

Board Meeting MINUTES

September 16, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER

I. ROLL CALL

Kim Judy, Jeff Ginsburg, Ralph Russomano, Lauren Bass, Mike Ward, Cris Bennett, Allen Sanford, Greg Gomez, Victoria Tapp, Kathleen Fisher, Steve Aspel, Robin Garfield

II. CONSENT ITEMS

1. Approval of Minutes from August 19, 2025 meeting (Secretary) (**attachments item #1**)
2. Receive & file
 - a. Financial report (**attachments item #2**)
 - b. Annual Report, City of Redondo Beach 2024-2025 "Agreement with Riviera Village Association" (**attachments item #3**)

III. GUESTS

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

Robin, Garfield Consultants LLC (GC) outlined her services for planning and executing the 2026 Dine Around Riviera Village event. GC will handle strategic planning, budgeting, marketing, logistics, and on-site coordination, aiming to increase foot traffic and strengthen community relationships with local businesses. Full details provided in a forthcoming formal proposal to be reviewed at the 10.21.25 board meeting

Motion by Ralph Russomano, to spend \$10,000 on the proposed 2026 "Dine Around Riviera Village" event contingent on the estimate from Robin Garfield **2nd by Greg Gomez; All in Favor-APPROVED**

IV. UPDATES

1. Farmers Market (**attachments item #4**) Lynda reports status quo
2. Social media (Kathleen Fisher)

Running ads for Halloween, Google ad words

3. Parklets (Cris Bennett)

RBBC Brewing paid to current and would like to dismantle/give-up their parklet. Cris has walked it with the contractor. Include late fees for RBBC. Inform Michael Klein of Public works regarding bike parking. Locale90 \$1600 past due. Being handled today, except for Hook & Plow is still unpaid. Gelato (Ugo) will get a small slice of the adjacent parklet.

Ralph: World cup, discuss a waiver on speakers and TVs on the parklets to show the games. Tenting an option? Fox Sports, 200 people at Terranea.

Motion by Ralph Russomano, to seek a temporary waiver from the City to add TV sound and potentially permitted tents on parklets for the duration of the World Cup. June 11 - July 19, 2026." 2nd Mike Ward All in Favor-**APPROVED**

4. Plants (Greg Gomez)
5. Holiday decor & lamp post banners (Mike Ward)

Mike is seeking a quote from company that lights Malaga Cove

Motion by Mike Ward to have Holiday lights from 11/1/25 to 1/1/26 not to exceed \$15k 2nd by Kim Judy All in Favor-**APPROVED**

6. Events Director (Kim Judy)
 - a. Summer Fest Recap (Mike Ward)

RVA made \$61,000, of which \$10,000 is still owed to the RVA. Coming soon from Anheuser Busch

- b. Halloween 10.31.25, 3-8PM

Motion by Kim Judy to spend up \$17.5k for 2025 Halloween Trick or Treat and \$67.5k for 2025 Holiday stroll, 2nd by Jeff Ginsburg; All in Favor-**APPROVED**

- c. 2025 Stroll 12.4.25
 - d. Next Merchant Mixer, November 19, 2025, 6-8 PM, location HT Grill

Motion by Victoria to have quarterly merchant mixers that expand to more employees 2nd by Mike Ward All in Favor-**APPROVED**

- e.

V. DISCUSSION & VOTING ITEMS

1. Events
 - a. Dine around RVA (Steve Aspel, Jeff Ginsburg, Victoria Tapp)
 - b. Motions for expenditures (**attachments item #5**)

Motion Clear all old allocations from with the exception of \$7500 for shop, dine, relax lamppost banners by Allen Sanford, 2nd by Ralph Russomano; All in Favor-**APPROVED**

- c. Mission Statement (**attachments item #6**)
 - d. Fundraising Campaign Project (**attachments item #7**)

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)

Zoning was set-up so the ground floor was restaurants and retail services (doctors, dentists). Of late real estate offices have come to ground floor with a loophole by having a notary onsite, making it a “walk-in” service. The focus is to now zone to make offices on the 2nd floor. Public hearing next month

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

IX. **ADJOURNMENT**

1. Next BID meeting (October 21, 2025) **10:15am**
2. Any agenda questions or additions, please email 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	SECRETARY	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	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	TREASURER	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	PRESIDENT	
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

Legal

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

Digital Kiosk Maintenance

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

Accounting & Bookkeeping

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

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lyndahabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa's Garden Therapy | Lisa | 310-504-0589 |
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

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 City Annual Report
- 4 Farmers Market
- 5 Motions
- 6 Mission Statement
- 7 Fundraising Campaign