

Board Meeting Minutes

Wednesday July 19, 2022 at HT Grill, 1701 S Catalina Ave

I	CALL TO ORDER 8:33AM
II	ROLL CALL
	Jeff Ginsburg, Gregory Gomez, Orlando Novoa, Ralph Russomano, Brian Diederich, Pamela Punzalan ; Non Board Members: Kyle Lofstrum and Cory King (RBPD), Karrina (Mi Burrito), Salma Bruno (Beauty Treats), Sahab Sanjar (Yellow Vase and Avenue Italy), Paul Hennessey (Hennesseys, HT Grill), Lynda Habash (Farmers Market and Event Coordinator), Corrine (Bell Event Services: Riviera Village Festival)
III	<u>CONSENT ITEMS</u>
	1. Approval of Minutes from May Meeting (Brian) (attachments Item #1)
	Motion by Greg Gomez to approve minutes; 2nd by Orlando Novoa; APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments Item #2)
	Motion by Greg Gomez to approve the financial report; 2nd by Orlando Novoa; APPROVED
IV	<u>GUESTS & UPDATES</u>
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	The 4 hour parking limit will be enforced
	2. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
	3. Public Works (Michael Klein)
	4. Riviera Village Summer Festival (Salma Bruno/Beauty Treats, Kathleen) (attachments Item #3)
	Salma Bruno discussed the layout of the vendors for the festival and how it hid her storefront. Corrine from Bell Event Services explained it was due to the fire lane restrictions. Discussion ensued to maybe flip/flop the layout next year if parklets are still in existence.
	5. Farmers Market Financial Report & Events (Lynda Habash) (attachments #4)
	see filed report
	6. Halloween, Holiday Stroll (Lynda Habash)
	Brief discussion; committee will be formed to discuss further

	7. 2022 Summer Festival, Preliminary P & L (Corinne, Bell Events)
	The financial report will be completed by the next meeting as there are still some questions about City Permit Fees. Nils Nehrenheim will inquire. Motion by Jeff Ginsburg to approve using Bell Event Services as the event coordinator for the 2023 Summer Festival; Greg Gomez 2nd–APPROVED
	8. Marketing, Daily Breeze ad (Kathleen Fisher) (attachments #5)
	AD SPEND SOCIAL & PRINT JUNE 2022: \$764.99. Social media ads running on Facebook & Instagram “Summer Festival, Farmers market; plus Google ad words (currently 113K impressions, 1.58k clicks) Facebook 87 new follows, up 8.0% YTD Instagram 338 new follows, up 36%
	9. Digital Directory (Kathleen Fisher)
	Repaired and functioning
	10. Recovery Committee & Parklet Enforcement (Cris Bennett)
	No discussion
	11. Events Director (Kim Judy)
	a. Next Mixer – July at Riviera Mexican Grill 7/20/2022 6-8PM
	No discussion
v.	DISCUSSION & VOTING ITEMS
	<u>1. Temporary Parklets Program</u>
	a. Permit update (Amendment 11) (Ralph) (attachments #6)
	Parklet permit is through Dec 31, 2023
	b. Resolution No. 2206-04 rate increase, payment transfer to City of RB \$2/SF. (Ralph) (attachments #7), correspondence (attachments #8, #9)
	Letters were written to all Parklet lessees regarding the new imposed fee by the city; Due to the last minute notice from the city the RVA is covering the expense through August 31, 2022. Ralph broached two subjects with Nils. 1) The disparity between the City’s resolution to take “ownership” of the Parklets without amending the permit, as the permit currently lumps all Parklets into a single permit, versus individual permits. Ralph says these recent changes by the city essentially require a new Parklets program/permit to be established. 2) The second point is the administrative and maintenance responsibilities remaining in the hands of the RVA with no compensation. Nils explained this is the way the vote went; this is the way it currently is. But, he can work with the RVA to add items to the council’s meeting agenda for the RVA to be heard and to attempt to make change.
	c. Plan to cover parklet expenses. (Ralph)
	<u>2. RVA Board of Directors 2022-2023</u>
	a. Decide and assign the executive roles of President, Vice President, Secretary, Treasurer

	Motion by Jeff Ginsburg to nominate Allen Sanford as President, Ralph Russomano as Treasurer, Brian Diederich as Secretary and Gregory Gomez as Vice President, 2nd by Orlando Novoa–All in Favor–APPROVED
	b. Assignment of one area of focus for each board member throughout the year.
	Needed:
	1) Digital directory maintenance/repair
	2) Plants, managing plants person
	3) Lamppost scheduling holiday decor & hanging banners and standard banners
	<u>3. July 4 2023 Events</u>
	a. Fourth of July on Avenue I (Jeff)
	b. Village Runner 5K and Firecracker dash (Jeff)
	Motion by Brian Diederich to support the 3rd annual 4th of July on Avenue I with Village Runner’s 4th of July 5K being held on the same day (July 4); Ralph Russomano 2nd–APPROVED
	<u>4. Beautification</u>
	a. Paint bike coral asphalt (Kathleen)
	Nils said the RVA was granted \$10k to use for public art in the village. Kathleen will write the appropriate people to confirm the RVA will get reimbursed by the city.
	<u>5. Plant Maintenance</u>
	a. Review 2022-2023 contract from Lisa’s Garden Therapy (attachments #10)
	b. Map of Village with pot locations (Brian
	<u>6. Lampposts</u>
	a. Review Holiday lamp post decor invoice and contract (attachments #11)
	Motion by Greg Gomez to approve paying the invoice for Holiday 2022 lighting; 2nd by Jeff Ginsburg–APPROVED
VI.	ONGOING ITEMS
	1. Retractable Bollards Update (Allen)
	2. Permanent Parklets
	3. Grant funding: locate and apply for grants. Grant Vantage finds them (free). Sara applies at

	\$85/hour. (Brian & Kathleen)
	4. WIFI by Charter/Spectrum (Jeff Ginsburg)
	5. Morgan Moore Memorial: \$1,125 in prepaid acct. (cannot be categorized as a donation)
	60 Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg)
	7. Catalina 1-way street running southbound (Jeff Ginsburg)
	8. 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
vii.	(City Council Member Nils Nehrenheim)
vii.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
ix	ADJOURNMENT 10:55
	1. Next BID meeting schedule (August 16, 2022)
	<u>2. Any agenda questions or additions, please email coordinator@rivieravillage.net</u>

CURRENT BOARD ROSTER

Bennett, Cris (302409)	Good Stuff, 1617 S PCH	
Diederich, Brian (308860)	Riviera Funding, 1801 S Catalina Ave Ste201	Secretary
Ginsburg, Jeff (309640)	Plaza Riviera, 1611 S Catalina Ave Ste115	
Gomez, Gregory 327704	Property Owner, 1830 S Elena	
Judy, Kimberly (327316)	Card De A, 265 Avenida Del Norte	
McGaughey, Terry (318410)	McGaughey & Spirito, 116 Avenue I	
Novoa, Orlando (328015)	Kalihi, 1815 ½ S Catalina Ave	
Poage, Brian (328043)	The Aloha Bungalow, 1799 S Catalina Ave	
Punzalan, Pamela (329865)	3 Leaf Realty, 219 Avenue STE 101	
Russomano, Ralph (1256290)	HT Grill, 1845 S Elena Ave Ste300	Treasurer
Sanford, Allen (327531)	Rockefeller, 1707 S Catalina	President

CURRENT VENDORS

Insurance

Chanell Jones
Bichlmeier Insurance Services, Inc.
Tel: 310-376-8854 X229
Email: chanellj@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

Plant Maintenance

Lisa's Garden Therapy

Digital Kiosk Maintenance

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

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
1/19/2022	RVA Merchant Mixer	RVA	CANCELED /postponed	
2/13/2022	Super Bowl 10K/5K	RB Chamber	Street closures:, Catalina, Vista Del Mar, Avenida del Norte	VR Promotions
3/20/2022	St. Patrick's Day 5K / Village Runner	Village Runner	CANCELED Catalina street closure	VR Promotions
4/20/2022	RVA Merchant Mixer	RVA	Vida Taqueria	
5/28/22	Together for Ukraine	RVA	20% of participants' profits to benefit Razom for Ukraine	RVA
6/24-26/2022	Summer Festival	RVA	Last weekend of June	Bell Events
7/4/2022	Fireworks & Festival	Pike Properties/Keep Esplanade Beautiful	2-10 PM	Bell Events
7/3/2022	29th Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30 AM - 11AM Catalina street closure	VR Promotions
7/20/2022	RVA Merchant Mixer	RVA		
9/4-5/2022	Sidewalk Sale	RVA	Labor Day weekend	
10/18/2022	RVA Merchant Mixer	RVA	Restaurant TBD	
10/31/2022	Halloween Trick or Treat	RVA	3-6PM	
12/1/2022	Holiday Stroll	RVA		

Attachments

- 1 Previous Meeting Minutes
- 2 Treasurer Report
- 3 Summer Festival site plan, schedule, costs
- 4 Lamppost banner estimate
- 5 EcoLab estimate
- 6 Vinyl wraps project images, costs, vendors