



Minutes

Present: Brian Percy, Chuck Beaty, Collette Lee, Jean Eiselein, Joe Guzzetta, Nanci Larsen, Paul Gill, Randy Hord, Bob Nagle, Sergio San Martin, Shelby Worthington-Loomis, Shalini Lockard, Shaya Edwards, Sherry Shimshock, Teryn Henderson, Oz Puerta

Excused: Amy Hoyt, Bryan Crawford, David Bristow, Debbie Rose, Justin Tracy, Philip Makhoul, Rachael Dzikonski, Stan Morrison

Absent: Andrew Walcker, Jesse De La Cruz, Lou Monville, Clarissa Cervantes, Miguel Lujano, AJ Licon, Jake Orta

Ex-Officio ABP / City Council: Erin Edwards, Paloma Montes

Staff: Janice Penner, Shirley Schmeltz

1) Call to Order

Shelby Worthington-Loomis called the meeting to order.

2) Self Introductions and Public Comment

Self introductions and public comments were conducted.

3) Approval of Minutes of July 13, 2022.

Motion: To accept the Minutes of the Meeting of July 13, 2022

Motion made by: Chuck Beaty **Motion Seconded by:** Paul Gill

Motion carried.

4) Chair's Report

Shelby Worthington-Loomis said she hoped everyone was staying safe while the flashfloods are going on especially while they are driving.

5) Items for Discussion

5a) Downtown Public Parking Program – Update on RDP/Chamber/Business Activities

Janice Penner said RDP did support a parking rate increase back in February as money was needed to provide upgrades in technology, maintenance, and security. However, RDP supported the new parking rates being increased over three years, not in one year as the City decided. RDP, the Chamber, and PCI received many calls from businesses who saw dramatic decreases in sales and customer counts plus issues with the employees who couldn't absorb the increases. RDP worked closely with the Chamber to mobilize businesses to convince Council on July 19 to roll back the parking rate increases and schedule changes. Staff worked with the Chamber on preparation of the surveys sent to downtown businesses, employees, customers, and visitors on the program. The deadline for the surveys was September 9 so the results are now being analyzed.

An item on the September 6 agenda was concerning as it would adopt an unrealistic time frame for changes. Staff submitted a letter and an e-comment that morning outlining RDP's concerns.

Council decided that no change will be made to the parking program until after Festival of Lights.

Shelby Worthington-Loomis said people needed to speak their mind on this issue so their voices were heard. Many people originally agreed to a gradual parking rate increase as they saw the need for it, but the Council misconstrued what the businesses and public would accept.

5b) Ratification of Board Changes – Motion

Janice Penner said Randy Hord agreed to sit on RDP's Executive Committee, replacing Patrick Brien who left the Board. Rachael Dzikonski, who is now the interim Executive Director of the Riverside Arts Council, agreed to sit on the RDP Board as an Arts representative.

Motion: To approve Randy Hord as an Executive Committee member and Rachael Dzikonski as a Board member.

Motion made by: Brian Percy **Motion Seconded by:** Joe Guzzetta

Motion carried.

6) Financial Reports

6a) Financial Report at July 31, 2022 & August 31, 2022

Nanci Larsen said at the month ended August 31, 2022, RDP had \$181,049 in two Checking and one Money Market accounts with Citizens Business Bank and Provident Bank. RDP reserves included two CDs with Pacific Premier Bank and one CD with Provident Bank for total reserves of \$273,932.

The Accounts Receivable was \$13,781; consisting of \$13,608 for City parking and \$110 other. The Accounts Payable equaled \$6,201.

BID revenue for July 2022 received in August 2022 was \$34,081. BID revenue last year for July 2021 was \$26,205 resulting in an increase of \$7,875.

The draft financial review for August 31, 2022 showed a current budget of \$18,242 with a year-to-date loss of \$2,199 and year to date budget of \$27,619. The positive variance was \$25,420. There was no Motion as the report was draft pending the financial review.

7) Adjournment of Meeting and Convening of Advisory Board of the Riverside Downtown Parking and Business Improvement Area for Approval of Annual Report for 2023 Renewal (Separate Agenda) followed by adjournment and reconvening of Board meeting.

8) County of Riverside District 2 Update

No update.

9) City Council Updates

Erin Edwards said the PBID feasibility study was starting as the previous City manager did sign a contract with a consultant to evaluate if a PBID is possible for downtown Riverside.

The Mark mixed use development is almost completed with an anticipated completion date by Festival of Lights.

The City has launched a website regarding the parking rates for downtown Riverside to get more community engagement. The City is using the "Balancing Act" software which allows people to see what impact changes to parking rates would have on the parking fund and the projected deficits with fixed costs and current rates. There is also a survey which people are encouraged to fill out. The City will also be having at least two meetings with businesses and stakeholders regarding the parking program and rates. One will be after Festival of Lights.

Janice Penner commented she was on the website and took the survey and found it interesting. Collette Lee asked who was managing the process. Erin Edwards said it was Nathan Mustafa and the Public Works department. Teryn Henderson said she noticed that the employee program didn't seem to be a topic of concern and felt it was something which really needed to be discussed. Janice Penner said it was on the City's survey.

The Mission Heritage Plaza and Civil Rights Institute is scheduled to open on October 22. The Riverside Gateway Parks discussion goes to the Parks Commission on Monday at 6:30pm. Fairmount Park Golf Course will be left alone for now as the discussions will be halted for the time being. The Roots vegan restaurant is now open.

Shelby Worthington-Loomis said the PBID is a tense subject with the business owners so perception about the topic is everything. Erin Edwards said this is why the City is taking a good look at the overall feasibility of a PBID to determine if moving forward with a PBID is even possible. Nothing has been decided.

Shelby Worthington-Loomis then asked what vendors were chosen for the Festival of Lights as the businesses would like to know so there's time to plan around those vendors. The businesses do not want it to be a big reveal like in years past. Erin Edwards said she believed the vendors picked so far were a Ferris wheel set up by the old fire station, the ginger bread house, and Casey's cupcakes. Four other possible vendors could be hot chocolate, popcorn, nut, etc. Shelby Worthington-Loomis said she would like to know if there would be any conflicts between the vendors and downtown businesses as soon as possible.

10) City Community Development Department Update

Sherry Shimshock said the initial PBID meeting is happening on September 27. The consultant will be managing the discussion and research behind the feasibility study. This meeting will be to introduce the stakeholders to the consultant.

The Community and Economic Development has 25% less staff than normal but they are hiring and working on replacing the staff which left. A consultant has been hired to help fill the talent gap while the City is hiring new employees. Erin Edwards mentioned the applications for people wishing to be the City Manager closes this week and hopefully there will be a lot of good candidates within the pool of applicants. A discussion took place regarding the hardships of getting good candidates for all the open positions within the City and the challenges a lot of people were facing at the City which could have caused some burnout.

Paul Gill spoke about Riverside Alive and how the project was originally approved back before COVID happened and then after COVID, the project became completely different in appearance. Paul Gill said the project should go back to Council because it should have to be

reassessed with all the changes the project underwent. Erin Edwards said the Council is on the same page as Paul Gill and are having discussions about the Riverside Alive project and what needs to happen in order for it to still fulfill the original approved contract.

Shelby Worthington-Loomis said many business owners are coming to her because they are having problems getting their leases renewed due to them being overlooked as the City deals with the more extensive construction projects in the area. Shelby Worthington-Loomis asked if there is not someone at the City who could be delegated to helping the business owners who have simple questions or changes needed to continue their lease. Business owners who go to the one stop shop with their questions are getting told to go to the Design Review Committee. Sherry Shimshock said she will bring this to senior management's attention to see if something can be done to bring a business liaison in.

11) RPD Security Update

Shelby Worthington-Loomis said Bryan Crawford was unable to attend the meeting but that the police still have two officers working for 6 am to 4 pm Wednesday to Saturday in the downtown area.

12) Items for Information

12a) Update on RDP Activities and Items

Shelby Worthington-Loomis said the Riverside Art and Music Festival is being co-hosted by RDP and the Riverside Arts Council on September 24, 2022.

The September 27 luncheon will be at the Riverside Marriott and feature Joe Ramos from the Miracle and Dreams Foundation speaking about the Miracle on Main event in December and Jarod Hoogland from the Mission Inn Foundation speaking on the Mission Inn Run in October.

RDP continues to work with the Riverside Convention and Visitors Bureau on social media promotion.

The City planned for entertainment and vendors at the switch-on ceremony for the 2022 Festival of Lights, but only two to six vendors thereafter. RDP was approached to coordinate vendors and entertainment during the remainder of the event. Janice Penner said before the City took over Festival of Lights, RDP managed Downtown Aglow after the switch on ceremony with vendors and entertainment as well as carriage rides. That led to the Chamber asking if RDP would step in to coordinate entertainment and vendors. RDP agreed to do so to support downtown businesses who feel vendors and entertainment are needed to draw people for return visits.

Staff is working with Cosme Cordova, the Riverside Arts Council, and the Mission Inn Museum on this. Entertainment would be provided at the Benjamin Franklin stage by City Hall as well as an Artisans Alley on the UCR block with locals selling their own creations Thursday through Sunday during the hours of 5 pm and 10 pm. The Mission Inn block will most likely hold the six vendors the City plans. The businesses on the Cal Tower block will be asked to sell family-friendly items to draw people towards City Hall.

13) New Business

Chuck Beaty said a video was sent to him regarding the fight in front of the RAM and the video was filmed in such a way that it appeared the police were watching and not interfering.

Chuck Beaty suggested that RDP should send a letter to Cindy Roth regarding her years of service to downtown and thanking her for everything she has done. Janice Penner said RDP would do so.

Shaya Edwards said there is construction at the hospital regarding the entrances as they were not ADA approved. The construction should last 30 – 45 days.

Brian Percy talked about the housing project going onto the property at Market Street and 11th Street. None of the business owners in the surrounding area were made aware of the project. According to City staff this is a streamlined project and does not have to go out into the community for input. The initial information on the project indicated residential only but after discussion with staff, there are plans to include ground floor retail. The concern from neighboring businesses is that the project is minimally parked with no visitor spaces, and adding retail would drive parking even more into the neighborhood.

Brian Percy said there is a massive communication problem between the City and the residents and there will be backlash because the proper information was not provided to all concerned parties. Janice Penner said RDP sent a letter of concern to the City regarding the business owners and residents not being informed about the project. Shalini Lockard said another area of concern is the building currently at the location has a historical landmark status so how much can really be added onto it. The project calls for three additional stories to be created.

Erin Edward said this property was listed as one of the potential sites over a year ago during the housing engagement commission. This is why it was so important for people to look at the potential sites for housing back then. Teryn Henderson and Collette Lee both called for the City to relook at how they convey the information to the public because there is obviously a disconnect. Collette Lee said if she is going to take the time to go to a Council meeting, she wants to feel her voice is being heard, otherwise people feel the issues are already decided on by Council and no matter what is said, they will not change their minds. Erin Edwards said the City is working on a community engagement policy which she along with Paloma Montes is trying to push forward.

14) Adjournment – Next Meeting Date October 12, 2022