



Board Meeting Agenda

Tuesday, August 16, 2022 at HT Grill, 1701 S Catalina Ave

I. CALL TO ORDER **8:40 AM**

II. ROLL CALL

Greg Gomez, Allen Sanford, Jeff Ginsburg, Cris Bennett, Ralph Russomano, Kim Judy, Brian Poage, Corrine Ybarra & Eliz Eldrid (Bell Event Services: Riviera Village Festival)

III. CONSENT ITEMS

1. Approval of Minutes from July 2022 Meeting (Secretary) (**attachments Item #1**) Motion by Greg Gomez to approve minutes; 2nd by Allen Sanford; **APPROVED**
2. Receive & File Financial Report (Treasurer) (**attachments Item #2**) Motion by Allen Sanford to approve minutes; Jeff Ginsburg; **APPROVED**

IV. GUESTS & UPDATES

1. Redondo Beach Police Dept (Kyle Lofstrum)
2. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
3. Public Works (Michael Klein)
4. 2022 Riviera Village Summer Festival final financials (**attachments Item #3**)

Corrine and Eliza from Belle Events present to answer questions about the summer festival financials. In 2023 they will reconfigure vendors that do not compete, work to get better rides like a merry go round and will think about resolving the issue of vendor booths being backed up to store fronts. Ralph asked Belle Events to confirm they will organize the 2023 event by the end of Sept 2021. The RVA will be paid approximately \$17K (half the profit).

5. Farmers Market Financial Report (**attachments Item #4**)
6. Recovery Committee & Parklet Enforcement (Cris Bennett)
7. Social media, marketing, bike parking art project (Kathleen)

AD SPEND SOCIAL & PRINT JULY 2022: \$2,715. BeachLife Print ad (full-page spread). Social media ads running on Facebook & Instagram "Summer in the Village, Farmers market, Racer Tea "boost", MB E-Bike" boost" plus Google ad words (currently 130K impressions, 1.58k clicks) Facebook 66 new follows, up 8.8% YTD | Instagram 208 new follows, up 38%

8. Events Director (Kim Judy)
 - a. Sidewalk Sale 9/3 & 9/4
 - b. Updates 2022 Halloween/Holiday Stroll

Kim Judy, updates on holiday stroll: fielding ideas for the holiday stroll. Halloween event is status quo. Invite Lynda to the September 2022 board meeting. Get businesses more involved in the holiday stroll.. Remember to present the event opportunity flyer to businesses. Encourage businesses to decorate store

windows for the holidays. Consider holiday kits for all storefronts.

c. Next Merchant Mixer, October 19, 2022, 6-8 PM, location TBD

V. DISCUSSION & VOTING ITEMS

1. Temporary Parklets Program

a. Next steps in response to letter emailed and hand delivered to all parklets stakeholders regarding Resolution No. 2206-04 rate increase, payment transfer to City of RB \$2/SF, \$.36/SF to RVA and request to reply by August 15. (**attachments #5 & #6**)

Demo Ave Italy's parklet. Need to modify Kalaveras' parklet footprint. Redondo Beach Brewing Company wants to keep the size of their current parklet. But it was suggested to talk to John about how the brewing company's Parklet can be downsized, and install bike parking on the south end of the brewery's parklet.

Allen met with Redondo Beach City Manager, Mike Witzansky. The city wants the Riviera Village parklets to remain and will be more proactive in the program. Both agreed with plans to end temporary Parklets at the end of 2023. They discussed a compromise in which the city will pay to refurbish the temporary Parklets at an estimated cost of \$60,000 dollars. The RVA would not be charged.

It was discussed to remove the \$.36 administrative cost from the recently updated parklet per square foot fee, since the city was paying for refurbishment. For the time being, \$2.36 per square foot will remain.

The RVA will refurbish one parklet as an example to show the city.

Allen will go to the City Council to confirm the RVA agrees/accepts the city's offer to pay for the refurbishment of the temporary Parklets, for a reimbursement of approximately \$60,000.

When all the Parklets have been refurbished a new Riviera Village parklets program will roll out.

In the near future revisit the permanent parklet program.

The RVA temporary use permit will eventually expire (no date yet?). Businesses using parking spaces to do business will lose that privilege with no recourse. However, those RVA businesses using non-parking space may be able to reconfigure their outdoor spaces to try and get individual permits to keep what is there. For example, HT grills outdoor dining deck.

2. RVA Board of Directors 2022-2023

a. Assignment of one area of focus for each board member throughout the year, report monthly at board meetings. Needed:

1) Managing plants person (monitor service provider performance, field estimates annually, review contract)

Greg Gomez volunteered

2) Farmers Market (keep regular contact with Lynda, revenue goal setting, attend the market 1x per month, review financials, brainstorm with marketing)

Ask Jeff Ginsburg to manage

3) Managing grants person (collaborate with RVA member Grant Vantage to locate grants, seek out grant writer and monitor grants in process closely)

Ralph will connect with Sara about writing grants. Brian Diederich has a connection in his office building to help seek out grants

4) Event communications (work with director Kim, provide outreach to RVA businesses, advocate for less traveled areas in the Village)

Not discussed

5) Bike racks (coordinate additional bike parking with Public Works and communicate bike parking related issues)

Not discussed

Add "City Council Associate" - a BOD member to connect with Nils

b. Answer questions, provide contact info to board members assigned to their volunteer areas of focus.

1) **Terry McGaughey** RVA liability insurance

2) **Pam Punzalan** Lamppost banners scheduling holiday decor and standard banners

Can the lamp posts be wrapped in garland with lights?

3) **Brian Poage** Digital directory maintenance/repair

3. Plant Maintenance

a. Review 2022-2023 contract from Lisa's Garden Therapy (**attachments #7**)

b. Map of Village with pot locations (Brian)

Greg Gomez will get the map showing plant pots from Brian Diederich and meet with Lisa by next September BOD meeting

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)
6. 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 LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)

Regarding the current Parklets situation... Nils said he spoke with fellow council members, telling them the city should not expect the RVA to fall in line with new pricing and invoicing. The city will continue to charge; that is not going to change. Nils' goal is to get a portion of that money returned back to the RVA. Ralph commented that the big issue is that the RVA is stuck in the middle, between restaurants and the city, unlike Hermosa Beach and Manhattan Beach. Cannabis retail store are about a month out. Allen and Nils will work on the reply to the city's offer to pay for parklet refurbishment

VIII. **PUBLIC COMMENT** (Non-agenda items up to 3 minutes per individual)

IX. **ADJOURNMENT 10:07 AM**

1. Next BID meeting (September 20, 2022)
2. Any agenda questions or additions, please email coordinator@rivieravillage.net

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	Vice President
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 | 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
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	Riviera Mexican Grill	
9/3-4/2022	Sidewalk Sale	RVA	Labor Day weekend	
9/18/2022	LA Kings RB 5K	LA Kings	8AM - Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/19/2022	RVA Merchant Mixer	RVA	Restaurant TBD	
10/31/2022	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
12/1/2022	Holiday Stroll	RVA	5*9pm	Lynda Habash

Attachments

1 Previous meeting minutes

- 2 Treasurer report
- 3 Summer Festival P & L statement
- 4 Farmers Market July financials
- 5 Sample parklet rate letter increase to individual business
- 6 RVA updated parklet rent 8.1.22 (all businesses)
- 7 Lisa Garden Therapy 2022-2023 prices