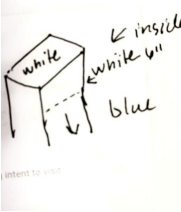


Board Meeting Minutes

January 17, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	CALL TO ORDER 8:38
II.	ROLL CALL
	Cris Bennett, Brian Diederich, Jeff Ginsburg, Terry McGaughey, Pamela Punzalan, Ralph Russomano, Allen Sanford. Non Board Members: Lynda Habash, members of Kiwani's El Segundo.
III.	CONSENT ITEMS
	1. Approval of Minutes from December 13, 2022 Meeting (Secretary) (attachments item #1)
	Motion to approve by Jeff Ginsburg; 2nd by Terry McGaughey--APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to file Treasurer Report by Allen Sanford; 2nd by Pam Punzalan--APPROVED
IV.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	2. Public Works (Mike Klein)
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
	4. Kiwanis Redondo Beach (Beth Brenton President, Mitch Chan) (attachments item #3)
	The Kiwani members advised us they would be reaching out to businesses with their discount card program with no cost to the business. Their program raises money for many different children's programs.
	5. Little Sister, observing (Megan Nicholls & Ashleigh Harlow)
	Time was set aside but representatives did not show up.
V.	UPDATES
	1. Farmers Market Financial Report (attachments item #4)
	New vendors are coming. We currently have a vegan dining option and pizza will be coming soon.
	2. Social media, marketing, bike parking art project, paint contractor (Kathleen Fisher)
	1) AD SPEND SOCIAL & PRINT January 2023: \$200 Google ad words (currently 397K impressions, 4.27k clicks) Facebook 80 new follows, +12% YTD Instagram 342 new follows, +36% Bike Corral Project; Kathleen given a source by Allen to follow-up on.
	3. Digital directory video capabilities (Brian Poage)

	<ol style="list-style-type: none"> 1. Our current directory software does not allow for any video. We have access to the slide show presentation that controls our media but MP4 files are not accommodated. 2. If we would like video to be added we have two options: <ul style="list-style-type: none"> o Since our current system does not allow for video, a new custom configuration and new layout for the slide portion, ie, new size for the directory would be required to accommodate MP4 videos. There would be a cost involved and I've requested this pricing from LobbyPOP. o LobbyPOP also let me know that the RVA kiosk, media players and screens are all long out of warranty, and the technology is older, those media players are no longer available. Since they are operating, they noted we can continue to use them and they will feed the new configuration and video content. But we may want to consider a new kiosk altogether. The new kiosks are sleek, with built-in displays (single-sided is recommended, so the second side can host poster ads printed by 3V Signs, which you can offer to those in the community, and charge for that space). I have also requested pricing from LobbyPOP for this larger upgrade. 3. Once I receive pricing for both of these options then I will present to the board for feedback. The idea of allowing ads in the directory for local businesses is definitely interesting and something that the board may have already discussed in the past.
	4. Lamp post banners (Pamela Punzalan)
	Mike Klein stated Public Works would need to install the new brackets, which have arrived.
	5. Grants (Brian Diederich)
	Quanah Stamps of GrantVantage Inc. has been out of town. She will find time to meet with us in February.
	6. Events Director
	a. Next Merchant Mixer, January 18, 2023, 5:30-7:30 PM, Little Sister (Kim Judy)
	As planned
VI.	DISCUSSION & VOTING ITEMS
	<u>1. Budget</u>
	a. Preliminary 2023 RVA budget (Ralph)
	Forecasted 2023 income in \$120k net. Expenditure allotments according to RVA bylaws are as follows: 50% (\$60K) goes to marketing related expenses, 40% (\$48K) for beautification, 10% (\$12K) for admin. Accounting will generate expense codes to drill down a more detailed view of expenses. February 2023 the BOD will brainstorm fundraising ideas and talk about grants.
	<u>2. Events</u>
	a. Holiday Stroll, proposal/estimate for earlier planning of the event (Lynda Habash)
	Lynda Habash (Start to Finish Event Services) will not charge for starting stroll planning earlier
	b. Holiday Stroll, preliminary plan for 2023 event (Lynda Habash)

	<u>3. Recovery Committee</u>
	a. Parklet refresh, review/approve estimate for remaining parklets from PS2 (Cris Bennett) (attachment Item #5)
	b. Parklet refresh, review City of Redondo Beach agreement to reimburse cost for parklet refresh Nils Nehrenheim was not in attendance and could not reiterate his “100% will happen” reimbursement statement from the December meeting.
	c. Parklet refresh, review/approve paint design for remaining parklets (Cris Bennett) (attachment Item #6)
	Motion by Allen Sanford to approve parklet upgrades as-is with following adjustments: no lexan, top gloss white, interior to be dark blue with a white transition at the top of about 4-6 inches; 2nd by Pam Punzalan—APPROVED Motion by Jeff Ginsburg to allow Vida Modern Taqueria access to King Harbor Brewing’s vacant parklet with rent being retroactive to January 1, 2023. This will be a month to month agreement with the RVA and Vida; 2nd by Cris Bennet; A No vote was recorded by Allen Sanford –APPROVED
	<u>4. Public Right of Way</u>
	a. Final word from Ted Semaan regarding retail sidewalk encroachment. (attachment Item #7)
	The sidewalk for sidewalk sales use was not included on the original permit issued during the COVID-19 pandemic from the “Riviera Village Association Special Event Application for Catalina Avenue”. Therefore, currently, the sidewalks should not be used for vending by RVA members or outside businesses without the appropriate permit(s). Per Ted Semaan: <i>“The first paragraph describes the intended use as stated, “Thank you for the Special Event application by the Riviera Village Association (RVA) to consider temporary use of the parking spaces along Catalina Avenue, as outlined on the site plan, between Avenida del Norte and Vista Del Mar and S. Elena as an interim expansion for restaurant dining and retail use during the COVID-19 emergency”. As such, this supports my view at the RVA Board meeting that the Special Event permit was intended to address the parklets and use of the parklets, but not for use of the sidewalk areas. And the site plans submitted were all for parklet spaces from the initial permit through all the amended locations as shown on the updated site plans. As for vending trucks or other potentially illegal uses or operations within the Village, please contact the Police Department (or Dispatch at 310-379-2477 for non-emergencies). I hope that helps clarify the questions on use of the sidewalk areas.”</i>
	<u>5. Beautification</u>
	a. Make more formal, a program focusing on Riviera Village sidewalk beautification
	<u>6. Ongoing Items</u>
	a. Review and clean ongoing Items to relevant Items
VII	ONGOING ITEMS 1. Plant Maintenance, finalize pot count and Lisa’s Garden Therapy contract (Greg Gomez)

	<ol style="list-style-type: none"> 2. Planter box, review design & cost from Lisa's Garden Therapy (Greg Gomez) 3. Retractable Bollards Update (Allen) 4. Permanent Parklets 5. Clean-up and replace elements aluminum "R", chain & fixtures (Jeff Ginsburg) 6. Morgan Moore Memorial: \$1,125 in prepaid acct. 7. Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg) 8. Catalina 1-way street running southbound (Jeff Ginsburg) 9. Overhead Entry Archway/Signage at Elena/Avenue I & Catalina Ave/Palos Verdes Blvd & Esplanade/Avenue I; we received a proposal in 05/2020 from 3Vsigns to do an entry archway 152k
VIII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)

IX	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
X	ADJOURNMENT 10:41 am Motion to adjourn by Allen Sanford; 2nd by Brian Diederich—APPROVED
	1. Next BID meeting (February 21, 2023)
	<u>2. Any agenda questions or additions, please email coordinator@rivieravillage.net</u>

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@liskasgardentherapy.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 Kiwanis Redondo Beach card program
- 4 Farmers Market financials
- 5 PS2 Estimate
- 6 Parklet refresh paint design
- 7 Retail sidewalk encroachment