



BOARD OF DIRECTORS MEETING
8:30 AM WEDNESDAY MARCH 12, 2025
WALLING BUILDING 3RD FLOOR
USE RDP OFFICE ENTRANCE

Minutes

Present: Chad Collopy, Chuck Beaty, Collette Lee, Jean Eiselein, Jennifer Gamble, Jesse De La Cruz, Joe Ramos, John Adkins, Justin Tracy, Lou Monville, Broc Yoshida, Nanci Larsen, Philip Makhoul, Rachae Dzikonski, Randy Hord, Ron Loveridge, Shalini Lockard, Shelby Loomis, Stan Morrison

Excused: Amy Hoyt, Brian Pearcy, Joe Guzzetta, Bob Nagle, Sorelle Williams

Absent: Andrew Walcker, Cherie Crutcher, Emilio Ramirez, Mercedes Serrano, Samuel Precie, Kyle Warsinski, Oz Puerta

Ex-Officio ABP / City Council: Clarissa Cervantes, Sarai Arellano, Melanie Bruins, Philip Falcone, Zoe Ridgway

Staff: Janice Penner, Shirley Schmeltz

1) Call to Order

Shalini Lockard called the meeting to order.

2) Self-Introductions and Public Comments

Self-introductions and public comments were conducted.

3) Approval of Minutes of February 12, 2025.

Motion: To Accept the Minutes of the Meeting of February 12, 2025

Motion made by: Chuck Beaty **Motion Seconded by:** Collette Lee

Motion carried.

4) Chair's Report

Shalini Lockard thanked RDP staff for their hard work on the Annual Meeting. She noted that sponsorships were at an all-time high as well as proceeds from the opportunity drawing.

5) Items for Discussion

5a) Annual Meeting and Awards Ceremony Debrief

Janice Penner said the event was RDP's most successful annual meeting to date in terms of sponsorships (11 at \$1,900) and proceeds from the Opportunity Drawing (\$2,030). Ticket sales were 177 while there were 22 complimentary tickets for awards recipients and staff. Actual attendees were 167.

The event itself was well received with attendees complimenting the additional space and the food. Emails expressing thanks to presenters and to the Convention Center were sent out the next day. Pictures of the event are posted on Facebook.

Recommended changes for next year include ambiance enhancements such as pipe and drape behind the stage, additional decorative lighting, additional lighting on the stage for the presenters, and cocktail tables in the area between the table seating and the bars. Staff has booked the venue for February 19, 2026 and will post the event on various calendars.

6) Financial Reports

6a) Financial Update at February 28, 2025 – Motion

Nanci Larsen said the financial report for the month of February showed a year to date surplus of approximately \$65,962 compared to a budget deficit of \$14,596, resulting in a positive variance of \$80,558. BID Levy income was \$53,485 higher than budgeted which accounted for the majority of the variance. Annual meeting gross proceeds accounted for \$11,223 and timing of expenses accounted for the remainder.

As of February 28, 2025, RDP had \$311,708 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 \$289,672.

The Accounts Receivable was \$57,648 of which \$3,400 is attributed to the Annual Meeting and \$54,203 January BID Levy income payable in February. The Accounts Payable equaled \$5,069. The liability for accrued staff benefits (vacation and other time) as of February 28, 2025 was \$51,355.

Motion: To Approve the February 28, 2025 Financial Report.

Motion made by: Justin Tracy **Motion Seconded by:** John Atkins

Motion Carried.

7) RPD Security Updates

Chad Collopy said staffing is almost at full capacity for sworn officers with 75 officers hired within the last year. Park Rangers are fully staffed and patrol all the City parks and perform quality-of-life duties at the parks and around the neighborhoods. They perform life saving measures for several individuals in crisis at least monthly at various parks. There are talks about increasing the number of Rangers on staff.

Riverside's Police Chief is the president of the Police Chiefs Committee for the state of California. They are currently holding their annual conference in Riverside at the Convention Center with about 400 police chiefs and staff in attendance.

There were concerns about the biker club that set up shop near the Pine Center strip mall regarding parties, noise, racing, and various other quality of life issues. The police worked with the City Planning Department as there were multiple zoning and planning issues that were non-compliant. After the police spoke with the property owner, the biker club decided to vacate the premises and are in the process of moving.

Chad Collopy said he meets with Riverside Community Hospital's security team regularly. RCH is getting ready to start demolition along Brockton and Fourteenth for their new parking structure, likely within the next month or so.

There were no incidents at the Black History Parade and Expo. There were also no issues at Truck-A- Palooza this past weekend.

The Memorial Day Run, Westcoast Thunder, that starts at the Harley Davidson on Indiana will now end at the RMA downtown so the police are working with them on logistics.

The police have started working on the Fourth of July Celebration with the Parks and Recreation Department as well as with traffic and the fire department.

8) County of Riverside Updates

Emilio Ramirez was not in attendance and no update was provided.

9) Mayor's Office Update

Zoe Ridgway said Azzie Holcomb is a new staff member in the Mayor's office that came to them from former Senator Roth's office.

Zoe Ridgway said the City of Riverside has reached functional zero for youth homelessness which means that the services they provide match the needs of the youth homeless. The City reached functional zero with veteran homelessness a few years back. She added that there are several bills that the Big City Mayors coalition is tracking including Senate Bill 569 which would mandate coordination between Caltrans and local agencies to tackle homelessness on the freeways.

10) City Council Updates

Philip Falcone noted the Riverside Art Market taking place on April 12th at White Park.

Philip Falcone said the focus of his office for this year will be University Avenue, particularly Market to Lime. They are making some sidewalk improvements, plus there are new tree wells and new signage. He said that Altura Credit Union has pledged \$30,000 for a mural on the Lime Street Pedestrian Bridge which transcends Lime Street. This mural will be the first public art in the City that transcends a street and is three dimensional. They hope to start this project on June 1st, but there are a lot of traffic issues they need to work as well as renderings of the mural. Once he has those, Philip Falcone said he will bring them to the Board meeting for viewing.

The City has received two bids for the expansion of the Museum of Riverside. Both are fairly competitive bids on the lower end of the scale and will be coming to City Council at the end of this month. They hope to have a groundbreaking for the expansion by July. Collette Lee asked if they were local companies. Philip Falcone said he is not sure as they have not been published yet.

October 6, 2025 is the 50th Anniversary of City Hall. The City will be doing site improvements to really engage that portion of the Main Street Mall. Rico Alderette will be doing a large Raincross sculpture out front, and they will be bringing back student educational tours of City Hall. Those have not taken place since before Covid, and they hope to have 50 educational tours over the course of the year from October 2025 to October 2026.

Justin Tracy asked about Poppy's Lounge as they have installed 15 outdoor speakers which seem odd to him. Philip Falcone said they are working through the issues but he couldn't comment due to active litigations.

Clarissa Cervantes said the Council voted yesterday to make the Orange Masonic Lodge a historical landmark. The Farmhouse Collective will be having their grand opening on March 29.

Clarissa Cervantes said 6 Riverside artists will be selected soon for the artist in residency pilot program. The Riverside Arts Council is helping to facilitate the interview and selection process. Each artist will receive \$25,000 to do community-based murals in the City of Riverside.

The Eastside Music Festival at Lincoln Park was nominated for one of the categories for the Mayor's Ball and Clarissa Cervantes encouraged people to vote in support.

Collette Lee said that she had previously raised the issue that the artist in residency program is only for visual arts, and does not include literary or performing arts. Clarissa Cervantes said the committee did discuss the issue but ultimately decided to encourage those people to apply that could provide a visual concept in their application. She explained that as per City Council's directive, they focused more on mural artists because it was easier to work with the community to get feedback on an initial visual concept and then from that feedback, have the artist make a final rendering. She noted that murals also last longer and are more permanent in the community. This artist in residency program was modeled after the RAM's artist in residency program that Juan Navarro has been doing for years and has been very successful.

Clarissa Cervantes said that in the listening sessions there was an artist who wanted to focus more on the dance and literary arts Margie Haupt did encourage that artist to put a proposal together, but also mentioned that City Council's directive was to have mural artists for the pilot program. Collette Lee asked who she would need to talk to so that other art forms can be considered for the program. Clarissa Cervantes said that the pilot program is for 2 years and when the program finishes it will go back to Council for potential renewal. At that time the issue of expansion to other art forms can be raised and discussed.

11) City Community Development Department Update

Kyle Warsinski was not in attendance and so Philip Falcone was asked to provide an update. He noted that there is a kickoff at the Riverside Airport today at 10 am for Ohmio, the autonomous buses.

Philip Falcone said the topic of the marijuana/cannabis ordinance is set to go back to Council on March 25. The Economic Development met with each Council member individually to discuss their point of view on the marijuana ordinance and thoughts on what it should be. They have compiled the information into a new proposal that will be included on the agenda published on Thursday evening. Philip Falcone saw a draft of the proposal and one of the recommendations is not to have a dispensary in the downtown core.

Janice Penner asked if Philip Falcone could provide an update on the General Plan as well as the review of the sign code. Philip Falcone said the sign code went to the Land Use committee and the Planning Commission. The thought is to be more explicit in what the City expects and not left open to interpretation, and to provide a handbook for businesses with the rules and examples of what is and is not permitted with regards to signage. The Planning Commission in particular gave the directive to be stricter and more explicit in what they expect for signage, and then come back to the Planning Commission before going to City Council. The Planning Department is now looking at other cities that have similar historic districts and making Riverside's codes more in line with those other cities before going back to the Planning Commission. They will be looking at window wraps and what is defined as signage. They remain firm on no signage on the top of a business' roof. Shelby Loomis asked if the City will be making it an even playing field until the new codes go into effect. Philip Falcone said that Code Enforcement doesn't don't go looking for violations but reacts if someone reports a sign code violation. Shelby Loomis then asked about sign code violations on City buildings. Philip Falcone said they can be reported, but the City is exempt from their own sign codes.

Clarissa Cervantes said the Housing and Homelessness Committee is exploring other alternatives in other cities, such as the Safe Parking Program. There are currently 4,000 children in the RUSD system that are homeless, and a lot of families are living in their cars. They are

currently looking into creating a Safe Parking Program for women and children, which will be going to Council for discussion in April.

Clarissa Cervantes said that the Council just approved a small, condensed timeline for the General Plan that was sent to the governor's office with an update on their housing numbers and the status of their designation. She added that each council member is able to appoint one person to represent their ward, and they are very involved community members who are leading the General Plan update and are rooted in the community. They will have future workshops on the General Plan as well.

12) Items for Information

12a) RDP News, Activities, and Other Items

Shalini Lockard said the March 25, 2025 luncheon is scheduled at the new The State restaurant in the Walling Building with Erin Edwards speaking on the Blue Zones Project in Riverside. The April 22, 2025 luncheon is scheduled for the Riverside Game Lab with Bricks and Birch providing the food and Matthew Taylor presenting on the City's General Plan update. Locations and speakers are still pending for the May and June luncheons.

RDP purchased an ad in the Black History Parade and Expo program. RDP is sponsoring the Mayor's Ball on April 5, the Riverside Art Museum's Art Market on April 12, and the Riverside Pride Festival on May 10.

13) New Business

Ron Loveridge mentioned on April 5 there will be a Citrus Festival at Citrus Park which will be reminiscent of what the Orange Blossom Festival was in downtown.

Janice Penner noted that 2025 was proclaimed the year of Arts and Culture. She asked if the City was going to have a calendar of the events throughout the year, particularly as many would be in the Arts and Culture District downtown. Philip Falcone said the Visit Riverside website would have a listing of events under /ACD.

Stan Morrison commented on the issue of cannabis dispensaries. He said back when he was a coach at USC, cocaine was considered to be non-addictive but its use actually led to drug addiction. He wondered if any of those people voting on these measures had children and understood that marijuana is a gateway drug. Fentanyl is already an issue in the state so he wondered why Riverside would add marijuana to the mix. Clarissa Cervantes said that there are many substances that people can become addicted to, and any drug can become harmful if not used appropriately. However, at the end of the day the Council did send this to the voters and 60% of voters did want to see cannabis dispensaries. There is a difference between illegal versus regulated and these stores will have to adhere to rules in order to stay in business. There will be two locations per wards and staff is working with Council on the locations of these dispensaries .

Stan Morrison concluded that the school systems will need to go back to early education on the inherent dangers of various drug substances and how they can have negative lasting effects on an individual.

Jennifer Gamble mentioned that they had an amazing turnout at their monopoly tournament at Citrus Park. They are hosting a second two-hour event with cash prizes at ProAbition on March 30 from 5 pm to 7 pm. It is a.

Rachael Dzikonski encouraged people to attend the Mayor's Ball for the Arts taking place on April 5 from 5 pm to 9 pm at the Culver Center. There are seven different categories of art nominations, with artists and organizations and facilities nominated and voted on by the community. This year the event will have a theme of Alice in Wonderland and the cost is \$100 per ticket.

Joe Ramos said that the Miracle and Dreams Foundation is hosting an Easter Egg Hunt in North Park on April 19 for children ages up to 12 with groups will be staggered by age. They will also be having their golf tournament on May 16th in Corona with proceeds funding their backpack giveaway in Riverside.

14) Adjournment – Next Meeting Date April 9, 2025 at 8:30 am.