

Board Meeting Agenda

Tuesday, December 13, 2022, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER 8:36am

ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Gregory Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Brian Poage, Ralph Russomano, Allen Sanford; Non Board Members: Ted Semaan, Lauren Sablan, Kathleen Fisher, Mike Klein, Lynda Habash, Nils Nehrenheim.

CONSENT ITEMS

	1. Approval of Minutes from November 2022 Meeting (Secretary) (attachments item #1) Motion by Allen Sanford to approve the minutes amending item IIV. 7. to reflect '15 new brackets'; Jeff Ginsurg 2nd-ALL in Favor-approved.
	2. Receive & File Financial Report (Treasurer) (attachments Item #2) Motion by Allen Sanford to receive and file the financial report; Terry McGaughey 2nd-ALL in favor-APPROVED
	3. Receive & Approve
	a. Resolution: #MSA20221127 "Non-profit at Holiday Stroll"(attachments item #3) Motion to receive and approve the resolution by Allen Sanford; 2nd by Kimberly Judy-All in favor-APPROVED
	b. Resolution: #MSA20221129 "Postpone Holiday Stroll" (attachments item #4) Motion to receive and approve the resolution by Allen Sanford; 2nd by Kimberly Judy-All in favor-APPROVED
	4. Receive & File:
	a. 990 tax returns; hard copy presented to the board Motion by Allen Sanford to delay review until next meeting but to receive and file; Ralph Russomano 2nd-ALL in favor-APPROVED
	b. RVA Annual Report 2022-2023, attached at the end of the packet (attachments item #8) Motion by Allen Sanford to delay review until next meeting but to receive and file; Ralph Russomano 2nd-ALL in favor-APPROVED
IV	GUESTS & UPDATES
	1. Redondo Beach Police Dept (Kyle Lofstrum) N/A
	2. Public Works (Skip to "discussion items" with Ted Semaan, Lauren Sablan, Mike Klein) See V. 3a.
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike) N/A

	4. Farmers Market Financial Report (attachments item #5) Lynda said she will have new vendors in 2023 which will include pizza and Asian food.
	5. Social media, marketing, bike parking art project (Kathleen Fisher)
	1) AD SPEND SOCIAL & PRINT DECEMBER 2022: \$704. Social media ads running on Facebook & Instagram: Holiday Stroll, Free Parking, 12 days of Christmas with Short Break, RVA Holiday greeting, featuring stroll. Google ad words (currently 397K impressions, 4.27k clicks) Facebook 80 new follows, +12% YTD Instagram 342 new follows, +36% Bike Corral Project; Allen helping with a contractor to apply paint by sprayer
	6. Recovery Committee (Cris Bennett) The pilot upgrade of Good Stuff will begin on December 13th and should be completed by the weekend.
	7. Digital directory (Brian Poage) N/A
	8. Lamp post banners (Pamela Punzalan) per Mike Klein the banner pole hangers are on order and will be received within a couple weeks; No banner pole hangers will be hung on the Esplanade. Motion by Brian Diederich to remove VI. 3. on agenda for ongoing items; 2nd by Ralph Russomano–ALL in favor–APPROVED
	9. Grants (Brian Diederich) N/A
	10. Business Owners (Wayne M'Pressions, Elena, Steve Green Temple) ; all invited but did not appear; Motion by Allen Sanford to send a letter of disapproval to the business owner (name withheld) who made multiple disparaging remarks regarding the postponement of the Holiday Stroll; 2nd by Kimberly Judy–ALL in favor–APPROVED
	11. Events Director
	a. Holiday Stroll (Kim Judy & Lynda Habash) we will do a post event recap at the January meeting; the net cost for the Stroll is about \$68,000; Allen suggested we add an addendum to all our contracts with vendors regarding rain or shine, weather delays, etc. Allen will provide an example of his contract to Terry for review. Important Note for next year regarding the permit: SPECIFICALLY STATE NO OUTSIDE VENDORS WITHOUT A VALID RVA BUSINESS LICENSE ARE ALLOWED TO SELL ANY PRODUCTS
	b. Next Merchant Mixer, January 18, 2023, 6-8 PM, location TBD
V	DISCUSSION & VOTING ITEMS
	3. Parking

	a. Retail sidewalk encroachment. Get clarity on, “Commercial use of the sidewalks for purposes other than outdoor dining has not been approved by the City Council at this time.” (Ted Semaan, Lauren Sablan) (attachment Item #6)
	Per Ted Semaan retail is NOT allowed to use the sidewalk for racks of clothes, etc under the RVA permit issued during Covid.. The permit only grants use for dining. Discussion ensued as the board was under the impression it did include retail. Ted will go back and look at the history of the permit.
	<u>2. Beautification</u>
	a. Make more formal, a program focusing on Riviera Village sidewalk beautification
	b. Plant Maintenance, finalize pot count and Lisa’s Garden Therapy contract (Greg Gomez) (attachment Item #7)
	c. Planters and trees trimming on Catalina (Greg Gomez & Mike Klein) Per Mike Klein they could begin the planter work by the end of January (similar to Vida Modern Taqueria). The City will remove the brick area and put a barrel/bucket around the trunk of the tree (per code)
	<u>3. Parking</u>
	a. Private parking enforcement company paid for by Riviera Village
	b. RBPD license plate readers on City vehicles for 4 hour enforcement in early 2023 (Jeff Ginsburg)
	Motion by Jeff Ginsburg to request the Riviera Village be the beta test for the ALPR (Automatic License Plate Readers) purchased by the Redondo Beach Police Department for parking enforcement; 2nd by Orlando Novoa–All in favor–APPROVED
	Commentary: this is intended for the people who truly ignore the parking rules of leaving their permitted cars parked for days, weeks, etc. Enforcement of the year's long rules will provide more parking for all visitors of the Riviera Village.
	<u>4.Parking</u>
	a. Free holiday parking date change. Change from 12/4/22 - 01/01/23 ... Change to 12/3/22- 12/31/22. (attachments #8)
VII	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	a .Confirm if the cost of mid- term Parklets renovation is covered by the city
	Nils Nehrenheim stated, “The money is 100% there for the RVA on the rehab of our parklets. It will need to be reallocated in February by the city but the money is 100% there.”

VIII	New Business
IX	ADJOURNMENT 10:21 am
	1. Next BID meeting (January 17, 2023)

CURRENT BOARD ROSTER

Name	License #	Address	Additional Role	Add'l Role2
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Lead Recovery Committee	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	SECRETARY	Recovery Committee
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Farmers Market	Recovery Committee
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	Plants maintenance
Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	
McGaughey, Terry	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Novoa, Orlando	328015	Kalihi, 1815 ½ S Catalina Ave	Recovery Committee	
Poage, Brian	328043	The Aloha Bungalow , 1799 S Catalina Ave	Digital Sign	
Punzalan, Pamela	329865	3 Leaf Realty, 219 Avenue STE 101	Lamp post banners/decor	
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	Recovery Committee
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	PRESIDENT	Recovery Committee

CURRENT VENDORS

Insurance

Joanne Covarrubias
 Bichlmeier Insurance Services, Inc.
 Tel: 310-376-8854 X229
 Email: joannec@bisins.com
 License #OB26427

Legal

Craig Weinstein
 LAW OFFICES OF CRAIG D. WEINSTEIN
 2381 Rosecrans Avenue, Suite 405
 El Segundo, California 90245
 (310) 798-4940 Phone

Accounting & Bookkeeping



Sara O’Conlon (Accountant)
 sara3trees@gmail.com
 (805) - 620-7509

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lhbabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa’s Garden Therapy | Lisa | 310-504-0589 | lisa@lisasgardentherapy.com

Digital Kiosk Maintenance

Pat Dacy | 3V Signs | pat@3vsigns.com

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
12/1/2022	Holiday Stroll	RVA	5-9PM	Lynda Habash
1/18/2023	RVA Merchant Mixer	RVA	6PM-8PM	
2/12/2023	Super Bowl 10K/5K	RB Chamber	Street closures:, Catalina, Vista Del Mar, Avenida del Norte	VR Promotions
3/19/2023	St. Patrick's Day 5K / Village Runner	Village Runner	Event TBD	VR Promotions
4/19/2023	RVA Merchant Mixer	RVA	6PM-8PM	
6/23-25/2023	Summer Festival	RVA	Last weekend of June	Bell Events
7/4/2023	Fireworks & Festival	Pike Properties/Keep Esplanade Beautiful	2-10 PM	Bell Events
7/4/2023	29th Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30 AM - 11 AM Catalina street closure	VR Promotions
7/19/2023	RVA Merchant Mixer	RVA	6PM-8PM	
9/3-4/2022	Sidewalk Sale	RVA	Change to August?	
9/17/2023	LA Kings RB 5K	LA Kings	Confirm Date 8AM - Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/18/2023	RVA Merchant Mixer	RVA	6PM-8PM	
10/31/2023	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
12/7/2023	Holiday Stroll	RVA	5-9PM	Lynda Habash

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Online resolution #MSA20221127
- 4 Online resolution #MSA20221129
- 5 Farmers Market financials
- 6 Aug 2022 Letter from City to RVA restaurants
- 7 Lisa's Garden Therapy contract
- 8 RVA Annual Report 2022-2023