

## Board Meeting Minutes

Tuesday, October 18, 2022 at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I	<b>CALL TO ORDER 8:37</b>
II	ROLL CALL Cris Bennett, Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Terry McGaughey, Orlando Novoa, Brian Poage, Pamela Punzalan, Ralph Russomano, Allen Sanford. Non Board Members: RBFD Curt Mahoney, Isaac Yang; RBPD John Naylor; Mayor Pro-Tem Nils Nehrenheim; Lynda Habash (Farmer's Market and Event Coordinator)
II	<b><u>CONSENT ITEMS</u></b>
	1. Approval of Minutes from September 2022 Meeting (Secretary) (attachments Item #1)
	Motion to approve by Jeff Ginsburg; 2nd by Cris Bennet--All in Favor--APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments Item #2)
	Motion to approve by Jeff Ginsburg; 2nd by Terry McGaughey--All in Favor--APPROVED
	3. Receive & Approve Resolutions #MSA20221022-01, 9 YES votes "Bike Corral Project" and resolution #MSA20221022-02, 10 YES votes "Special Event Permit Amendment 11" (attachments #3)
	Motion to approve by Jeff Ginsburg; 2nd by Orlando Novoa--All in Favor--APPROVED
IV	<b>GUESTS &amp; UPDATES</b>
	1. Redondo Beach Police Dept (can't attend - Kyle Lofstrum) John Naylor (RBPD) discussed free 4 hour parking in the Village from Dec 3-Dec 31, 2022. We voiced our concerns about the enforcement of the 4 hour rule because employees take advantage of the free parking every year. He will let us know if it is possible to monitor. -If we want more patrols in the Riviera Village we just need to call and request. -Shoplifting was discussed and even if the items stolen are under \$950 the offender can still be arrested if requested by the victim (business).
	2. Redondo Beach Fire Department Isaac Yang (Division Chief) discussed annual fire inspections for the businesses. If any business would like the RPF to come and analyze the business before the official inspection they can call Isaac at 310-658-4232 to set up a time.
	3. Public Works (Michael Klein)
	4. Farmers Market Financial Report (attachments Item #4)

	5. Social media, marketing, bike parking art project (Kathleen Fisher) (attachments Item #5)
	1) <b>AD SPEND SOCIAL &amp; PRINT OCTOBER 2022:</b> \$843. Social media ads running on Facebook & Instagram: Join Newsletter, Farmers market, Collab, Sip & Shop w/Beach DNA, Halloween Trick or Treat. Google ad words (currently 261K impressions, 3.05k clicks) Facebook 70 new follows, +11% YTD   Instagram 204 new follows, +37% <b>Bike Corral Project;</b> MOU certificate of acceptance by the City received. Jesse Reys in Public Works is helping with the permit
	6. Digital directory (Brian Poage)
	7. Lamp post holiday decor, holiday mini lights (Pamela Punzalan)
	Pam spoke with Mike Klein (Public Works) and we cannot add more lights to wrap the poles for the holiday season; the Beachlife banners will be removed within a week and replaced with our banners
	8. Events Director (Kim Judy) see "V2 a."
	a. Next Merchant Mixer, October 19, 2022, 6-8 PM, Holy Cow BBQ
	b. Halloween Trick or Treat, Holiday Stroll
v	<b>DISCUSSION &amp; VOTING ITEMS</b>
	1. RVA Board Conflict of Interest Policy & Certification
	a. Regular review of policy. Add signature(s) from new board member(s) to confirm all directors and staff act solely in the interests of the organization without regard for personal interests. (attachment Item #6)
	All BID members have signed
	<u>2. Events</u>
	a. Review/Approve 10/31/22 Halloween site plan (Kim Judy) (attachment Item #7)
	Motion by Allen Sanford to approve the site plans for Halloween and the Holiday Stroll as presented and to explore the closing of Avenue I for 2023; 2nd by Kimberly Judy--All in favor--APPROVED
	3. Temporary Parklets Program
	a. Scheduled October 20th, refresh Good Stuff parklet by contractor, PS Inc, (Cris Bennett)
	Motion by Ralph Russomano to confirm midterm restoration at a max of \$5.50 per square foot; 2nd by Allen Sanford--All in Favor--Approved
	<u>4. Parking</u>

	a. Free holiday parking date change. Change from 12/4/22 - 01/01/23 ... Change to 12/3/22-12/31/22. (attachments #8)
	John Naylor (RBPD) discussed free 4 hour parking in the Village from Dec 3-Dec 31, 2022. We voiced our concerns about the enforcement of the 4 hour rule because employees take advantage of the free parking every year. He will let us know if it is possible to monitor.
	5. Lamp Posts
	a. Clean-up and replace elements aluminum “R”, chain & fixtures. See Tadeo Gonzalez quote (attachments #9)
	Tabled until we can do a count of ‘found baskets’ and new brackets inventory from Mike Klein.
	b. Mini holiday lights on 25% of poles (Pamela Punzalan)
	Per Mike Klein, cannot plug in any more lights.
	c. “Shop, Dine, Relax” lamp post banners on Esplanade (Jeff Ginsburg)
	Must be approved in writing by the city before this goes any further
	<u>6. Finances</u>
	a. RVA financial state after expenditures for Halloween, Holiday Stroll and parklets removal
	<u>7. RVA Board of Directors 2022-2023</u>
	a. Bylaws. Discuss literal versus assumed meaning of terminology in bylaws item 10.1.1 (attachments #10 / page 5)
	b. Assignment of one area of focus for each board member throughout the year, report monthly at board meetings. One role remaining:
	1 ) Managing grants person (collaborate with RVA member Grant Vantage to locate grants, seek out grant writers and monitor grants in process closely. See “ongoing” item #4
	Brian will HELP and contact Quanah Stamps with GrantVantage, Inc.(QStamps@grantvantage.com)
	8. MOTION by Ralph Russomano to remove WIFI in the Village off of all future agendas; 2nd by Brian Diederich–All in favor–APPROVED
<b>vii</b>	<b>CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)</b>
	Nils reiterated the Council approval to reimburse us up to \$10,000 for Bike Parking Artwork and upgrades.

IX	<b>ADJOURNMENT 10:14</b>
	1. Next BID meeting (November 16, 2022)
	Correction of the meeting date to be November 15th, 2022
	<u>2. Any agenda questions or additions, please email <a href="mailto:coordinator@rivieravillage.net">coordinator@rivieravillage.net</a></u>

## **CURRENT BOARD ROSTER**

Name	License #	Address	Additional Role	Add'l Role2
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Lead Recovery Committee	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	<b>SECRETARY</b>	Recovery Committee
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Farmers Market	Recovery Committee
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	
McGaughey, Terry	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Novoa, Orlando	328015	Kalihi, 1815 ½ S Catalina Ave	Recovery Committee	
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	<b>TREASURER</b>	Recovery Committee
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	<b>PRESIDENT</b>	Recovery Committee

## **CURRENT VENDORS**

### **Insurance**

Joanne Covarrubias  
 Bichlmeier Insurance Services, Inc.  
 Tel: 310-376-8854 X229  
 Email: [joannec@bisins.com](mailto: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](mailto:sara3trees@gmail.com)

(805) - 620-7509

### Parklet Cleaning

John | [info.pathtoclean@gmail.com](mailto:info.pathtoclean@gmail.com)

### Farmers Market

Lynda Habash | [lhabash@ca.rr.com](mailto:lhabash@ca.rr.com) | 310-212-0180

### Plant Maintenance

Lisa's Garden Therapy | Lisa | 310-504-0589 | [lisa@liskasgardentherapy.com](mailto:lisa@liskasgardentherapy.com)

### Digital Kiosk Maintenance

Pat Dacy | 3V Signs | [pat@3vsigns.com](mailto:pat@3vsigns.com)

### RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
1/19/2022	RVA Merchant Mixer	RVA	<b>CANCELED</b> /postponed	
2/13/2022	Super Bowl 10K/5K	RB Chamber	Street closures:, Catalina, Vista Del Mar, Avenida del Norte	VR Promotions
3/20/2022	St. Patrick's Day 5K / Village Runner	Village Runner	<b>CANCELED</b> Catalina street closure	VR Promotions
4/20/2022	RVA Merchant Mixer	RVA	Vida Taqueria	
5/28/22	Together for Ukraine	RVA	20% of participants' profits to benefit Razom for Ukraine	RVA
6/24-26/2022	Summer Festival	RVA	Last weekend of June	Bell Events
7/4/2022	Fireworks & Festival	Pike Properties/Keep Esplanade Beautiful	2-10 PM	Bell Events
7/3/2022	29th Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30 AM - 11AM Catalina street closure	VR Promotions
7/20/2022	RVA Merchant Mixer	RVA	Riviera Mexican Grill	
9/3-4/2022	Sidewalk Sale	RVA	Labor Day weekend	
9/18/2022	LA Kings RB 5K	LA Kings	8AM - Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/19/2022	RVA Merchant Mixer	RVA	Holy Cow BBQ	
10/31/2022	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
12/1/2022	Holiday Stroll	RVA	5-9PM	Lynda Habash

### Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Online resolutions
- 4 Farmers Market financials
- 5 Marketing

- 6 Conflict of Interest Policy
- 7 Halloween Trick or Treat site plan
- 8 Free Holiday parking
- 9 Tadeo Gonzalez quote
- 10 RVA BID BOD bylaws