

Board Meeting MINUTES

July 18, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	CALL TO ORDER 8:35
II.	ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Greg Gomez, Terry McGaughey, Orlando Novoa, Allen Sanford, Mike Ward. Non Board Members: Lynda Habash, Katleen Fisher, Wayne Page from M'Pressions, Nils Nehrenheim(Council Member)
III.	CONSENT ITEMS
	1. Approval of Minutes from July 18, 2023 Meeting (Secretary) (attachments item #1)
	Motion to approve by Jeff Ginsburg; Terry McGaughey 2nd--all in favor--APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to approve by Greg Gomez; Jeff Ginsburg 2nd--all in favor--APPROVED
IV.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	2. Public Works (Mike Klein); The Storage container is ready for delivery into HT Grill parking lot to house the materials for parklet refurbishment; the bike racks will be temporarily moved for the painting of the art project on August 2 and 3rd; palm tree trimming will begin in next 2-3 months.
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
	4. Wayne Page, M'Pressions-- expressed his disappointment with his sales during the Summer Festival due to booths blocking his area. He would like to have more of a role in next years event as it relates to layout so Allen Sanford suggested he attend the Festival Meetings.
V.	UPDATES
	1. Farmers Market Financial Report (Lynda Habash) (attachments item #4)-- City is now requiring Farmer's Market vendors to have a business license AND purchase an RVA BID license; Motion by Jeff Ginsburg to modify our special event permit operating the farmer's market to NOT

	require individual business licenses and BID licenses for participants; 2nd by Allen Sanford–All in favor–APPROVED
	Financial Report
	2. Social media, marketing, bike parking art project (Kathleen Fisher)
	a. Bike parking art project–painting will begin on August 2nd and conclude on the 3rd. Mike Klein will have the bike racks and pots removed temporarily.
	FB 9,129 followers + 57 YTD + 15%. Instagram, 9,805 followers +303 YTD +25%
	b. CASp specialist No discussion
	3. Digital directory (Brian Poage)
	4. Plants (Greg Gomez)
	5. Parklets (Cris Bennett)-- Motion by Brian Diederich to delay the upgrading of the parklets until one week after Labor Day and only if the city approves the extension of outdoor dining at the August 15th council meeting; Greg Gomez 2nd–All in favor–APPROVED Motion by Mike Ward to authorize up to \$5,000 to be spent on the parklets for the current fixes which are needed; 2nd by Greg Gomez–all in favor–APPROVED Cris Bennett will reach out to all the restaurant owners about the Council meeting on August 15th.
	6. Lamppost banners (Mike Ward)
	7. Events Director
	a. Next Merchant Mixer, November 15, 2023, 6-8 PM, location TBD (Kim Judy)
	b. Halloween
	c. Holiday Stroll
VI.	DISCUSSION & VOTING ITEMS
	<u>1. Events</u>
	a. Holiday stroll, share sponsor contact info
	b. Summer Festival, comments/suggestions for Bell Events for August meeting prep
	c. BeachLife Festival offer from BL marketing department (Kathleen)
	<u>2. RVA Board of Directors</u>
	a. Vote in Executive Board Motion by Jeff Ginsburg to keep the Executive Board the same as previous term with Allen Sanford as President, Greg Gomez as Vice President, Ralph Russomano as Treasurer and Brian Diederich as Secretary; Orlando Novoa 2nd – all in favor–APPROVED

VII.	ONGOING ITEMS
	1. Grants (Brian Diederich); Kat expressed interest in learning about grants. Brian Diederich will send her the contact at Grantvantage via email.
	2. Plant Maintenance, finalize pot count and Lisa’s Garden Therapy contract (Greg Gomez)
	3. Make more formal, a program focusing on Riviera Village sidewalk beautification
	4. Retractable Bollards (Allen)
	5. Permanent Parklets
	6. Morgan Moore Memorial: \$1,125 in prepaid acct.
	7. Catalina 1-way street running southbound (Jeff Ginsburg)
VIII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	1 Bollards: Post late June city budget discussion update
	Nils Nehrenheim Parking meter revenue is up throughout the city due to better parking meters and a higher minimum time. Also, advised us not to spend the money on the large parklet upgrade until after the council meeting on August 15th. <i>Nils was under the impression the RVA was supposed to be receiving a 10% admin fee for managing the parklets for the city.</i>
IX.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
X.	ADJOURNMENT 10:45
	Next BID meeting (August 15, 2023)

CURRENT BOARD ROSTER

Name	License #	Address	Additional Role	Add'l Role2
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		
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
McGaughey, Terry	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Novoa, Orlando	328015	Kalihi, 1815 ½ S Catalina Ave	Summer Festival	Farmers Market
Poage, Brian	328043	The Aloha Bungalow , 1799 S Catalina Ave	Digital Sign	
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	PRESIDENT	
Ward, Mike	290198	Village Runner, 255 Avenida Del Norte		

CURRENT VENDORS

Insurance

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

Legal

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

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

Digital Kiosk Maintenance

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

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
1/18/2023	RVA Merchant Mixer	RVA	5:30-7:30 PM Little Sister	RVA
2/12/2023	Super Bowl 10K/5K	RB Chamber	Street closures:, Catalina, Vista Del Mar, Avenida del Norte	VR Promotions

6/21/2023	RVA Merchant Mixer	RVA	6PM-8PM Perfect Storm	RVA
6/23-25/2023	Summer Festival	RVA	Last weekend of June	Bell Events
7/4/2023	Fireworks & Festival	Pike Properties/Keep Esplanade Beautiful	2-10 PM (fireworks cancelled, concert only)	Bell Events
7/4/2023	29th Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30 AM - 11AM Catalina street closure	VR Promotions
8/26, 27/2023	Sidewalk Sale	RVA		RVA
9/9/2023	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
11/15/2023	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
10/31/2023	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
12/7/2023	Holiday Stroll	RVA	5-9PM	Lynda Habash

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Treasurer update
- 4 Farmers Market financials
- 5 Parklets redo schedule