RIVIERA VILLAGE

Board Meeting Minutes

Tuesday, Sept 27, 2022 at HT Grill, 1701 S Catalina Ave

II.	**CALL TO ORDER 8:36am**
II.	ROLL CALL
	Cris Bennett, Brian Diederich, Jeff Ginsburg, Gregory Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Pamela Punzalan, Ralph Russomano, Allen Sanford. Kyle Lofstrom and Vince DiLeva (RBPD); Lynda Habash (Event Services)
III.	**CONSENT ITEMS**
	1. Approval of Minutes from August 2022 Meeting (Coordinator) (attachments Item #1)
	MOTION to approve by Allen Sanford; 2nd by Greg Gomez–all in favor; APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments Item #2)
	MOTION to approve by Greg Gomez; 2nd by Terry McGaughey–all in favor; APPROVED
IV.	**GUESTS & UPDATES**
	1. Redondo Beach Police Dept (Kyle Lofstrum)--Discussed the Community Camera Sharing Program
	2. Waterfront & Economic Development (Greg Kapovich, Laurie Koike) N/A
	3. Public Works (Michael Klein) N/A
	4. Farmers Market Financial Report (attachments Item #3)
	5. Social media, marketing, bike parking art project (Kathleen Fisher)
	1) **AD SPEND SOCIAL & PRINT AUGUST 2022**: $695.Social media ads running on Facebook & Instagram: Join Newsletter, Farmers market, Ashley Miles Facial Bar, Halloween Trick or Treat. Google ad words (currently 243K impressions, 2.9k clicks) Facebook 42 new follows, up 11% YTD	Instagram 217 new follows, up 36% **Bike Corral Project;** Reviewing the city's MOU for approval by RVA. The project will be presented at the 10/11/22 city Council Meeting
	6. Digital directory (Brian Poage) N/A
	7. Lamp post holiday decor (Pamela Punzalan) Pam is waiting on Mike Klein to send her a map of the light poles in the village which have electrical outlets; Lynda says 11 of the 17 have outlets. MOTION by Allen Sanford to approve up to $150 per pole x 10 poles to install small Christmas lights on up to 25% of the light poles to be executed by SoCal Designs; 2nd by Gregory Gomez–all in favor; APPROVED Beachlife Banners to be removed ASAP and replaced by the old RVA Banners; SoCal Design will then replace all banners with the Holiday Banners at the end of November. When the Holiday Banners come down SoCal design will then replace all RVA banners with our new ones.

	MOTION by Allen Sanford to request up to $3,500 to fix all pole and banner hardware throughout the Village; 2nd by Brian Diederich–all in favor; APPROVED
	8. Events Director (Kim Judy) MOTION by Allen Sanford to increase our Holiday Stroll Budget to $80,000 subject to approval of a site plan which will include Avenida del Norte to the alley; 2nd by Brian Diederich–all in favor; APPROVED
	a. Next Merchant Mixer, October 19, 2022, 6-8 PM, location TBD;
	Kim will talk to Holy Cow to confirm
V.	**DISCUSSION & VOTING ITEMS**
	1. Theft Trends
	a. Answer questions from merchants provided by Kim Judy (Officer Kyle Lofstrom)
	He is not an attorney but he told us it is probably best to not post pictures of minors on social media even if it appears they were shoplifting.
	b. RBPD involvement (Officer Kyle Lofstrom)
	c. What can RVA do independently?(Officer Kyle Lofstrom)
	2. Riviera Village Events
	a. Halloween Trick or Treat. Review and discuss event outline/plan presented by guest and organizer Lynda Habash. (attachments #4)
	MOTION by Gregory Gomez to spend up to $20,000 on the Halloween Trick or Treat event; Allen Sanford 2nd–all in favor APPROVED MOTION by Brian Diederich to authorize up to $1,000 for Halloween Candy to be handed out by Gregory Gomez; 2nd by Brian Diederich–all in favor APPROVED
	b. Holiday Stroll. Review and discuss event outline/plan presented by guest and organizer, as well as TPG Events (lighting and sound) Lynda Habash & Steve McAllistar. (attachments #5)
	3. Temporary Parklets Program
	a. Updates (string lights, past dues, Ave Italy, Holy Cow) (Cris Bennett)
	b. Refresh parklets by contractor, PS Inc (Cris Bennett)
	c. Pest control (Cris Bennett)
	5. Lamp Posts
	a. Clean-up and replace elements aluminum "R", chain & fixtures. See Tadeo Gonzalez quote (attachments #6)
	b. New "Shop, Dine, Relax" lamp post banners changeout. (Pamela Punzalan)