

Board Meeting MINUTES

March 21, 2023, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	CALL TO ORDER 8:41
II.	ROLL CALL Brian Diederich, Jeff Ginsburg, Gregory Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Pamela Punzalan, Ralph Russomano, Allen Sanford. Non Board Members: Mike Klein (Public Works), Kathleen Fisher(Social Media and Admin); Eugene Solomon (new RB Treasurer), Nils Nehrenheim(Council District 1)
III.	CONSENT ITEMS
	1. Approval of Minutes from February 21, 2023 Meeting (Secretary) (attachments item #1)
	Motion to approve by Jeff Ginsburg, Terry McGaughey 2nd-APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to approve by Jeff Ginsburg, Greg Gomez 2nd-APPROVED
IV.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum) N/A
	2. Public Works (Mike Klein) –The repaving of Avenue I and the alley will begin on Apr 4, 2023 . The alley will start on April 4th and Avenue I will begin on April 17th. The parklets must be removed prior to this and Ralph Russomano of HT Grill offered their parking lot to store Mi Burrito and Kalaveras materials. Kathleen Fisher obtained a quote for the painting of the bike corrals of \$28,000. We were only allotted \$10,000 by the city so more quotes are being obtained.
	3. Waterfront & Economic Development (Greg Kapovich, Laurie Koike) N/A
	4. Woman’s Club of RB (Suzanne Beaudelaire, 1st VP, House Dir & Rental Co-Dir.) Suzanne explained what the Woman’s Club does and their history. She is soon to be the President.

V.	UPDATES
	1. Farmers Market Financial Report (attachments item #3) see attached
	2. Social media, marketing, BOD election, bike parking art project (Kathleen Fisher) obtained a quote from Sheridan Asphalt for the painting of the bike corrals of \$28,000. We were only allotted \$10,000 by the city so more quotes are being obtained. FACEBOOK PAGE FOLLOWERS: 8,917 + 13 YTD + 18% INSTAGRAM FOLLOWERS 9,227 +96 YTD +36%
	3. Digital directory (Brian Poage) N/A
	4. Lamp post banners (Pamela Punzalan) – Pam picked them up in La Puente and are now in our possession. Once the weather/wind subsides Mike Klein will hang them up for us.
	5. Parklets (Cris Bennett) – The city will fund the materials for the upgrading of the parklets but the RVA is responsible for the labor. The City has also agreed to be responsible for the demo once the program ends or new permanent parklets are approved.
	7. Grants (Brian Diederich) – Kathleen Fisher provided a completed project list with details of each for GrantVantage. Brian to work on an ‘IDEA’ document so we know what we wants the grants for.
	6. Events Director
	a. Next Merchant Mixer, April 19, 2023, 6-8 PM, location TBD (Kim Judy) – We will now only have 2 merchant mixers per year due to lack of interest among business owners. They will now be in June and November (actual dates to be determined at a later date). Maximum budget to be \$1,000 each event.
VI.	DISCUSSION & VOTING ITEMS
	1. Budget
	a. 2023 budget (Ralph Russamano) – Motion by Allen Sanford to approve the budget pending changes ; 2nd by Greg Gomez –APPROVED
	Motion by Allen Sanford stating any monies approved to spend must have an invoice sent to the Treasurer for approval; 2nd by Brian Diederich–APPROVED
	b. RVA BID fundraising ideas/discussion Kimberly Judy is coming up with ideas for different levels of sponsorships for the Holiday Stroll. We are looking for about \$30,000-\$40,000 in sponsorships.
	2. Events
	a. 2023 Summer Festival Bell Events contract renewal (attachments item #4)

	Motion by Terry McGaughey to approve the Summer Festival contract subject to the audit of expenses; 2nd by Ralph Russomano–APPROVED
	b. 2023 Halloween & Holiday Stroll Lynda Habash contract renewal (attachments item #5)
	Motion by Jeff Ginsburg to approve Lynda’s contract for Halloween and the Holiday Stroll; 2nd by Kimberly Judy–APPROVED
	3. Farmers Market
	a. Lynda Habash 7/1/2023 - 6/30/2024 contract renewal (attachments item #6) Board members discussed their desire to increase attendance at the Farmer’s Market. Over the next two months we need to come up with ideas to ‘reimagine’ the farmer’s market for attendance and vendors. We will reanalyze the numbers provided by Lynda at the end of September. Motion by Kimberly Judy to approve Lynda Habash’s contract at a term of 6 months from July 1, 2023 through December 31, 2023; Orlando Novoa 2nd–APPROVED
	4. Plants
	a. Planter boxes: review estimates (Greg Gomez) (attachments item #7, #8, #8A, #9, #9A)
	5. Advertising
	a. BeachLife Festival Magazine May & Sept 2023 issues
	No print advertising per the decided by the board at a prior meeting
	6. Overhead Entry Archway/Signage Not discussed
	a. 01/17/23 City Council vote for Artesia Blvd and Riviera Village (attachments item #10, #11)
	7. Ongoing Items
	a. Review and clean ongoing Items to relevant Items
VII.	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) Allen will confirm with Keith Kauffman as Allen believes the Homeland Security Grant was approved for the bollards.
	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) Motion by Ralph Russomano to remove Roundabouts from ‘ongoing items’ until a permanent traffic engineer is in place; 2nd by Terry McGaughey-APPROVED
	9. Catalina 1-way street running southbound (Jeff Ginsburg)
VIII.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	There is a new stop sign on Avenida del Norte. The city has about \$350,000 for new pavers. The mid year budget meeting is coming up and the allocation for money for the Riviera Village will come up for discussion
IX.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
X.	ADJOURNMENT 10:17
	Next BID meeting (April 18, 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 | lyndahabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa’s Garden Therapy | Lisa | 310-504-0589 | lisa@liskasgardentherapy.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
4/19/2023	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?	

9/17/2023	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 Bell Events contract
- 5 Halloween & Holiday Stroll contract
- 6 Farmers Market contract
- 7 Lisa's Garden Therapy baskets, plant in boxes
- 8 JM Landscaping build boxes
- 8A JM Landscaping plants in boxes
- 9 Plantero build boxes
- 9A Plants in boxes
- 10 Archway article, samples
- 11 3V Signs archway estimate