

Board Meeting MINUTES

June 20, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	CALL TO ORDER 8:32
II.	ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Brian Poage, Ralph Russomano, Allen Sanford, Mike Ward. Non Board Members: Kat Fisher (Social Media), Lynda Habash (Farmer’s Market and other events), Karrin Ybarra and Paul from Bell Events.
III.	CONSENT ITEMS
	1. Approval of Minutes from June 20, 2023 Meeting (Secretary) (attachments item #1)
	<i>MOTION to approve by Jeff Ginsburg, 2nd by Greg Gomez; All in Favor–APPROVED</i>
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	<i>MOTION to approve by Jeff Ginsburg, 2nd by Greg Gomez; All in Favor–APPROVED</i>
IV.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	2. Public Works (Mike Klein); <i>Bike racks are ordered and awaiting arrival in front of Fernandos. The city has seen a lot of tagging due to e-bike wannabe ‘gangs’. Mike is awaiting the supply list from our new contractor for the parklet upgrades. He will also get to the banner poles when time allows.</i>
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)
V.	UPDATES
	1. Farmers Market Financial Report (Lynda Habash) (attachments item #3); <i>We are \$13,000 above where we were last year at this time. Currently there are 41 vendors with Little Sister and Perfect Storm expressing interest.</i>
	Financial Report
	Update (Orland Novoa) <i>Orlando and Greg are researching moving the Farmer’s Market to Elena and out of the triangle parking lot. Part of Elena will be closed; diagram presented. Neither one was sure if there would be enough room for the fire lane.</i>

	2. Social media, marketing, bike parking art project (Kathleen Fisher)
	<i>Bike corral permit is in progress. FB 9,072 followers + 72 YTD + 16%. Instagram, 9,500 followers +123 YTD +27%</i>
	3. Digital directory (Brian Poage) <i>Brian is in contact with someone who can program the directory so we have FULL AUTONOMY. Allen suggested a company called 'BrightSign'</i>
	4. Plants (Greg Gomez)-- <i>Installed and they look great.</i>
	5. Parklets (Cris Bennett)
	6. Grants (Brian Diederich) – <i>No update as Brian has not pursued since his May interaction with Quannah from GrantVantage.</i>
	7. Events Director
	a. Next Merchant Mixer, June 21, 2023, 6-8 PM, location Perfect Storm (Kim Judy)
	b. Summer Festival (Kim Judy, Orlando Novoa) – <i>Allen Sanford requested a phone number be set up or utilized for any issues</i>
	c. Halloween
	d. Holiday Stroll - Dec 7 vs. Nov 30 (Kim Judy, Lynda Habash)-- <i>MOTION by Ralph Russomano to hold the Holiday Stroll on December 7th, 2023, 2nd by Mike Ward; All in favor–APPROVED</i> <i>Kim and Lynda will be working on sponsorships for the Holiday Stroll to minimize our costs due to the lower budget. Sonesta, AT&T, and Genesis were mentioned. Allen Sanford offered help if Kim and Lynda requested it</i>
VI.	DISCUSSION & VOTING ITEMS
	<u>1. Parklets</u>
	a. CASp specialist (attachments item #4)
	<i>MOTION by Mike Ward to approve the \$1,400 expenditure for the CASp report, 2nd by Cris Bennett; ALL IN FAVOR–APPROVED</i>
	<u>2. Lamp Post Banners</u>
	a. New garland - 60 pieces, \$175 ea 120 pieces, \$150 ea 180, \$125 ea (attachment #5,6, 7)

	Mike Ward has agreed to be in charge of the banners (taking over for Pam Punzalan)
	3. RVA Board of Directors
	a. Vote in Executive Board
	July Meeting
	b. Low participation in BOD vote count
	About 15 total votes were cast in the election. Some board members didn't even vote. A brief discussion ensued about changing the terms to 2 years. This would require the by-laws to be amended first. Look into a voting app for the next election.
VII.	ONGOING ITEMS
	1. Plant Maintenance, finalize pot count and Lisa's Garden Therapy contract (Greg Gomez)
	2. Make more formal, a program focusing on Riviera Village sidewalk beautification
	3. Retractable Bollards (Allen)
	4. Permanent Parklets
	5. Morgan Moore Memorial: \$1,125 in prepaid acct.
	6. Catalina 1-way street running southbound (Jeff Ginsburg)
VIII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	1 Bollards after city budget discussion in late June, Nils may have an update
	2. Summer Festival (field Bell Events issues or questions)
IX.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
X.	ADJOURNMENT 9:50
	Next BID meeting (July18, 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
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	Closed Catalina, Vista Del Mar, Avenida del Norte	VR Promotions
6/21/2023	RVA Merchant Mixer	RVA	6PM-8PM TBD	
6/23-25/2023	Summer Festival	RVA	June 23-25	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?	
9/9/2023	LA Kings RB 5K	LA Kings	8AM - Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Klings
11/15/2023	RVA Merchant Mixer	RVA	6PM-8PM	
10/31/2023	Halloween Trick/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 CASp estimate

- 5 So Cal Lighting Labor deposit invoice
- 6 So Cal Lighting Labor balance due invoice
- 7 Pam Punzalan notes Lamp post banners