

Downtown is
Calling

Good
Times
Await



December 2022

Bulletin

Riverside Downtown Business Improvement District

Festival of Lights Event Information

Festival activities return to downtown Riverside with the 2022 Festival of Lights event. During December, visitors can not only enjoy the lights but also entertainment, local artisans' crafts, and Santa Claus.

Entertainment takes place at the Benjamin Franklin stage located on Main Street at Ninth Street and runs from 5 pm to 10 pm on Thursday through Sunday until Friday, December 23rd. Thursday and Sunday feature local community groups while Friday and Saturday feature local bands.

Artisans Alley is located on Main Street from 9th Street to University Avenue as well as the plaza area in front of The Cheech Museum on Mission Inn Avenue. It runs from 5 pm to 10 pm

on Thursday to Sunday until Friday, December 23rd.

Santa Claus is located on Main Street between University Avenue and Mission Inn Avenue and runs from 5 pm to 10 pm until December 23rd. On December 24th, Santa Claus will be available from 2 pm to 9 pm for last minute wishes.

Food vendors along Main Street daily from 5 pm to 10 pm include The Gingerbread Shop, Robertson's Roasted Nuts, The Sweet Stop Candy Shop, Kettle Tyme (funnel cakes), Barrett's Tamales (hot chocolate and churros), and JC Concessions (kettle corn).

For more information including parking maps, visit <https://www.riversideca.gov/fol/>



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There is no luncheon in December due to the holidays.

Look for information on the January 2023 luncheon in next month's BID Bulletin.



Don't Forget to Enter RDP's Holiday Window Decorating Contest

Downtown businesses have until December 8th to submit their application for the Holiday Window Decorating Contest. Decorate your windows and be eligible to win the \$125 First Place prize, \$100 Second Place prize, or \$75 Third Place prize, or one of five \$35 Honorable Mention.

If you haven't got an application yet, email janice@riversidedowntown.org to be sent one. Judging will take place from December 9th to 13th with winners being advised by email or phone, and then announced on December 15th on Facebook.



10th Annual Miracle on Main Street


On December 10th, the tenth annual Miracle on Main Street will take place from 10 am to 2 pm at White Park. This year there will be four main areas to the event: Miracles Village, Community Resource Fair, Career/Education Pathways, and Arts & Crafts.

Last year's event provided toys, health screenings, and a day of fun for over 1,500 families and this year is expected to top 2,000. Pre-registration is required. For more information, visit www.miraclesanddreams.org.



18th Annual Chanukah Festival

The 18th Annual Chanukah Festival will be on Monday, December 19th from 6 pm to 8 pm at the Riverside County Historic Court House at 4050 Main Street. Activities include a Grand Menorah Lighting, live music, traditional foods, and family friendly activities. The event is free and all are invited to attend.

"Chanukah represents the universal message of light triumphing over darkness, good overcoming evil, perseverance and hope defeating adversity," said Rabbi Shmuel Fuss of the Chabad Jewish Community Center of Riverside, which sponsors the festival. For more information visit www.ChanukahFestival.org or call 951-222-2005. 

Mayor's Message: Making Riverside the Forever Campus to Local Graduates

Contributed by Mayor Patricia Lock Dawson



One of my main priorities as mayor is to advance our economic development and job growth. This city is already home to a diverse and talented workforce that spans multiple industries and job sectors.


A major component to unlocking our economic development potential will be through the retention and development of our student and recent graduate population. Riverside currently houses four major collegiate institutions, enrolling a total number of 71,100 students for this academic school year. Not only is this an opportunity to provide our students with the tools and resources necessary to succeed, but this is also a chance to showcase the spectacular perks that Riverside has to offer.

After listening to the concerns from students and young adults, we found that an unaddressed challenge confronting the city is the lack of resources that help students and recent graduates enjoy their Riverside experience, connect with their peers, find job and internship opportunities, and encourage them to keep living here after graduation. To solve this challenge, we turned to a program called Campus Philly, based in Philadelphia, Pennsylvania, that addresses this challenge with a one-stop-shop for all things that recent graduates and upcoming graduates could use to incentivize them to stay local and plant roots in the city they received their education.

As a local government, we have simply not done enough to connect our youth population with the exciting activities, entertaining amenities, restaurants, and jobs that already exist here. And until now, we have not developed an initiative that harnesses those assets – and our youth population – to expand on what we have to offer in this city.

My office is proud to launch our own citywide college retention program: **Campus Riverside**. This initiative will provide a centralized platform for students to become acquainted with all the great and fun things that Riverside has to offer. With Campus Riverside, we will connect students with each other from across our collegiate institutions. We will organize various events that highlight Riverside's best recreational

locations. By partnering with local businesses and Shop Riverside, Campus Riverside will be providing students with discounts at their favorite locations. To do this, students and recent graduates will simply search on our website at campusriverside.com. By clicking on the explore tab, users will be able to discover things to do in Riverside, local food places that offer student discounts, upcoming events, and much more! Furthermore, we want to connect employers to even greater employees. How will we do that? Within the next few months, we will be implementing a job site portal on the website. By logging onto the website, students will be able to search for current job and internship openings – in the public and private sector – to begin or advance their professional careers within the Greater Riverside region.

As we work to grow Campus Riverside over the next several months, we will be guided by our full intention, which is to attract exciting companies to set up shop in Riverside. By coupling growing recreational activities with dream job opportunities, students will have more than enough reasons to stay in this great city. 

RDP Welcomes New Businesses to Downtown

Canyon Display Technologies

Evelynn Fragoso (Property)

Mai's Perfect Fitz Aesthetics Inc (Medical Care)

Mook Does My Hair LL

SBeauty Fashion (Misc. Retail)

Sean Scannell (Mal, Delivery)

Ted's Place (Animal Care)

Tha Shop (Hair, Skin Care)

COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards


December is sure to keep holiday cheer alive in our Downtown. Read on to learn how you can stay informed while celebrating. This month, check out my annual report on December 2nd for a thorough look at highlights from my 3rd year in office. Read on to learn more about what's going on in Downtown this month.

- **Mike Futrell has been hired as Riverside's city manager**, effective in January 2023. He comes to Riverside with extensive experience in local, state, and federal government and a focus on fiscal health and quality of life issues.
- Riverside has officially hired **Jennifer Lilley as our newest Community and Economic Development Director**. She brings than 30 years of experience in economic development in both private and public sectors.
- On December 6th, the City Council will hold a public hearing on **building electrification**. Tell us what you think at the meeting at 6:15 pm.
- On December 7th, the ICGC Council Committee will review the proposed **Redistricting Maps**. Tune in to tell us how you want to see Riverside, reshaped.

- Also on the 7th, the Inclusiveness, Community Engagement, and Governmental Processes Committee (ICGC) will review the **City's Community Engagement Policy**. We look forward to hearing your thoughts on this important policy.



- I look forward to attending the **10th Annual Miracle on Main St.** event happening on December 10th from 10 am to 2 pm at White Park. Hope to see you there.
- At the December 13th meeting, City Council will discuss the **2022 financial update and language access and translation services**.
- Keep your eye out for the ongoing discussion on **industrial uses in Riverside**, coming to the Land Use Committee on December 12th.

I look forward to another year of doing good work together. Don't hesitate to share your ideas with me by phone at 951-783-7811 or by e-mail at EEdwards@RiversideCA.gov. 

Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Season's Greetings!

Annual Nuestra Navidad Breakfast: Latino Network will be hosting their Annual Nuestra Navidad Breakfast on December 14, 2022 from 7:30 to 9:00 am. This year's event will be held in-person at the Riverside Marriott on Market Street. Attendees can enjoy an entertaining live auction, silent auction, with a focus on benefitting local scholarships, educational programs, and cultural events. Proceeds also benefit the Latino Network leadership programs including the Latino Network Leadership Institute, HOPE Leadership Conference and the Bi-annual Leadership Conference. For details about sponsorships and ads to purchase tickets contact Alexandra Leon at 951-394-2634 or via email at lanetnuestranavidad@gmail.com.

Riverside Arts Academy: The Riverside Arts Academy will once again host the annual Flash Mob performance on December 8th at 5:30 pm and honor a selected military family from the March Air Reserve Base with gifts and amazing performances from our RAAMP students. BUT we still need your help!! Please consider becoming a member or donating to help us continue to serve our youth. To become a member or donate visit: www.riversideartsacademy.com/make-a-donation.

Miracle on Main Street: The Miracle on Main Street Christmas Event will be held on Sunday, December 10, 2022, at White Park in Downtown Riverside. The Miracle

on Dreams Foundation and local businesses have once again come together to sponsor this event and provide thousands of gifts and holiday cheer for local families in need. If you know of families in need of gifts and resources, or you would like to help by sponsoring or volunteering at the event, please call 951-899-4244 or via email at info@miraclesanddreams.org.



REAL Holiday Posada: will be held on Saturday December 10th at Patterson Park, 1846 Linden Street, Riverside, CA from 12:00 pm to 2:00 pm. Bring the family out and enjoy a great afternoon and take pictures with Mr. and Mrs. Claus. There will be free food, games, arts and crafts and face painting for everyone.

Peacemaker Ministries Christmas Event: This year Peacemaker Ministries Church will host their Christmas event on December 17th from 11 am to 2:00 pm at 2355 Pennsylvania Ave, Riverside, CA. Bring the whole family and enjoy delicious food, great music, and live performances.

My daughter, Autumn Sky and I wish everyone a Merry Christmas, Happy Hanukkah, and Happy New Year!



Arts Corner: ArtsWalk Artist Spotlight – Raymond Fernandez

Contributed by Rachael Dzikonski, Executive Director - Riverside Arts Council

The holiday season in Downtown Riverside brings in the holiday spirit along with more arts and culture during one of the Riverside's most well attended event of the year, the Festival of Lights. The artisans and performers of the festival are not the only way to enjoy the arts during the holidays. Many of our downtown galleries and museums hold holiday themed exhibitions and offer patrons the opportunity to purchase original artwork for their loved ones. Riverside Community Arts Association (RCAA) celebrates the winter with their RCAA Members Winter Exhibit, running through mid-December in addition to their Holiday Ornaments Fundraiser. Raymond Fernandez, this month's artist spotlight, is an RCAA member and for this exhibition he is currently displaying some of his non-representational artworks.

Raymond Fernandez is a painter who was born and raised in Santa Monica, California and moved to Riverside in 2008. Raymond has worn many hats in the arts and entertainment industry working in Hollywood as an actor, and even a brief stint of set designing in Denver, Colorado for a local theater. He is a musician who plays many instruments but specializes in percussion and has freelanced as a jazz drummer. Raymond is inspired by the human condition when creating his artwork, and it imbues his work with a sense of spirituality and esotericism, which is why he enjoys the abstract and surreal. He digs deep within himself, pushing his ego aside and gathering the unlanguageable intelligence that lives somewhere in his imagination or the group consciousness, sometimes in both, allowing it to come into his awareness and onto the canvas. For Raymond, this meditation has become a calling.

Raymond is looking forward to playing a role in our local arts scene. "Riverside has great potential that has just begun to be tapped into. Creating opportunities for artists to live and create here in our city can only beautify and uplift the soul of this city for all of us. I am excited to be part of an expanding art community here in Riverside. The Cheech has created a great opportunity to put Riverside on the map for art tourism. Let's keep it up!" said Raymond.



Raymond has been painting, exhibiting, and freelancing as a graphic designer for over 20 years. Since moving to Riverside, he has found a home in the art scene with RAM 52 project, RCAA Gallery, and the Artswalk. Riverside has allowed him to grow as an artist with a welcoming community of artists and galleries. The 52 Project at RAM initiated his entrance into the Riverside art community where he and his husband have begun coordinating art events of their own. Raymond and his husband have been hosting "Art After Dark" at Salon 3778 which is an annual art show and fundraiser that showcases local artists with a portion of proceeds going to RCAA. They also started a paint n' sip company called Paint Party Professionals that takes place at Back to The Grind on the first Saturday of every month. Raymond hopes to continue to paint and expand his presence in the local and international art world.


For more information, visit Raymond on Instagram @raymondfern and RCAA Gallery @rcaa.gallery 

Business Spotlight: A Blve Rose Gallery

A Blve Rose Gallery is a contemporary art gallery focused on showcasing strong, cohesive bodies of work. The intimate space is well suited to bring to life the visions of one artist at a time. Its programs are diverse, ranging from abstract to figurative, and always with a thread of high craftsmanship.

The gallery cultivates conversations with the public by featuring artists whose emerging practices echo traditional methods. It is committed to fostering inclusive and equitable relationships in both physical and online spaces,

and firmly believes that everyone should have access to creating and engaging with contemporary art. The gallery is grateful to be able to connect with the community by featuring the talent that rest within its people.

The gallery opened on November 10, 2022. Hours are Wednesday through Saturday from 11 am to 5 pm. The gallery is located at 3770 Orange Street in downtown Riverside. Visit www.ablverose.com, or send an email to email@ablverose.com, or call 323-332-7779. 

BUSINESS BUZZ

How to Get Started with Your Holiday Marketing

by Jess Lunk

The holiday season presents unique opportunities for both businesses and consumers. It's a time when consumers happily purchase products for family, friends, and loved ones. For businesses, it's a chance to increase sales, brand awareness, and engagement.

Every year, the holidays are pretty promising for small businesses. Some even know that they'll make the majority of their sales for the entire year in these couple of months. However, this year, with a looming recession, rising costs, and lingering uncertainty around supply chains, holiday sales may not soar to the same heights as in past years. If you want this season to be as impactful for your small business as possible, then you should start planning your holiday marketing now.

We know that it can be hard to prioritize this in your marketing plan with all the other things that come with running your business. But we've got a list of steps for you to take that will ensure you're ahead of the game.

Why Should You Plan Your Holiday Marketing Campaign Now?

You may think you're jumping the gun a bit, but, as they say, the early bird gets the worm. Here are some reasons you should start planning your holiday marketing right now:

- Even if this year isn't as busy as last year, you should still anticipate a rush in business, and nothing is worse than having an increase in online orders and foot traffic with limited products or resources. By starting your prep now, you can estimate the number of sales to expect and therefore prepare your inventory to match the demand.
- When you're prepared, you can rest easy. Being prepared and setting up your marketing ahead of time will give you time to enjoy the holidays instead of worrying if you scheduled that Thanksgiving promotion email to go out.
- You can be more strategic in your approach because you aren't scrambling to get a campaign together. By starting early, you're giving yourself more time to come up with effective holiday promotions, the right amplification approach, and partners to join forces with. Plus, you'll have more time to identify the most effective marketing channels to use to reach your audience.

Step-By-Step Guide for Prioritize Your Holiday Marketing

The reality is with every passing day; you're losing the chance to make this year's holiday campaign as profitable and successful as possible. We know you're busy, but you don't want to be kicking yourself when December comes, and your sales are behind last year's numbers.

Here's a simple process that will help you get your holiday marketing going this year.

1. Begin With the End in Mind

What is the purpose of your holiday campaign? What do you want to achieve at the end of the campaign? Whether it is to get at least 500 new customers or triple your current gross profit, defining your goals before you start will set the path for your campaign's success.

Make your holiday marketing goals SMART (specific, measurable, achievable, realistic, and timely). Setting unrealistic expectations for yourself will only make you anxious and disappointed.

2. Remember Who You're Selling To

You should already know your target audience long before creating your holiday campaigns. However, sometimes the holidays open you up to a new audience or a specific subset of your current target group. Either way, zeroing in on who you want your holiday campaigns to reach will only make it easier for you to achieve your goals and ensure you get your promotions in front of the right people.

Use identifiers like location, gender, age range, income level, and interests to help you better understand your target audience's behavior and needs. Tap into the social media platforms they use, as that will tell you where they spend most of their time and where you can run paid ads that will reach them. The more you understand about your target audience, the better informed your decisions will be when creating campaign content, offers, and promotions.

You may be wondering how you can access this kind of information. The best way is to use a small business CRM so you can capture as much lead data as possible. An all-in-one CRM, brings your sales and marketing efforts together, so you can not only tap into rich customer data but use that data to implement your holiday marketing campaign seamlessly. But more on that later.

3. Create Optimized Offers and Landing Pages

Once you have your goals and a solid picture of your ideal holiday buyers, the next step is to craft your offer (or offers) and a landing page that you'll drive traffic to. This page will be where your audience can sign up to take advantage of your holiday promotion.

Will you offer your customers discounts, free delivery, or something else you believe they'll appreciate? If yours is a service-based business, what will you do differently for your customers that they will find valuable? Keep in mind that whatever you go with has to be compelling enough to encourage a quick purchase decision.

Make sure you build a landing page that includes everything your audience needs to know about your holiday offer and how they can benefit from it. Include things like:

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- An attention-grabbing headline
- Engaging copy that clearly highlights the benefits of your offer
- Captivating, branded visuals
- An opt-in form to track sign-ups

4. Promote Your Offer

Now that your offer is ready, you need to get it in front of your target audience. You need to draw up your promotion plan and identify channels where you can reach your audiences through paid or organic efforts.

Promotion channels you can use include:

- Email marketing – Gives you the opportunity to reach your audience directly with tailored, personalized messages.
- Social media ads – You can tap into each platform's vast user base and narrow it down based on criteria and characteristics that align with your audience. List the assets you need for each platform ahead of time, such as images, copy, and social media ad spec size, which will help you get your ads running efficiently.
- Blogging – Create a promotional post and add your holiday promo CTA to it. You can also include the CTA in your top-performing blog posts.
- PPC Ads – It may be helpful to include your holiday promo in your pay-per-click advertising if that is part of your marketing strategy.
- Partner or influencer marketing – Reach out to influencers or brand partners to see if they'd be willing to share your promotion with their audience. Just make sure their audience aligns with your target audience for your holiday campaign.

5. Nurture and Build a Connection with Your Leads

Once your holiday marketing offers and campaigns go live, how do you plan to convince prospects to become paying customers? What happens to leads after the holiday period ends?

Encouraging repeat business from or retaining these new customers is just as important as acquiring them in the first place, and developing a lead nurture strategy is the most effective route.

6. Identify Metrics for Reporting and Measuring Success

You'll want to know if your campaign was actually successful, so make sure you clearly define metrics and look back at your goals to make sure they were achieved. Things like conversion rate and the number of sales you generated will help you understand if your promo landed with your audience. Also, make sure you create tracking URLs for each promotional channel you push your campaign out on, as this will tell you which generated the most sales and leads.

The holiday season is an opportunity for you to give back to your customers through exciting offers, discounts, and rewards. It's also a time of year for your small business to increase sales and be as productive and successful as possible. This year, say no to ignoring your holiday marketing and last-minute campaigning. Start planning your campaigns now and enjoy the holidays while reaping the rewards!

Source: <https://www.benchmarkone.com/blog/holiday-marketing/>

Source: <https://www.benchmarkone.com/blog/how-instagram-is-changing/>



Five Ways to Make Customers Feel Special

by Shep Hyken



An important goal of a good customer experience is to make the customer feel special. That special feeling can come in many different forms. I was reading an article about customer retention, and it prompted me to start a list of ways to make customers feel special, want to come back, and even want to share their experience with friends, family, and colleagues. I'll bet there's an

entire book that can be devoted to this topic, but for today we'll keep it to the first few that came to mind. With that, here are five ways to make your customers feel special:

1. Stop selling and start nurturing relationships. Selling is obvious. Building a relationship that fosters confidence, trust and connection is a less obvious sales technique. If every time you contact the customer, be it in person, over the phone, by email, texting, or any other form of communication, and all you do is sell, sell, sell, the

customer will tune you out. If you are showing interest in customers outside of their wallets, you're nurturing relationships. The customer experience shouldn't just be a non-stop sales pitch.

2. Provide education. Make your customers smarter. More than just tips on how to be more successful with your products, how can you help them be more successful in their business or life? Provide education that's tied to what you're known for. And don't do it with a sales pitch. This is purely a value-add – one that adds to the customer experience.
3. Offer sneak peeks of your newest products or what's next. Insider access is always a powerful way of making a customer feel special. If you're not a customer, you don't get the "inside information." And this information should be compelling enough to make them want to remain your customer.
4. Make it personal. At least make it appear to be personal. It's easy to send text messages and emails that include a customer's name and other information that make them feel as if the message is personalized, just for them. But that's just the packaging. The true

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personal approach is to make sure the message is 100% on target for the customer. In other words, if you sell shoes and you know your customer buys running shoes, don't send them messages about golf shoes. The wrong content destroys the personalization effort.

5. And finally, always thank the customer. There are plenty of opportunities to thank the customer. It could be when they place an order, on the invoice, in a

follow-up email or thank you note, and more. You can never say thank you enough. Your customers trusted you enough to part with their money. Don't ever let them walk away unappreciated.

Source: <https://hyken.com/customer-service-strategies/five-ways-to-make-customers-feel-special/>



SECURITY CORNER

Cybersecurity – A Growing Small Business Threat

Expanded computer networks have created new vulnerabilities for phishing and ransomware attacks, and as a result, the risk of a cyber-attack for small businesses – already typically higher than the risk for big companies – has grown dramatically over the past couple of years. During 2020 and 2021, data breaches at small businesses globally soared 152% in comparison to the two previous years, according to RiskRecon, a MasterCard unit that assesses companies' cybersecurity risk. This figure is twice as large as it was among larger companies in the same period.

Given today's difficult circumstances, it's not surprising that small businesses are focused more on day-to-day survival. Nonetheless, longer-term survival is probably out of reach without a respectable cybersecurity program. Virtually everything, after all, has become digital.

Here are some tips as a start towards a robust cybersecurity program:

Make security part of your company culture. Studies have found that the human factor was involved in more than 85% of breaches, whether it entailed falling for a phishing attack or using easily decipherable passwords. These can be mitigated through expansive awareness programs that don't stop with a playbook of possible attacks. They also infuse safety into the organizational fabric, constantly reminding employees of their responsibility to keep the organization safe.

Deploy malware prevention software and keep it updated. It would be best to have software that protects

devices from viruses, spyware, ransomware and phishing scams. Make sure it's updated regularly.

Require use of strong passwords and two-factor authentication. The easiest way to break into a business network is by guessing passwords. Most people use a single password for multiple sites and accounts. All employees should have unique passwords for each of their accounts. Password managers are the best method for achieving this goal.

Back up data regularly. It's best to have multiple backups of company data. This way, if you become the victim of various cyberattacks, you're not totally out in the cold.

Limit employee access. It makes sense to segment and limit employees to only the systems and data they must access. If tight access controls are maintained, you'll limit the damage that any single user can do to your network security.

At the very least, these and other similar steps can help mitigate cyber stress throughout the business. According to a recent CNBC/SurveyMonkey Small Business Survey, which regularly surveys more than 2,000 small business owners quarterly to monitor their outlook on the business environment, nearly four in 10 small business owners are concerned about a cyber-attack within the next 12 months. Alleviating some of this worry is almost as valuable as stopping an attack itself.



Roy Hord 'Volunteer' of the Year Award Nominations

The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take place on March 15, 2023.

RDP is now accepting nominations for this award and will do until Friday, January 18, 2023. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms are available on the RDP website www.riversidedowntown.org or can be obtained by emailing Janice Penner at Janice@riversidedowntown.org.



Enclosed with our compliments:
What's Up with RDP in 2023





3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at
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

For Events email
Janice@riversidedowntown.org.



RDP Facebook Page

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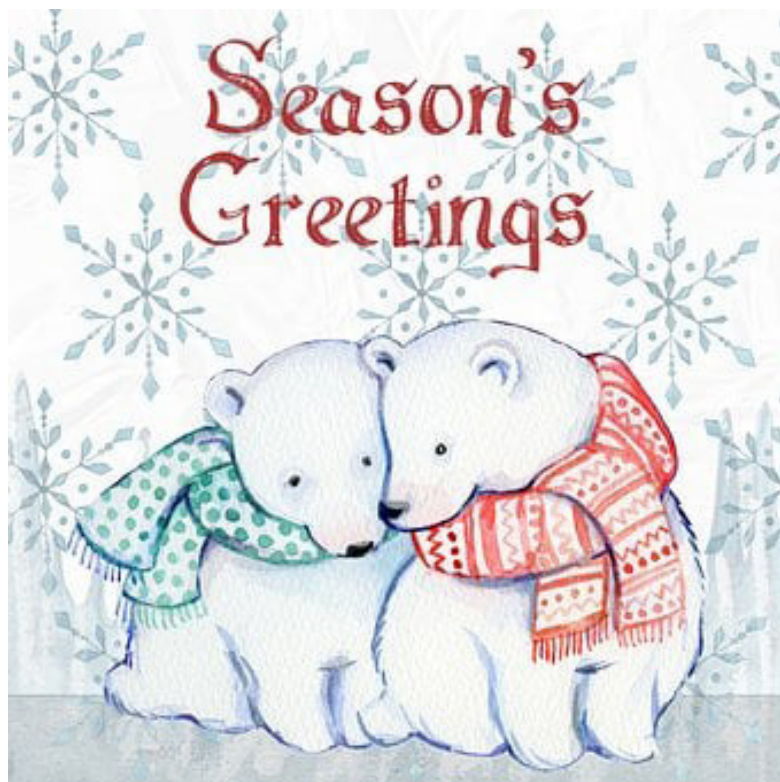
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From the RDP Board and Staff