

Board Meeting Minutes

February 21, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave (Location moved to The Rockefeller 1701 S Catalina Ave)

I.	CALL TO ORDER 8:37am
II.	ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Gregory Gomez, Kimberly Judy, Orlando Novoa, Brian Poage, Pamela Punzalan, Allen Sanford; Non-Board Members: Mike Klein, Kyle Lofstrom (RBPD), Mike Ward, Kat Fisher, Lynda Habash, Paul Bell, Danielle Busta (BeachLife Magazine rep)
III.	CONSENT ITEMS
	1. Approval of Minutes from January 17, 2023 Meeting (Secretary) (attachments item #1)
	Motion to Approve by Allen Sanford; 2nd by Greg Gomez--all in Favor--APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to receive and file Financial Report by Jeff Ginsburg; 2nd by Brian Diederich--all in favor--APPROVED
IV.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)--the long standing 4 hour time limit on parking meters WILL finally be enforced; E-Bike enforcement will also be in full force.
	2. Public Works (Mike Klein)--Waiting for us regarding the painter for the bike corral. Kat has one quote but would like two more before we go forward. The city is ready. Mike will also put up the new banners and brackets once all the storms are over.
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
	4. BeachLife Festival Magazine (Danielle Busta)
	Advised us we paid for a 2 page spread last year and wanted us to discuss whether or not we wanted to run another print ad for 2023. Roughly 15,000 magazines are produced.
	5. Seashore Fur Babies (Melissa Gelmo, owner) Unable to attend
V.	UPDATES
	1. Farmers Market Financial Report (attachments item #3)
	January was up \$1,000; 4 new vendors were added. We are still down a little YTD but was/is weather related.

	2. Social media, marketing, bike parking art project (Kathleen Fisher)
	FACEBOOK FOLLOWERS: 8,904 YTD + 16%, INSTAGRAM 9,131 YTD +31%. No numbers or contractor on bike corrals stripers to do specialized mural work. Michael Klein will send over contacts
	3. Digital directory options, cost (Brian Poage)
	Brian is researching updating the LobbyPop software, or using other software to allow for videos on the digital directory. We are currently using Google Slides to operate the graphics.
	4. Lamp post banners (Pamela Punzalan)
	Pam drove to Orange County to pick up the new banners for Mike Klein and the city to install once the wind/rain subsides.
	5. Recovery Committee (Cris Bennett)
	At our December 13th meeting Nils Nehrenheim stated with certainty the RVA would be reimbursed for the renovation costs for all the parklets once the February 2023 Budget/Council meeting occurred. It would be at this meeting where the money would be reallocated for the RVA. Recently, Allen Sanford was notified by Mike Witzanski (City Manager) there were no monies allocated at time of conversation toward the parklet renovation, and there was no intended action by Council to make the money available or earmark funds.
	6. Events Director
	a. Next Merchant Mixer, April 19, 2023, 6-8 PM, location TBD (Kim Judy)
	Kim Mentioned Turquoise while Mi Burrito was also mentioned.
VI.	DISCUSSION & VOTING ITEMS
	<u>1. Events</u>
	a. 2023 Summer Festival (Bell Events) (attachments item #4)
	Mike Bell has made changes to the 2022 site plan due to the multiple complaints last year from current Riviera Village tenants. The mandatory wide fire lane requested by RBFD along with the parklets have caused logistic issues from years past. Allen Sanford suggested we redo the plan then invite the RB Fire Chief for approval and/or other ideas. We have requested a final site plan from Mike Bell before our FINAL approval.
	b. 2023 4th of July (Jeff Ginsburg, Mike Ward)
	Motion by Brian Diederich to support the 4 th of July event subject to final paperwork and final site plan; 2 nd by Kimberly Judy—All in favor--APPROVED
	c. 2023 Holiday Stroll, sponsorship program to offset costs (Lynda Habash, Kim Judy)

	<u>2. Digital directory</u>
	a. Video: options and costs (Brian Poage)
	<u>3. Budget</u>
	a. RVA BID fundraising ideas/discussion (all BOD members)
	<u>4. Grants</u>
	a. Discuss and make a creative list for use of funds related to, "community or RVA BID enhancements" that can be used to broaden funding options. (Brian Diederich)
	Brian Diederich currently working on a list of completed projects with a brief paragraph of each one along with ideas for new projects as well.
	<u>5. Plants</u>
	a. Planter boxes: review estimates (Greg Gomez) (attachments item #5, #6, #6A, #7, #7B)
	Briefly discussed the quotes attached to agenda. We have to wait on final budget before anything can be decided.
	6. Overhead Entry Archway/Signage
	a. 01/17/23 City Council vote for Artesia Blvd and Riviera Village (attachments item #8, #9)
	<u>7. Ongoing Items</u>
	a. Review and clean ongoing Items to relevant Items

VII. ONGOING ITEMS

1. Parklets refresh completion awaiting reimbursement confirmation letter from the City
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 Update (Allen)
5. Permanent Parklets
6. Clean-up and replace elements aluminum "R", chain & fixtures (Jeff Ginsburg)

7. Morgan Moore Memorial: \$1,125 in prepaid acct.
8. Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg)
9. Catalina 1-way street running southbound (Jeff Ginsburg)
10. 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

VIII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
IX.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
X.	ADJOURNMENT 10:07am
	1. Next BID meeting (March 21, 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	Farmers Market	
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	Plants maintenance
Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	
McGaughey, Terry	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Novoa, Orlando	328015	Kalihi, 1815 ½ S Catalina Ave		
Poage, Brian	328043	The Aloha Bungalow , 1799 S Catalina Ave	Digital Sign	
Punzalan, Pamela	329865	3 Leaf Realty, 219 Avenue STE 101	Lamp post banners/decor	

Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	PRESIDENT	

CURRENT VENDORS

Insurance

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

Legal

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

Accounting & Bookkeeping

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

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lhbabash@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
12/1/2022	Holiday Stroll	RVA	5-9PM	Lynda Habash
1/18/2023	RVA Merchant Mixer	RVA	6PM-8PM Little Sister	
2/12/2023	Super Bowl 10K/5K	RB Chamber	Street closures:, Catalina, Vista Del Mar, Avenida del Norte	VR Promotions
3/19/2023	St. Patrick's Day 5K / Village Runner	Village Runner	Event TBD	VR Promotions
4/19/2023	RVA Merchant Mixer	RVA	6PM-8PM	
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	Bell Events
7/4/2023	29th Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30 AM - 11 AM Catalina street closure	VR Promotions
7/19/2023	RVA Merchant Mixer	RVA	6PM-8PM	
9/3-4/2022	Sidewalk Sale	RVA	Change to August?	
9/17/2023	LA Kings RB 5K	LA Kings	Confirm Date 8AM - Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/18/2023	RVA Merchant Mixer	RVA	6PM-8PM	
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 Farmers Market financials
- 4 Summer Festival letter to residents
- 5 Lisa's Garden Therapy baskets, plants in boxes
- 6 JM Landscaping build boxes
- 6B JM Landscaping plants in boxes
- 7 Plantero build boxes
- 7B Plants in boxes
- 8 Archway article, samples
- 9 3V Signs archway estimate