



8:30 AM

BOARD OF DIRECTORS MEETING  
WEDNESDAY FEBRUARY 14, 2024  
WALLING BUILDING 3<sup>rd</sup> FLOOR

## Minutes

**Present:** Amy Hoyt, Bryan Crawford, Brian Percy, Chuck Beaty, Collette Lee, Damian Fussel, Denise Hamet, Jean Eiselein, Jesse De La Cruz, Nanci Larsen, Philip Makhoul, Rachael Dzikonski, Bob Nagle, Samuel Precie, Shalini Lockard, Shelby Worthington-Loomis, Stan Morrison, Ron Loveridge, Jennifer Gamble, Claire Oliveras

**Excused:** Justin Tracy

**Absent:** Andrew Walcker, Cherie Crutcher, Joe Guzzetta, Joe Ramos, Lou Monville, Randy Hord, AJ Licon, Oz Puerta, Clarissa Cervantes, Melanie Bruns

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

**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 January 10, 2024.

**Motion:** To accept the Minutes of the Meeting of January 10, 2024

**Motion made by:** Chuck Beaty **Seconded by:** Brian Percy

**Motion carried.**

### 4) Chair's Report

Shelby Worthington-Loomis said the meeting was her last one after being RDP's Chair for 8 years. She reminisced about her history with the organization, how she came to be a part of RDP, and how it was some of the best times of her life. She thanked RDP for the opportunity and said she will still be a part of RDP as Past Chair, and will help Shalini Lockard as the new Chair. Shalini Lockard thanked Shelby Worthington-Loomis for her service and praised both Janice Penner and Shirley Schmeltz for their outstanding work. Shelby Worthington-Loomis said RDP is the olive branch connecting businesses and people to the City.

### 5) Items for Discussion

#### 5a) Approval of Board of Directors Election for 2024 – 2026 Term

Janice Penner said the ballot cut-off was mail postmarked January 31, 2024. Approximately one third of the ballots sent out were returned as completed. Of those, over 90% voted for the slate put forward. The Executive adopted a motion at their February 6 meeting to recommend that the Board approve the slate.

Janice Penner noted that the new Board term is effective March 1, 2024 and the first meeting of the new Board March 13, 2024. New and retiring Board members will be recognized at the Annual Meeting on March 20, 2024.

Janice Penner said that the next step was for the current Board to formally approve the election results and noted that the Board of Directors slate as presented on the ballot was attached.

**Motion:** To formally adopt the elected Board of Directors slate for the years March 1, 2024 to February 28, 2026 as presented on the ballot.

**Motion made by:** Brian Pearcy **Motion Seconded by:** Chuck Beaty

**Motion carried.**

#### **5b) Economic Impact Study – Update**

Janice Penner said RDP received the fourth draft that included all RDP comments. That draft was sent to the other funders for their comments. She said staff would be working with Beacon Economics to finalize the Economic Impact Study report for final distribution. Board members who would like a PDF of the report should send an email to Janice Penner.

Janice Penner said she was working with Nick Adcock to do a joint presentation of the study with Beacon Economics present at either the BB & K board room or the Chamber board room. Invitations will go out to the Board when the details are finalized. Brian Pearcy asked if the Press Enterprise or any other members of the media would be invited to this presentation. Janice Penner said she had asked Lou Monville, Andrew Walcker, and certain key others who should be invited.

Ron Loveridge said it would be nice to highlight some of the key points. Erin Edwards asked what the most important insights were from the study. Janice Penner said the point of the report was to demonstrate the economic impact that downtown has on the city overall. Downtown has many of the higher paid jobs and is the location for many economic drivers such as the hotels, the convention center, the health care center, and the entertainment and hospitality industry.

Collette Lee said this report is to educate people on the value of downtown. Janice Penner said it is meant to educate but also to validate and show that it is worth investing in downtown. Sarai Arellano said these types of reports are very important to get funding both on the federal and state level as long as they are done properly.

### **6) Financial Reports**

#### **6a) Financial Update at January 31, 2024**

Nanci Larsen said the financial report for the month of January showed a year-to-date surplus of approximately \$26,531, compared to a budget deficit of \$8,729, resulting in a positive variance of \$35,260. BID Levy income was \$21,253 higher than budgeted which accounted for a portion of the variance. The remaining variance was due to timing and some expense savings such as the new internet phone based system.

As of January 31, 2024, RDP had \$251,141 in two checking and one money market account with Citizens Business Bank and Provident Bank. RDP reserves include two CDs with Pacific Premier Bank and one CD with Provident Bank for total reserves of \$279,618. The accounts receivable was \$8,963. The accounts payable equaled \$3,291.

**Motion:** To Accept the Financial Reports at January 31, 2024 as presented.

**Moved:** Chuck Beaty **Seconded:** Brian Pearcy

**Motion Approved.**

Janice Penner explained how RDP is funded for the new board members. RDP's funds mostly come from the BID levy. When businesses in downtown pay their business tax, they pay double and RDP receives the extra money less the City's administration fee. The BID levy fluctuates monthly so RDP holds reserve funds to manage cash flow.

## **7) RDP Security Updates**

Bryan Crawford said the ARPA safety and security grant sent their last approval letters out that week. In total, 100 businesses were approved, 48 of which were in the North area, and 23 were in the BID area. The grant should be completely paid out within the next 90 days.

The police are well aware of the issues at the bus stop on University and Lemon. They are trying to get to the root cause of it and feel they have made some progress in the last few weeks. They are working to revoke some permits for the smoke shop which will hopefully help the area.

The Federal Court House was broken into a few months back. The individual who was involved is a known burglar and his prints were all over the scene. The case has gone federal so once the Marshalls are able to locate the individual, he will be going away for a significant amount of time, unlike if it had stayed at the state level.

Since the last meeting, the police have arrested two fentanyl dealers and charged them with murder in relation to overdoses.

Three Lieutenants are retiring between now and April so will be some movement in the department.

Philip Makhoul mentioned two robberies which took place at 4019 and 4029 Market Street. They have been hit 3 to 5 times in the last 6 months, usually on Sundays. Bryan Crawford said he would look into it.

## **8) County of Riverside Updates**

Damien Fussel said there is an election coming up and the County will be monitoring it. They did look at changing checking of accounts to 2 percent from the standard 1 percent. The concern was to keep the integrity of the voting, but there was concern about cost.

Janice Penner asked about the sale of county properties and how that was coming along. Damien Fussel replied they have a new website which lists all properties throughout the County.

## **9) Mayor's Office Update**

Sarai Arellano said the Mayor has started her Public Safety Neighborhood Tour. The first stop was at Mission Grove which had a good turnout and conversations. The next stop is with DANA on February 26 at 7 pm. A flyer will be sent out with more information.

## **10) City Council Updates**

Erin Edwards said the Housing and Homelessness Committee will be meeting on February 26 at 3:30 pm to discuss the City's allocation of \$10 million for Homelessness, Housing,

Assistance, and Prevention Funding. The other discussion will revolve around affordable housing and creating an affordable housing trust fund at the City which will be a loan fund.

The City is recognizing the need to have better communication with the non-profits. The Department of Housing and Homeless Services is working on a non-profit summit which will take place on February 29 at 8:30 at the Orange Terrace Community Center. At that event they will also be introducing a non-profit resiliency fund concept using the ARPA money already allocated for non-profits.

On March 14 there will be a community and stakeholder meeting at 5 pm regarding the River District at the Armory at Fairmount Park to think of what the space could become, for instance an outdoor restaurant. The Armory hasn't been used in a while. For a time it was used as a homeless shelter, but not for over 15 years as it wasn't a good idea right at the entrance to Fairmount Park. Salvation Army has used the space for toy sorting when doing their annual toy drive for Christmas time.

### **11) City Community Development Department Updates**

Denise Hamet said they have been actively writing up notes from the table recorders which were used during the Summit of Excellence. The next step is to spot the trends and stick with one voice as much as possible. The City has a new webpage for the Summit of Excellence located on the City's website under economic development. On the left under initiatives people can find videos, PowerPoint presentations, etc.

Shelby Worthington-Loomis said the owner of the Poppy's Lounge property on Ninth and Orange called her because he is having issues with homeless throwing things at his windows, dirt and rocks from the ground surrounding the trees. The owner wanted to cement the area in question. The City told him he could he just needed to pull a permit and pay out of pocket. He did and put cement but the City came out and now says he has to redo it. Denise Hamet said she would reach out to him to try and help him. Janice Penner said this is an ongoing issue with businesses being told different things depending on who they talk to in the City. Ron Loveridge said it is unacceptable.

### **12) Items for Information**

#### **12a) Annual Meeting and Awards Ceremony**

Janice Penner said the Mission Inn & Spa has returned as the Event Sponsor. Sponsorships are confirmed for the Roy Hord 'Volunteer of the Year' Award and the Chair's Award. The five category awards (Arts and Culture Award, Business Activity Award, Downtown Event Award, Downtown Improvement Award, and Safety and Security Award) are sponsored as well. Staff is working on securing a sponsor for one last award.

Initial 'Save the Date' (attached) and sponsorship/donations emails have gone out and a blurb included in the February 2024 Bulletin. The award materials have been purchased in anticipation of a price increase. Invitations will go out shortly, and staff will continue to promote ticket sales via email and social media. Early bird pricing ends February 23.

#### **12b) Special RDP luncheon on February 27, 2024**

Janice Penner stated the February 27, 2024 Luncheon will be held at the Riverside Convention Center and will be a special event for businesses to learn about the two new destination

websites, 'Visit Riverside' and 'Discover Riverside.' The City, the Chamber, and the Arlington Business Partnership will help to promote the event.

To encourage businesses and other entities to attend and learn more, there is a no-cost option to attend the presentations. There is also a \$15 luncheon option jointly sponsored by RDP and the Riverside Convention and Visitors Bureau. The Riverside Convention Center is providing complimentary AV and parking. Board members who wish to attend the luncheon option should reserve early as there is a maximum of 100 seats for that option.

### **12c) RDP Activities and Items Update**

- **Ward One Candidates Forum**

Shelby Worthington-Loomis said the forum was a success with 132 attendees and standing room only. Links to the video of the forum are on RDP's Facebook page.

- **Security Resource Pilot Program – RDP Involvement**

Shelby Worthington-Loomis said RDP will work with Megan Stoye on the business education portion of the Security Resource Pilot Program. RDP will promote the Stakeholder reach-out meeting at 6:30 pm on February 22 in the Mayor's Ceremonial Room, and their Security Guard training meeting at 6 pm on March 13 at the Main Library.

- **Other**

Shelby Worthington-Loomis stated RDP is partnering with Keep Riverside Clean and Beautiful and the Arlington Business Partnership on a spring clean-up scheduled for Saturday, March 16. RDP will be offering clean up kits to downtown businesses provided through KRCB. KRCB is handling the majority of logistics involving volunteers.

Instagram results have improved with the new social media consultant. Staff is reviewing other digital and social media marketing opportunities.

### **13) New Business**

Chuck Beaty spoke about 1998 and how it was a significant year for Riverside, both the good and the bad.

Ron Loveridge said there is an effort by an assemblyman out of San Francisco to try and create statewide legislations to help the downtowns. He said he planned to attend the International Downtown Association meeting in Seattle from September 11 to 13. He said he felt at least three representatives from RDP should attend.

Shelby Worthington-Loomis said RDP representatives have gone in the past to cities that mirror Riverside. Janice Penner said RDP maintains its membership to both the International Downtown Association as well as the California Downtown Association. RDP hadn't attended recently for two reasons. One being financial as RDP was recovering from the pandemic and spending over \$300,000 on security. The second reason, as Shelby Worthington-Loomis mentioned, was preferring to go to cities similar to Riverside.

### **14) Adjournment – Next Meeting Date March 13, 2024 at 8:30 am.**