

Board Meeting Minutes

Tuesday, November 15, 2022 at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I. CALL TO ORDER 8:37 am

II. ROLL CALL

Jeff Ginsburg, Greg Gomez, Cris Bennett, Kimberly Judy, Terry McGaughey, Brian Poage, Pamela Punzalan, Ralph Russomano, Allen Sanford: Non Board Members: Ofra Obejas LCSW | RVA member, Public Works Lauren Sablan; RBPB Code Enforcement Jo Salcido; Mayor Pro-Tem Nils Nehrenheim; Lynda Habash (Farmer's Market and Event Coordinator); Downtown Torrance (DT): Fran Fulton and fellow (DT) business owners

III. CONSENT ITEMS

1. Approval of Minutes from October 2022 Meeting (Secretary) (attachments item #1)

Motion to approve by Jeff Ginsburg; 2nd by Allen Sanford--All in Favor--APPROVED

2. Receive & File Financial Report (Treasurer) (attachments item #2)

Motion to approve by Allen Sanford; 2nd by Greg Gomez--All in Favor--APPROVED

3. Receive & Approve Resolutions: #MSA20221028, 9 YES votes "Good Stuff Parklet | Stripes Paint Design" (attachments item #3)

Motion to approve by Jeff Ginsburg; 2nd by Allen Sanford--All in Favor--APPROVED

IV. GUESTS & UPDATES

Fran Fulton and Downtown Torrance business owners sat in on a meeting to observe how the meeting is run. Downtown Torrance is pursuing forming a Business Improvement District

1. Redondo Beach Police Dept (Kyle Lofstrum)

City of Redondo Beach code enforcement Jo Salcido was present at the meeting to discuss sidewalk encroachment of outdoor dining as well as sidewalk use for retail. The special event permit according to code enforcement does not include retail. Kathleen will look for the permit for details related to sidewalk use by retail and contact Ted Semaan.

Ralph brought up the abrupt way in which code enforcement police officers approached restaurants with no prior warning of their visit. Allen suggested providing the RVA Board with a heads up next time they are enforcing in order for the BOD to alert businesses. Restaurants on the prior list of outdoor dining will be approached. If the RVA knows of restaurants that no longer use the sidewalk, please let them know so the list will be adjusted.

Regarding the sidewalk paver program businesses will get five year concessions for sidewalk improvements.

Two officers are assigned to the holiday stroll. RBPB reiterated there will be more police on foot patrol in Riviera Village and available to answer questions of any businesses that approach them. Additionally, the police department has purchased a few E bikes for officers to address the "E bikes war".

2. Waterfront & Economic Development (Greg Kapovich, Laurie Koike)

3. Farmers Market Financial Report (attachments item #5)

Earnings are lower due to the current economy

4. Social media, marketing, bike parking art project (Kathleen Fisher)

1) **AD SPEND SOCIAL & PRINT NOVEMBER 2022:** \$810.5. Social media ads running on Facebook & Instagram: Holiday Stroll, Farmers market, Collab 1-day sale with beauty treats, Shoppy Hour & Stroll video.

Google ad words (currently 317K impressions, 3.57k clicks) Facebook 70 new follows, +11% YTD | Instagram 268 new follows, +37%

Bike Corral Project; Permit person out of the office. Next step is permit application

5. Recovery Committee (Cris Bennett)

Good Stuff Parklet will start refurbishment on November 17, 2022. Ryan, the past parklets liaison, is too busy for the job. Cris will handle instead. Parklet invoices are caught up. For the refurbishment there will be no downsizing of parklets Kalaveras and Mi Burrito. They will downsize should parklets be made permanent.

Resend the parklets program to stakeholders on January 1, 2023 make any changes to the program prior to transmitting.

6. Digital directory (Brian Poage)

7. Lamp posts banners (Pamela Punzalan)

Pam ordered 15 new brackets for banners via Mike Klein.

8. Grants (Brian Diederich)

9. Events Director (Kim Judy & Lynda Habash) (attachment item #6)

a. Holiday Stroll

95% of attractions and vendors are confirmed. \$69,000 has been spent thus far. City will rebate \$2500 for permit fees. The carousel will be moved into place at 9 AM on December 1 and that portion of the street will be closed until 3 AM. 3 Leaf Realty will have a "school of rock" band as an attraction in front of their real estate office. 3 Leaf Realty will subsidize this.

Holiday stroll sponsorships. Allen proposed offering two sponsorships with a buy-in of \$2500. One for the carousel two for photo booths. This is a pilot program and will be considered as part of the Stroll in 2023. Sponsorship will be communicated with a 3' x 4' sign and the use of the name/holiday stroll logo along with the sponsor name and logo. Ralph suggested sharing this opportunity with Pacific Premier Bank. The bank is an RVA member. Send an email to RVA association members with a chance to respond to the opportunity first.

Motion by Allen Sanford and second by Jeff Ginsburg.

Redondo Union will have members of the marching band as part of the procession introducing Santa Claus.

Motion to donate \$250 to Redondo high school by Greg Gomez, second by Ralph Russomano

b. Halloween Trick or Treat post-event

Halloween, add another hour? This is to be debated for 2023. Businesses ran out of candy within two hours, families like to leave the village before it gets dark. Total cost of the trick or treat was \$13,000 which was under budget.

c. Next Merchant Mixer, January 18, 2023, 6-8 PM, location TBD

V. DISCUSSION & VOTING ITEMS

1. Plants

a. Planters and trees trimming on Catalina (Greg Gomez & Mike Klein)

Mike Klein agreed to wrap planters after the holidays and remove the tree in front of Card de A. Greg Gomez is confirming who will pay.

2. Public Right of Way

- a. Retail sidewalk encroachment. Get clarity on, “Commercial use of the sidewalks for purposes other than outdoor dining has not been approved by the City Council at this time.”
(attachment Item #6)

Lauren Sablan said the special event permit according to code enforcement does not pertain to retail, only restaurants. Talk to Ted Semaan about this. Kathleen will look for the permit for details related to sidewalk use of retail and invite Ted to the December meeting.

3. BeachLife Festival May 2023

- a. Hang BeachLife banners on lamp posts January 2023

It was proposed by Ralph on behalf of another board member that BeachLife compensate Riviera Village association for advertising the event on lamp posts. Allen will come back to the December meeting with a written proposal for board review.

4. Finances

- a. RVA financial state after expenditures for Halloween, Holiday Stroll and parklets removal.

See financial report

VI. **ONGOING ITEMS**

Plant Maintenance, finalize pot count and Lisa’s Garden Therapy contract

1. Retractable Bollards Update (Allen)
2. Permanent Parklets
3. “Shop, Dine, Relax” lamp post banners on Esplanade (Jeff Ginsburg)
4. Clean-up and replace elements aluminum “R”, chain & fixtures (Jeff Ginsburg)
5. Morgan Moore Memorial: \$1,125 in prepaid acct.
6. Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg)
7. Catalina 1-way street running southbound (Jeff Ginsburg)
8. 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

VII. **CITY LEADERSHIP UPDATES** (City Council Member Nils Nehrenheim)

Nils will confirm for December 2022 meeting if the cost of mid-term Parklets renovation is covered by the city. A parking study took place over a two day period that found the heaviest parking occurred weekdays at 1 PM. Parking mitigation:

- Nils is proposing a metered parking fee of two dollars per hour on Catalina to motivate people to park in the triangle parking lot.
- The City Council discussed closing off the entrance to the triangle parking lot from Via Valencia/S Elena. This would add 15 more spots. The city would/will test this option with bollards.
- Lessen the number of “orange” spots for employees.

- Need to manage parking spaces more efficiently.
- Permit buying online for parking has been proposed.
- Add to agenda ongoing discussion items for parking enforcement and private parking enforcement paid for by Riviera Village.

VIII.

IX. **PUBLIC COMMENT** (Non-agenda items up to 3 minutes per individual)

X. **ADJOURNMENT 10:12 a.m.**

1. Next BID meeting (December 20, 2022) **Approved to move meeting to December 13, 2022 due to holidays**
2. Any agenda questions or additions, please email coordinator@rivieravillage.net

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	SECRETARY	Recovery Committee
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Farmers Market	Recovery Committee
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	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	TREASURER	Recovery Committee
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	PRESIDENT	Recovery Committee

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 | lhabash@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	
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	Producer needed
12/7/2023	Holiday Stroll	RVA	5-9PM	Producer needed

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Online resolution
- 4 Farmers Market financials
- 5 Halloween Trick or Treat comments | Stroll update
- 6 Aug 2022 Letter from City to RVA restaurants