

**Board Meeting MINUTES**

September 19, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	<b>CALL TO ORDER 8:32</b>
II.	<p><b>ROLL CALL</b> Brian Diederich, Jeff Ginsburg, Gregory Gomez, Kimberly Judy, Terry McGaughey, Brian Poage, Ralph Russomano, Mike Ward. Non Board Members: Joan Irvine (Keep the Esplanade Beautiful), Kathleen Fisher (Social Media), Mike Witzansky, Mike Klein (Public Works), Nils Nehrenheim (City Council)</p>
III.	<b>CONSENT ITEMS</b>
	1. Approval of Minutes from August 15, 2023 Meeting (Secretary) (attachments item #1)
	<b>Motion to approve by Jeff Ginsburg; 2nd by Kimberly Judy--All in favor--APPROVED</b>
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	<p><b>Motion to receive and file by Jeff Ginsburg; 2nd by Kimberly Judy--All in favor--APPROVED</b>          Ralph Russomano notified us the 2019 Tax Return was filed extremely late and there was a \$3,800 fine. Our bookkeeper feels we can have this fee waived/lowered.          The incorrect sales tax penalty issue has been resolved and they owe US a credit.</p>
	3. Review Farmers Market Financial Report (attachments item #3) <b>See filed report</b>
IV.	<b>GUESTS</b>
	1. Redondo Beach Police Dept (Kyle Lofstrum) N/A
	2. Public Works (Mike Klein)--Cris Bennett talked to Mike Klein about replacing all the turf on the parklets to align with ADA compliance. Mike advised him to talk to the city as he doesn't know if the money can come from the allocated CUP for parklets. Mike will need the square footage of all the parklets if he is to order it.
	4. South Bay City Lifestyle (Cara Stevens)--introduced herself with a new local magazine for the Beach Cities. It will be fully ad supported and she would like to create partnerships with the businesses in the Riviera Village. Offered us 30% off as a 'founding partner' until October 1, 2023.

V.	<b>UPDATES</b>
	1. Social Media (Kathleen Fisher) reached 10k followers milestone on Instagram
	FB followers: 9,299   + 129   YTD + 14% ... Instagram followers 10,120   +191   YTD +23% Social Media ads: Sidewalk Sale, Awareness, Farmers Market, Halloween
	2. Digital directory (Brian Poage)--Brian in charge of an art/picture contest in the Fall for our directory. It can be art/
	3. Parklets redo (Cris Bennett)
	N/A
	4. Plants (Greg Gomez)--Lisa from Garden Therapy upgraded the new planters with Rock and new plants. She did this for free.
	5. Lamp post banners (Mike Ward)--we will install holiday banners only and not wrap the poles. The current garland wrap is extremely old and faded. New product is way too expensive with our budget.
	6. Events Director (Kim Judy) N/A
	a. Next Merchant Mixer, November 15, 2023, 6-8 PM, location TBD
	b. Halloween N/A
	c. Holiday Stroll N/A
	Motion by Ralph Russomano to donate the Riviera Village T-shirts in order to remove them from our books and mandatory sales tax reports; 2nd by Mike Ward--All in Favor--APPROVED Motion by Ralph Russomano requesting the RVA to pursue bids for intersection painting and sidewalk stamping; 2nd by Mike Ward--All in Favor-- APPROVED Motion by Greg Gomez requesting the RVA obtain planter box bids for other areas; 2nd by Mike Ward--All in FAVOR--APPROVED
VI.	<b>DISCUSSION &amp; VOTING ITEMS</b>
	<u>1. Events</u>
	a. Keep the Esplanade Beautiful   10/18/23 (Jeff Ginsburg) (attachments item #4)
	Joan Irvine is looking for silent Auction items for their fundraiser on October 18th at HT Grill. Also wants to walk around to all businesses and request they put up flyers in their windows.
	b. Holiday stroll sponsor outreach
	Mike Ward suggested we bring someone in on a commission basis in order to look for Event Sponsors.

VII.	<b>ONGOING ITEMS</b>
	1. Grants (Brian Diederich)
	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.	<b>CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)</b>
	<p>City Council (Nils Nehrenheim) The city will be working with restaurants in the area (Rockefeller and Friends of the Vine) who currently have a CUP in their parking areas. Nils is pushing for the city to stop collecting business licenses for ONE DAY JOBS.</p> <p>The RVA let Nils know Many complaints were received about the trash left out after the King's Run, the delay of opening things back up and barriers were also left until 3 days after the run. A lot of complaints</p>
IX.	<b>PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)</b>
X.	<b>ADJOURNMENT 10:35 am Motion by Brian Diederich to adjourn; 2nd by Ralph--All in Favor--APPROVED</b>
	Next BID meeting (October 17, 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	<b>SECRETARY</b>	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	
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