

## Board Meeting MINUTES

October 21, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

### CALL TO ORDER

#### I. ROLL CALL 8:36 AM

Lauren Bass, Jeff Ginsburg, Mike Ward, Kim Judie, Greg Gomez, Ralph Russomano, Cris Bennett, Allen Sanford, Victoria Tap, Kathleen Fisher (admin)  
Guests: Rabbi Mendel Mintz, Nick Gibbs, Mike Klein, Brad Waller, Lynda Habash, Steve Aspel

#### II. CONSENT ITEMS

1. Approval of Minutes from September 16, 2025 meeting (Secretary) (**attachments item #1**)
2. Receive & file
  - a. Financial report (**attachments item #2**)

**Motion to approve consent items by Jeff Ginsburg, 2nd by Kim Judie; All in Favor–APPROVED**

#### III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)
2. Redondo Beach Public Works, Deputy Director (Mike Klein)

Mike Klein gave an update on the new weather resilient banner brackets they are being installed on Riviera Village lampposts. He will try to work with the RVA in putting up newly printed “shop, dine, relax” banners with city equipment. There is a dead tree in front of Card de A gift shop that owner Kim would like to remove. The city cannot take it down without following a paperwork protocol and approval. Mike will look into it.

3. The Jool (Nic Gibbs)

Nick is the owner of The Jool jewelry store on via El Prada. The store opened in June 2024. Prior he had a booth at the Summer festival in 2024. He has been intending to attend a board meeting. Nick loves the village and feels welcome. The RVA has been helpful with Marketing/Kathleen coming by to help promote the store. When asked how the 2024 stroll was for him he had sold three engagement rings as a result.

Rabbi Mandel Mintz ( The South Redondo Synagogue) has a synagogue in the lower level of the 1611 South Catalina building. Mandel would like to put a menorah at the holiday stroll as he did last year. Lynda mentioned there is a cost associated with sponsorship and she would share the sponsor deck with him.

**Motion by Jeff Ginsburg to approve the placement of a menorah at the Dec 4 2025 holiday stroll at a location that is approved by the RVA event planner, Lynda Habash, 2nd by Mike Ward; All in Favor–APPROVED**

#### IV. UPDATES

1. Farmers Market (**attachments item #3**)

2. Social media (Kathleen Fisher)

Instagram: 17,664 +420 new followers | Facebook 11,475 followers. Currently paid advertising is in Google ad words. Plus, Instagram, and Facebook, primarily promoting Halloween trick-or-treat.

3. Parklets (Cris Bennett)

Cris Bennett reports that “Ugo”, a gelato, coffee and desserts café is opening on October 31. Ugo would like a slice of Hook & Plow's parklet. Additionally, Brian, the owner of Hook & Plow is discontented with the Italian restaurant Il Posto having their parklet directly in front of his restaurant.. Although, Brian agreed to this before the RVA approved Il Posto's parklet Cris Bennett also reported that there is minor wear and tear on the parklets, for example Rockefeller asked to repaint the white/top of their parklets.

**Motion by Ralph Russomano to budget no more than \$5000 for Riviera Village parklet repairs, 2nd by Greg Gomez; All in Favor-APPROVED**

4. Plants (Greg Gomez)

Greg Gomez Greg Gomez reports that Lisa 's garden therapy has been maintaining the new planter boxes without additional compensation.

**Motion by GREG Gomez to increase the monthly payment plant maintenance to \$1600 per month, 2nd by Ralph Russomano; All in Favor-APPROVED**

5. Holiday decor & lamppost banners (Mike Ward)

Mike has secured holiday lighting for S Catalina. He is unsure of Avenue I because there are not many lampposts. Mike is not aware of the location of the RVA's holiday banners

6. Events Director (Kim Judy)

Kim Judie is working on a grinch brunch at HT Grill. It does not require board approval because it is being held on private property/HT grill.

- a. Halloween 10.31.25, 3-8PM
- b. 2025 Stroll 12.4.25

Linda reports the Halloween trick-or-treat is going smoothly. The holiday stroll on December 4 has Hennessey and Rebel Republic sponsoring the Grinch and there is a possibility of CalWater coming in as a sponsor. There will be no procession for the stroll. On Avenue I there will be a “Jolly makers market “space where children will make and sell crafts. Local high school bands will be performing on Avenue I. Additional lighting and perhaps another DJ will be on Avenue I

- c. Next Merchant Mixer, November 19, 2025, 6-8 PM, location HT Grill

## V. DISCUSSION & VOTING ITEMS

### 1. Events

#### a. Dine around RVA (Jeff Ginsburg, Victoria Tapp) (attachments item #4)

In reviewing the proposal from Robin Garfield, there are some questions related to revenue sharing under "Bonus". We will invite Robin to the next meeting.

**Motion by Allen Sanford to approve Robin Garfield's Dine Around Riviera Village proposal pending final negotiation, 2nd by Mike Ward; All in Favor-APPROVED**

### 2. Marketing

#### a. RVA BID Awareness & Fundraising Campaign (attachments item #5)

### 3. Beautification

#### a. Planters (Greg Gomez)

## VI. ONGOING ITEMS

1. Digital directory touch screen (Jeff Ginsburg)
2. Retractable Bollards
3. RVA entry sign PCH; clean or replace
4. Beautification \$30k Project
5. Make more formal, a program focusing on Riviera Village sidewalk beautification
6. Permanent Parklets
7. Morgan Moore Memorial: \$1,125 in prepaid acct.

## VII. CITY LEADERSHIP UPDATES (City Council Member Brad Waller)

City is looking into car charging stations that are also touchscreen kiosks

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

## IX. ADJOURNMENT 9:51 A.M.

1. Next BID meeting (November 18, 2025)
2. Any agenda questions or additions, please email [coordinator@rivieravillage.net](mailto:coordinator@rivieravillage.net)

## CURRENT BOARD ROSTER 2024-2026

Name	License #	Address	Additional Role	Add'l Role2
Bass Lauren	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Parklets	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	<b>SECRETARY</b>	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
Gomez, Gregory	327704	Property Owner, 1830 S Elena	<b>VICE PRESIDENT</b>	Plants maintenance

Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	Farmers Market Summer Festival
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	<b>TREASURER</b>	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	<b>PRESIDENT</b>	
Tap, Victoria	302312	Salon Riviera, 1807 S Catalina Ave		
Ward, Mike	290198	Village Runner, 255 Avenida Del Norte	Lamp Posts	

## **CURRENT VENDORS**

### **Insurance**

Joanne Covarrubias License #OB26427  
Bichlmeier Insurance Services, Inc.  
310-376-8854 X229 | joannec@bisins.com

### **Accounting & Bookkeeping**

Sara O'Conlon (Accountant)  
sara3trees@gmail.com  
(805) 620-7509

### **Legal**

Craig Weinstein  
LAW OFFICES OF CRAIG D. WEINSTEIN  
2381 Rosecrans Avenue, Suite 405  
El Segundo, California 90245  
(310) 798-4940

### **Parklet Cleaning**

John | info.pathtoclean@gmail.com

### **Farmers Market**

Lynda Habash | [lyndahabash@ca.rr.com](mailto:lyndahabash@ca.rr.com) | 310-212-0180

### **Digital Kiosk Maintenance**

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

### **Plant Maintenance**

Lisa's Garden Therapy | Lisa | 310-504-0589 |  
[lisa@lisasgardentherapy.com](mailto:lisa@lisasgardentherapy.com)

## **RVA EVENT SCHEDULE**

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM BeachLife Grotto	RVA
6/27-29/2025	Summer Festival	RVA	Last weekend of June	VR Events
7/4/2025	31st Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30AM - 11AM Catalina street closure	VR Events
8/23,24/2025	Sidewalk Sale	RVA	Discounted racks and tables on sidewalk	RVA
9/13/2025	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/31/2025	Halloween Trick or Treat	RVA	3-8PM	Lynda Habash
11/19/2025	RVA Merchant Mixer	RVA	6PM-8PM HT Grill	RVA
12/4/2025	Holiday Stroll	RVA	5-9PM	Lynda Habash
6/11-7/19 2026	World Cup			

## **Attachments**

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Farmers Market
- 4 Dine-around
- 5 BID Marketing / Fundraising Campaign