

Board Meeting Minutes

Tuesday May 17th, 2022 at HT Grill, 1701 S Catalina Ave

I	CALL TO ORDER 8:38
II	ROLL CALL Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Ralph Russomano; Non Board Members: Kyle Lofstrom (RBPD), Nils Nehrenheim (Council) and Mike Klein (RB Public Works)
III	<u>CONSENT ITEMS</u>
	1. Approval of Minutes April May Meeting (Brian) (attachments Item #1) Motion to approve the minutes as amended by Greg Gomez, 2nd by Jeff Ginsburg—all agreed; APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments Item #2) Motion to approve and file by Terry McGaughey, 2nd by Greg Gomez—all agreed; APPROVED
IV	<u>GUESTS & UPDATES</u>
	1. Redondo Beach Police Dept (Kyle Lofstrum) –reminded us of the plastics ban for restaurants (one time use); a new email has been set up for any type of non-emergency homeless and/or other issues: qualityoflife@redondo.org .
	2. Waterfront & Economic Development (Greg Kapovich, Laurie Koike) n/a
	3. Public Works (Michael Klein) New crosswalk installed in front of Pedones across Catalina
	4. Summer Festival (Michael Bell) (attachments Item #3) n/a
	5. July 4 (Michael Bell, Jeff Ginsburg) Jeff and Michael are still looking for options on the fencing around the beer garden as the cover is currently still the standard color.
	6. Marketing (social media, utility boxes, ads, t-shirts, ez up) (Kathleen Fisher)

	<p>SOCIAL AD SPEND APRIL 2022: \$823.75 Ads running on Facebook “shop, dine, relax” and Farmers market; plus Google ad words (currently 39.5K impressions, 651clicks) Facebook 38 new follows, up 5.8% YTD Instagram 206 new follows, up 28% YTD In addition to marketing updates: 1) Riviera Village branded T-shirts/tanks to design, manufacture and sell at the Summer Festival. Designs and budget presented of \$2500-\$3500. Board advised Kathleen to choose two designs and proceed.</p>
	7. Farmers Market Financial Report (Lynda Habash) <i>n/a</i>
	8. Recovery Committee & Parklet Enforcement (Cris Bennett) <i>n/a</i>
	9. Events Director (Kim Judy)
	a. Next Mixer – July at TBD 7/20/2022 6-8PM <i>Kim will email the restaurants to see if any new ones are interested</i>
	b. Together for Ukraine 5/28/22
	c. 2022 Holiday Stroll site plan <i>Lynda/Kim are currently working on this with the vendors</i>
v.	DISCUSSION & VOTING ITEMS
	1. Lamppost Banners “Shop, Dine Relax” (Jeff Ginsburg) (attachments Item #4)
	a. Print replacement banners <i>Motion to approve an amount up to \$6,500 to spend on replacement banners by Ralph Russomano, 2nd by Jeff Ginsburg—all agreed; APPROVED</i>
	b. Add RVA banners on Esplanade <i>n/a</i>
	2. Temporary Parklets Program (Ralph Russomano)
	a. Pest control; schedule, expense (attachments Item #5) <i>Motion to approve up to \$1,740 per month for Pest Control by Brian Diederich, Greg Gomez 2nd—all agreed; APPROVED</i>
	3. RVA Board 2022-2023 Elections
	a. Count Ballots at today’s meeting; confirm 2022-2023 RVA Board of Directors
	<i>Kathleen Fisher and Kyle Lofstrom counted the ballots and presented the findings to the Board. Motion to receive and file the vote tally by Ralph Russomano, 2nd by Greg Gomez—all agreed; APPROVED</i>

	The top 11 vote tally members are (in no particular order): Allen Sanford, Brian Diederich, Brian Poage, Cris Bennett, Greg Gomez, Jeff Ginsburg, Kimberly Judy, Orlando Novoa, Pam Punzalan, Ralph Russomano, Terry McGaughey
VI.	ONGOING ITEMS
	1. Temporary Parklets: estimates for refresh, 10% late payment fees (Cris Bennett)
	2. Permanent Parklets (Allen Sanford)
	3. Retractable Bollards Update (Allen)
	4. Utility Boxes Art Wraps (Kathleen Fisher) (attachments Item #6)
	5. Grant funding: locate and apply for grants. Grant Vantage finds them (free). Sara applies at \$85/hour. (Brian & Kathleen)
	6. Common space/mini-park west of Catalina between Catalina Ave and alley; add to permanent parklet plan and vote on all items together (see #6 add Moore plaque to park?)
	7. WIFI by Charter/Spectrum (Jeff Ginsburg)
	8. Morgan Moore Memorial: \$1,125 in prepaid acct. (cannot be categorized as a donation) Accountant recommends spending the money by July 1, 2022 to have it off the books before 2021 tax returns are prepared.
	Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg)
	9. Catalina 1-way street running southbound (Jeff Ginsburg)
	10. 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
	12. 4th of July (Jeff Ginsburg)
VII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	Nils obtained \$50,000 in pedestrian safety grants and the money will be used outside Trader Joe's converting it to a one way lane. Also stated there is \$14,000,000 available in the budget this year and urged us for our requests.
VIII.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
IX	ADJOURNMENT Motion to adjourn at 9:47 by Ralph Russomano, 2nd by Brian Diederich; all agreed-APPROVED
	1. Next BID meeting schedule (June 21, 2022)
	<u>2. Any agenda questions or additions, please email coordinator@rivieravillage.net</u>

CURRENT BOARD ROSTER

Bennett, Cris	Good Stuff, 1617 S PCH	
Diederich, Brian	Riviera Funding, 1801 S Catalina Ave Ste201	Secretary
Ginsburg, Jeff	Plaza Riviera, 1611 S Catalina Ave Ste115	
Gomez, Gregory	Property Owner, 1830 S Elena	
Horrell, Jessica	Horrell Realtors, 1860 S Elena Ave #B	Vice President
Judy, Kimberly	Card De A, 265 Avenida Del Norte	
McGaughey, Terry	McGaughey & Spirito, 116 Avenue I	
Novoa, Orlando	Kalihi, 1815 ½ S Catalina Ave	
Poage, Brian	The Aloha Bungalow, 1799 S Catalina Ave	
Russomano, Ralph	HT Grill, 1845 S Elena Ave Ste300	Treasurer
Sanford, Allen	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