fully reopen the economy.

As of June 15, 2021, the Governor terminated the executive orders that put into place the **Stay Home Order** and the **Blueprint for a Safer Economy**. He also phased out the vast majority of executive actions put in place since March 2020 as part of the pandemic response, leaving a subset of provisions that facilitate the ongoing recovery.

The new public health order effective June 15 supersedes all prior health orders. The order has limited restrictions, only related to masking and mega-events, as well as settings serving children and youth pending an expected update to the K-12 schools' guidance by the Centers for Disease

Control and Prevention.

**Restrictions that ended on June 15 include:**

- Physical distancing
- Capacity limits on businesses
- County tier system

### Continuing safety measures

Everyday life will feel a lot like before COVID-19. But reopening safely means continuing vaccinations and protecting the health and well-being of Californians.

### Do's and don'ts for daily life

Restaurants, shopping malls, movie theaters, and most everyday places will be open as normal with no capacity limits or social distancing required. Protect yourself and others by keeping these common-sense rules in mind.

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RDP luncheons will resume on Tuesday, September 28, 2021 at the Hyatt. Speaker will be announced next month.

Do	Don't
✓ Wear a mask if you're unvaccinated, especially in crowded, indoor environments	✗ Expect others to be ready to shake hands or hug
✓ Follow safety rules for mega-events	✗ Lose your proof of vaccination
✓ Get tested if you're sick	✗ Think you can't get the virus or pass it on because you feel well
✓ Wear a mask while on public transit, even if you're vaccinated	✗ Assume everyone is vaccinated
✓ Honor mask and distancing rules in place at a private business	✗ Expect all COVID-19 rules everywhere to be lifted
✓ Get tested if required by your workplace	✗ Travel into the U.S. without proof of vaccination or a negative COVID-19 test
✓ Wear a mask when you travel	✗ Travel if you're sick

### Masks

California's Department of Public Health has updated statewide masking guidance to match the CDC's guidance, lifting California's mask requirements for vaccinated individuals starting on June 15. Vaccinated people are able to come together without masks in most circumstances.

People who are unvaccinated must continue to wear a mask indoors in public settings to protect themselves and others. Also, there are some settings where masking is still required for everyone, such as:

- Public transit
- Hospitals

*continued on next page*



## NEW GUIDELINES from page 1

- Long-term care facilities
- Homeless shelters
- Indoors in K-12 schools, childcare, and other youth settings

In settings where masks are required only for unvaccinated individuals, businesses, venue operators or hosts may choose to:

- Provide information to all patrons, guests and attendees regarding vaccination requirements and allow vaccinated individuals to self-attest that they are in compliance prior to entry.
- Implement vaccine verification to determine whether individuals are required to wear a mask.
- Require all patrons to wear masks.

No person can be prevented from wearing a mask as a condition of participation in an activity or entry into a business.

### Exemptions to masks requirements

The following **individuals** are exempt from wearing masks at all times:

- Persons younger than two years old. Very young children must not wear a mask because of the risk of suffocation.
- Persons with a medical condition, mental health condition, or disability that prevents wearing a mask. This includes persons with a medical condition for whom wearing a mask could obstruct breathing or who are unconscious, incapacitated, or otherwise unable to remove a mask without assistance.
- Persons who are hearing impaired, or communicating with a person who is hearing impaired, where the ability to see the mouth is essential for communication.
- Persons for whom wearing a mask would create a risk to the person related to their work, as determined by local, state, or federal regulators or workplace safety guidelines.

### Travel

California no longer has a travel advisory in effect. There is now no state recommendation to test and quarantine before and after travel.

However, CDC travel requirements are still in effect:

- All air passengers to the U.S. are required to have a negative COVID-19 test result or documentation

of recovery before they can board a flight to the United States.

- Masks are required on all forms of public transportation to and within the U.S. This includes planes, buses, trains, boats, and where you board them.

Get tested if you feel sick, and avoid traveling if you have or may have COVID-19.

### Mega-events

Mega-events are indoor events with 5,000 or more people and outdoor events with 10,000 or more people. This includes events like:

- Conventions, conferences, and expos
- Concerts, shows, and nightclubs
- Sporting events
- Live events and entertainment
- Fairs, festivals, and parades
- Theme parks, amusement parks, and water parks
- Large private events or gatherings
- Large races, marathons, and endurance events
- Car shows

For indoor events with 5,000 or more people, attendees must confirm proof of vaccination or negative COVID-19 status in order to attend.


For outdoor events with 10,000 or more people, it is recommended that attendees confirm proof of vaccination or negative COVID-19 status in order to attend.

All attendees must follow CDPH's Guidance for the Use of Face Coverings. These public health requirements and recommendations will be reviewed and reevaluated no later than September 1, 2021.

### Workplace safety

There are no physical distancing or capacity limits for businesses and activities. Most businesses are required to maintain compliance with California's COVID-19 Prevention Emergency Temporary Standards (ETS), which include current public health guidelines. Certain workplaces, like hospitals and correctional facilities, are required to comply with the Aerosol Transmissible Diseases (ATD) standard instead of the ETS. Visit [saferatwork.ca.gov](https://saferatwork.ca.gov) to learn more about COVID-19 workplace requirements.

Source: <https://covid19.ca.gov/safely-reopening/>

Please note guidelines can change so refer back to the above link. 

## Check Out Our Facebook and Instagram Posts

RDP's summer intern, Julie Estrada, started June 2nd and has been busy working on our social media. She's interviewed several of the Main Street businesses and posted their stories plus photos on the RDP Facebook and Instagram pages. Over the summer, she'll be interviewing

more downtown businesses and sharing their stories and photos on our social media. Check out her work on [Facebook.com/riversidedowntownpartnership](https://www.facebook.com/riversidedowntownpartnership) and [Instagram.com/riverside\\_downtown](https://www.instagram.com/riverside_downtown).



# Mayor's Message

Contributed by Mayor Patricia Lock Dawson



Homelessness in our city is a top issue for Riversiders. In a 2019 City Quality of Life survey, nearly 70% of Riversiders indicated that our approach was insufficient to resolve this crisis. I have since proposed a three-pronged strategy to

establish more quality housing, fight for our fair share of resources and work regionally with our neighboring communities to make progress. I now provide an update on the latest efforts to address mental and behavioral health needs, the Santa Ana River Bottom, and state budget allocations as part of our continued work to solve homelessness in Riverside.

Approximately 25% of our homeless population suffers from mental and behavioral health challenges, with up to 45% experiencing mental illness. Knowing this data, the City Council and I recently authored a letter advocating that the County of Riverside opt-in to a court-ordered assisted outpatient treatment program known as "Laura's Law."

Our submittal to the County Board of Supervisors outlined the treatment program Laura's Law provides for individuals who are: over 18 years of age suffering from mental illness, have a clinical determination that an individual is unsafe in a community without supervision, and have a history of non-compliance with treatment of mental illness.


The implementation of Laura's Law can have profound impacts. Supervisor Chuck Washington recently cited a study from May 2018 - April 2019 showing that in the 13 counties that implemented Laura's Law, homelessness decreased 30%, contact with law enforcement decreased 43%, and violent behavior decreased 64%.

As of May 25, 2021, the County Board of Supervisors unanimously voted to opt-in to Laura's Law. This is a significant step forward for those needing mental health assistance. We now have county-wide policies that align with what we advocate for in the Mayor's Office—this is regional coordination that we have not yet had.

While we have made progress on important policy initiatives, there is still more to do in addressing homelessness. Regionally, one of our greatest challenges is the Santa Ana River Bottom.

Last December, Supervisor Karen Spiegel convened the District 2 Homeless Solutions Collaborative focused on the River Bottom. Since then, my team and I have worked with Supervisor Spiegel and others to establish four goals: rehouse existing encampment residents, remove and mitigate physical encampments, conduct clean-up and habitat restoration, and establish effective tools to prevent the recurrence of encampments. We expect to see results of this regional collaboration as early as fall of 2021.

Recent state investments, from interim housing to rental support, have provided cost-effective solutions to end homelessness. A regional approach requires funding to local municipalities, but these targeted programs face continued financial restraints. To fill the gap, the state legislature proposed a \$10.6 billion homeless package to be spent over 4 years. Four billion of this will be direct aid to local cities and counties with robust oversight and accountability requirements. On April 29th, I joined my fellow Big City Mayors to advocate for this funding at a virtual press conference. Although less than our initial ask, I commend the legislature for still making the boldest financial commitment to address homelessness in our state's history.


Addressing homelessness is not an impossible task, but it is also not as simple as people may believe. Progress will not be easy and besides government intervention, it will require committed work by all of us. 

## RDP Welcomes New Businesses to Downtown

Adam Khuong (Property Rental) • Eco Now (Misc. Retail) • Kim Kyong (Cleaning Supply/Service)  
Pocket Change (Misc. Retail) • Riverside Injury Attorneys • Stone Church Brewing Bistro • The Skin Kulture (Skin Care)  
Tricore Enterprises Inc. (Contractor) • Vintage and Beads (Antiques) • West Coast Wholesale Supplies

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# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilwoman Erin Edwards


Happy 4th of July! Celebratory fireworks will take place at Ryan Bonaminio Park, and there will be a **Founder's Day Picnic** hosted by Evergreen Memorial Historic Cemetery. Evenings full of art and innovation have returned with the **Riverside Artswalk** taking place on July 1st. There is much enthusiasm over the **opening of the new Main Library** at the end of last month. These are all sure signs that Riverside will continue to thrive.

The City has passed its **2021/2022 fiscal year budget**. I am proud to share that this budget includes a **Park Ranger Program**. I have been a champion of this program, and I look forward to the positive effect this will have on parks and the areas around them. This month, the City Council will review the **expenditure plan for the American Rescue Plan funding**. Please engage in the conversation.

Ordinance changes regarding **sidewalk vending** will be discussed at the City Council in July. We will discuss changes pertaining to these small businesses to: uphold

safety in public spaces for vendors, brick-and-mortar businesses, and residents; remove some barriers to sidewalk vendors to help their local businesses thrive; and keep permit holders accountable for their applications and fees. Stay tuned for more discussions on **food trucks** coming back to the Land Use Committee this fall.

Join my **virtual office hours** on Wednesday, July 14th, from 6:30 PM-8PM to take part in a special discussion about the housing element process. I'll be glad to answer any of your questions via email at [eedwards@riversideca.gov](mailto:eedwards@riversideca.gov), or by phone at 951-783-7811.

Finally, I want to thank **Councilmember Andy Melendrez** for his service to the City of Riverside. I wish him well in his next chapter. 



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

### Farewell and Welcome!


It has been an honor and a privilege to have served our community and have represented Ward 2 on the Riverside City Council. During my four terms in office we have seen a tremendous change in Ward 2 and our City, and I am proud and humbled to have helped usher in these changes. I am grateful to all who have dedicated their time, resources, and knowledge along this journey. I know that incoming Council Member Clarissa Cervantes will continue to work to enhance the quality of life in Ward 2.

**Positive Change Takes Time:** In my first term I focused on the major issues that plagued University Avenue and residents. Through proper utilization of eminent domain, we were able to remove the hotels, motels, and liquor stores that caused significant problems. That led to new community oriented development with residents participating in the decision-making process. Today we have a School of the Arts at the Cesar Chavez Community Center, educational institutions where liquor stores once resided, and an Art Corridor that connects Downtown to UCR.

**Emphasizing Youth & Education:** Our efforts were successful to keep a Youth Opportunity Center, and we opened the Johnny Sotelo Youth Opportunity Center at the Cesar Chavez Community Center. Our youth have access to free internet, workforce development and

placement, recreational activities, counseling and mentorship, and other programs. An innovative approach to providing access to education helped relocate The Nati Fuentes Centro De Ninos from Victoria Avenue to Bordwell Park, and expanded the number of students who can attend first class pre-school instruction at the center.

**Expansion:** During the Riverside Renaissance we worked with our City Council Members to help fund the Andulka Park Project, sidewalk expansions throughout the City, and repair and installation of new underground sewer systems.

I want to thank everyone that supported and helped make our vision for a better Riverside possible. Without your help we would not have been able to make history in Riverside by bringing in the City's largest grant totaling \$31.2 Million. We would not have been able to bring the Healthy Eating Active Living Zone to Ward 2, and or decrease part 1 crimes by more than half, making Ward 2 one of the safest areas in Riverside. Thank you all for supporting me during my four terms in office, and I look forward to seeing the positive impact that our new Council Member Clarissa Cervantes will have on our Ward 2. 



# Arts Corner: Riverside Community Players

*contributed by Patrick Brien, Executive Director-Riverside Arts Council*



Riverside Community Players has the distinction of being one of the longest continuously operating theater companies in the United States. Having been formed in 1925 as part of the Riverside Woman's Club, they incorporated as their own entity the following year and have been producing season after season ever since.

Then the pandemic hit. The organization was going to have to be very creative in order to remain afloat, as the only space they had was an indoor arena with 183 closely spaced seats.

"Fortunately, we had some very generous, creative and talented board members who loaned us camera equipment, learned new skills and brought in other talented and knowledgeable friends," said Kathryn Gage, president of the Riverside Community Players board. "With live performances not an option, many people worked diligently and with difficulty on producing a Zoom production of a new play as the first offering of the 2020-21 season."

The organization also rented a stage and equipment to

create an outdoor venue where two cabaret events were held. A production of "A Christmas Carol" was filmed with the actors on stage and COVID requirements strictly enforced. Other events in celebration of Black History Month and Cinco de Mayo were streamed. Recently the group held another outdoor cabaret in honor of Juneteenth.

"All in all, this season has been a challenge of creativity," said Gage.

But now it is time for the organization to mount a full-length, in-person production. It was decided that William Shakespeare's "The Tempest" would be the final show of the 96th season. As it would take place on the outdoor stage, the idea was formed to do a joint production with Temecula's Shakespeare in the Vines. The show's Riverside run will open July 9 for two weekends before moving to Temecula, where its two-weekend run will begin July 22.

The organization recently announced its 97th season, which begins in September with "Inspector Drake and the Black Widow."

"In this 96th season, with the pandemic creating this challenge of creativity, we are so very grateful to each and every one of the many donors who continued to be so generous in their support of Riverside Community Players," said Gage.

For information, visit [riversidecommunityplayers.com](http://riversidecommunityplayers.com). 

## Riverside Arts Academy Update

Mark your calendars! The Riverside Arts Academy (RAA) is excited to announce its annual Art of Giving Gala in person on Thursday, November 4, 2021, from 5:30 to 8:30 pm at the Cesar Chavez Community Center. This year's theme will be Spanish Nights and will include tapas, an auction, and wonderful music from our Riverside Arts Academy Music Project (RAAMP) students.

This will be the first time in over one year that RAA has hosted an in-person event, and it will be a night to remember! This wonderful event will mark the new beginnings of our road back to normalcy. It will showcase the exceptional leadership of our music instructors, the dedication of our staff and, of course, the amazing talent of our students!


The Riverside Arts Academy is a nonprofit organization composed of leaders in Riverside's school districts, higher education institutions, city leadership, and community. Its mission is to provide arts and music education to under-resourced youth in Riverside aged 4-17 to positively affect the trajectory of their lives and create social change in our



community through music! RAA offers its programs free of charge to students with financial need. RAA shares the joy of music to bridge communities and change the trajectory of lives in Riverside.

RAA would like to thank its sponsors and supporters this year for supporting our mission. Thank you to the City of Riverside, Windermere Tower Properties, Lamar Advertising of San Bernardino-Riverside, Councilmember Andy Melendrez,

John and Diane Kaufman of Adams Shell, Riverside Optimist Club, Riverside Medical Clinic, Dwight Tate and Kathy Wright, Robert and Nancy Probizanski, Richard and Ellie Bennett, Amy Harrison, Kimberly Foreman, Frank and Lucy Heyming, Sergio and Letty Diaz, Christiane Amat, Inland Premier IT Solutions, Escobedo Design, and Teaman, Ramirez & Smith, Inc.

For more information, visit [www.riversideartsacademy.com](http://www.riversideartsacademy.com). All other inquiries: [info@riversideartsacademy.com](mailto:info@riversideartsacademy.com) or (951) 266-5540. 

# SECURITY CORNER

## 3 Reasons Why Security Matters Now More Than Ever

by Mark Roberts

As we begin to emerge from the pandemic, businesses today face new threats from every direction, and they cannot afford to let down their guards.

Adjusting to pandemic operations took a toll on many organizations, but now they must consider post-pandemic life. To succeed, they must make security a centerpiece of their plans.

Many small-to-medium-sized businesses (SMBs) deployed solutions and platforms to help them survive the pandemic. However, some businesses may have skimped on security to keep costs down amid the uncertainty of the last year.

Now is the time to rectify those decisions, and here are three reasons why.

### 1. We will continue to work from different locations.

The idea of remote work predates the pandemic. It took new urgency amid lockdowns, and many organizations learned they could allow their teams to work from outside the office and maintain their productivity.

Despite all the upsides of allowing teams to work from wherever they are most productive, businesses must look at their security infrastructure through a new lens. Businesses need solutions that allow teams to work from anywhere without sacrificing security.

Many workers may never return to the office. The increased number of locations where teams are working translates to more access points for hackers to exploit and gain access to a business's network.

### 2. The threats continue to grow.

Hackers and other bad actors work around the clock, and they didn't slow their efforts just because the world faced a pandemic. As of April 2020, closer to the pandemic's start, the FBI said they saw the number of

cybercrimes reported increase by upwards of 300% since the pandemic began.

Anecdotal evidence indicates the number has continued to increase, even if they don't always make international news. Let's be honest; bad actors are unlikely to change their ways anytime soon, making it more important than ever for businesses to maintain their vigilance.

### 3. The threats are more significant than ever.

While the targeting of major corporations like a pipeline company makes headlines globally, hackers don't discriminate. They will target anyone, and small businesses are not under the radar.

According to CNBC, research shows that 43% of online attacks target small businesses, and a mere 14% are prepared to defend themselves. Additionally, as ZDNet reported, CrowdStrike research revealed hackers are employing increasingly sophisticated methods to wreak havoc.

I recognize security is one of those expenditures no one wants to make. It's too high when it's not needed. But look at it this way: It's worth the investment when it is needed, as the cost of a security breach is often higher than the security needed to prevent it.

As the CMO of a company offering managed security solutions, I know the correct solutions and strategies will help organizations reduce potential threats, including downtime and data loss. Taking this approach can potentially save companies more than their investment.

Be honest, do you think you are prepared to handle a hack if one happened today? If not, why are you waiting to act?

Source <https://www.business2community.com>



# BUSINESS BUZZ

## 6 Ways to Handle Angry Customers

by Shep Hyken



Sometimes, it takes multiple skills to handle angry customers.

Everybody has angry customers. Some customers are angry because they have a complaint. Some are just having a bad day. Whatever the reason, you must know how to handle angry customers.

In our customer service training workshops, we provide a number of tactics to manage these difficult customer situations. Before I get into

the specifics, remember that when angry customers have their problems managed appropriately, they can become your best customers. You're not trying to win an argument. You're trying to win the customer. Furthermore, you're trying to restore their confidence so they continue doing business with you in the future.

So, with that in mind, here are six ways to handle angry customers:

1. Make sure you're paying attention to the customer. They deserve your complete attention. Even over the phone, they can tell if you're distracted.

*continued on next page*

**BUSINESS BUZZ from page 6**

- Deal with the customer’s anger quickly. Acknowledge it early in your conversation. Apologize for it and begin to work on the solution, which should de-escalate the anger.
- Stay calm and don’t lose your cool. It’s human nature to become defensive and fight back. As mentioned, you’re not trying to win the argument. Even if customers yell, don’t yell back. They aren’t mad at you. They are mad at the situation.
- Listen to your customer. Actively listen and ask clarifying questions, but don’t interrupt. Wait for the appropriate time to ask. By the way, take notes, because if the customer is sharing a long story, it may be a while before you get a chance to jump in with a question.
- Speaking of waiting for the right opportunity to ask the question, don’t interrupt customers for any reason. When you finally do have a chance to talk, many times they will extend the courtesy of listening to you because you were courteous and listened to them.
- Have a positive attitude. That doesn’t mean you’re all smiles. It means you’re appropriately enthusiastic. It’s a contagious attitude that is felt by customers and helps them understand you’re there to help them. And, the right attitude promotes optimism. You want your customer to feel like they have the support of the person who’s going to help them solve their problem.

Keep in mind that there are exceptions to most rules. To that point, there are just suggestions that, when used properly, will work. The goal is to manage that angry customer and end the conversation with the sense that you’ve not only fixed their problem or managed their complaint, but also proved to them that they made the right decision to do business with you. The ultimate result is when they know that if there is a problem, they don’t need to be angry. They just need to call and ask for help.

Source <https://www.business2community.com>



**COMING SOON | PRÓXIMAMENTE**

**Brockton Avenue Water Main Replacement Project**  
 Proyecto de Reemplazo de la Tubería de Agua Principal de Brockton Avenue

<b>ANTICIPATED START DATE:</b> August 2021	<b>FECHA ESTIMADA DE INICIO:</b> Agosto de 2021	<b>ANTICIPATED COMPLETION DATE:</b> March 2022	<b>FECHA ESTIMADA DE CONCLUSIÓN:</b> Marzo del 2022
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**RiversidePublicUtilities.com/Projects • (951) 826-5311**

Subject to Board of Public Utilities Bid Award and Approval  
 Sujeto a la adjudicación y aprobación por parte  
 La Junta de Servicios Públicos

Dates may be subject to change  
 Las fechas pueden estar sujetas a cambios



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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)

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RDP Facebook Page

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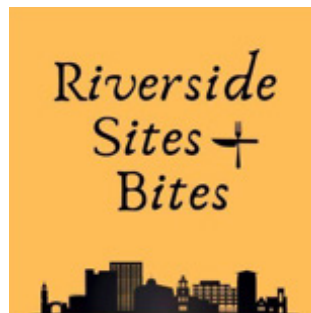
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**Attention downtown restaurants and bars.**

Interested in being a stop on a Sites and Bites tour? We are a travel company that specializes in walking food tours of downtown Riverside. We strive to inspire locals to get to know their city, and to welcome visitors and help them feel at home while they are here.

Contact Jennifer Kolb at [info@rivsitesandbites.com](mailto:info@rivsitesandbites.com) for more information. Or visit <https://rivsitesandbites.com/>.