

Board Meeting Minutes

Tuesday October 19th, 2021

I. CALL TO ORDER 8:35

- II. ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Gregory Gomez, Jessica Horrell, Kimberly Judy, Orlando Novoa, Ralph Russomano, Allen Sanford, Kat Fisher (social media), Nils Nehrenheim (City Council), Justin Essman and Mickey Mance (Vida Modern Taqueria), Carlos Calderon (Precise Valet), Dinah Lary (RBPD)

III. CONSENT ITEMS

1. Approval of Minutes from Previous Meeting **MOTION to approve by Orlando; Cris Bennett 2nd—APPROVED**
2. Receive & File Financial Report **MOTION to approve by Jeff Ginsburg; Greg Gomez 2nd--APPROVED**

IV. UPDATES

1. Redondo Beach Police Dept (Dinah Lary)
2. Waterfront & Economic Development (Stephen Proud, Laurie Koike)
3. Public Works (Michael Klein)
4. Social Media Manager (Kathleen Fisher)
 - a. Social Media **IG is up by 200 and FB flat**
 - b. Paid campaign update **Will begin with Halloween; 30–40-mile radius.**
5. Holiday Valet Service (Carlos, Precise Parking) **Kat helping to determine parking areas**
6. Farmers Market **See Report**
7. Recovery Committee & Parklet Enforcement (Cris Bennett) **No update**
8. Events Director (Kim Judy)
 - a. Next Mixer **HT Grill on October 20th; Vida Modern Taqueria for Jan 19, 2022, mixer.**
 - b. Halloween trick or treat **Greg volunteered to hand out candy on behalf of the RVA; MOTION by Ralph Russomano to spend up to \$750 on candy; 2nd by Brian Diederich--APPROVED**
 - c. Holiday Stroll **December 2nd (Thursday); Kim to reorder shopping bags.**
 - d. Clarification Holiday pole wrapping – as part of Holiday Stroll
 - e. First Fridays **No Discussion**

V. DISCUSSION & VOTING ITEMS

1. Parklet Program (attachment)
 - a. Preparation for Demo/Removal Quotes – see attached (60-70k)
 - b. Motion to waive Oct, Nov, December Fees **No waiver**
2. Annual Report (attachment)
 - a. Budget Requirement **No Discussion**
 - b. Goal List for 2021-2022 (discussion) **No Discussion**

3. Administrative Assistance

a. Discussion on Scope Director Position **No Discussion**

4. Art Wraps Vote on Design (attachment) **Approved by email vote on October 11th with a quorum.**

5. Marketing

a. Motion to prepare a budget for an increased holiday spend **MOTION by Allen Sanford to spend up to \$2,500 for marketing campaign through end of 2021; 2nd by Greg Gomez--APPROVED**

b. Currently underspent on budget – create amazing Holiday season **MOTION by Ralph Russomano to allocate up to \$60,000 for the Annual Riviera Village Holiday Stroll; 2nd by Brian Diederich--APPROVED**

6. Fourth of July Event Discussion (attachment)

Discuss 4th of July on Avenue I 2022 Event combined with 4th of July Run that same day and how the 501(c)(3) non-profit “Keep the Esplanade Beautiful” (KEB) would become the new entity to apply for/manage the Special Event permits annually so sponsors have a tax-deductible sponsorship available. **No discussion**

VI. **ONGOING ITEMS**

1. Retractable Bollards Update (Allen) **No discussion**
2. WIFI by Charter/Spectrum (Jeff Ginsburg) **No discussion**
3. Roundabouts beginning at Avenue I & Catalina (Al Muratsuchi's office suggested CDBG funds via Nils): **No discussion**
4. 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 **No discussion**

VII. **CITY LEADERSHIP UPDATES**

1. City Council Member Nils Nehrenheim **Parking enforcement will be down here more often; would like to see a reduction in parklet footprint**

VIII. **PUBLIC COMMENT** (Non-agenda items up to 3 minutes per individual): **Justin Essman and Mickey Mance (Vida Modern Taqueria) introduced themselves and thanked everyone for being so welcoming to them and their new restaurant.**

IX. **ADJOURNMENT** **Motion to adjourn at 10:26 by Brian Diederich, 2nd by Allen Sanford--APPROVED**

1. Next BID meeting schedule **November 17th, 2021**
2. Any agenda questions or additions, please email president@rivieravillage.net