



Board Meeting Agenda

Tuesday April 19th, 2022 at HT Grill, 1701 S Catalina Ave

I. **CALL TO ORDER 8:37 AM**

II. **ROLL CALL** Ralph Russomano, Greg Gomez, Allen Sanford, Cris Bennett, Terry McGaughey, Brian Poage, Kim Judy

III. **CONSENT ITEMS**

1. Approval of Minutes from March Meeting (Brian) (attachments Item #1) **approved Greg, 2nd?**
2. Receive & File Financial Report (Treasurer) (attachments Item #2) **approved**

IV. **GUESTS & UPDATES**

1. Redondo Beach Police Dept (Kyle Lofstrum)

New municipal code restricts plastic use of restaurants with the exception of special needs people. A digital copy from Kyle will be shared with restaurants.

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

3. Public Works (Michael Klein)

4. Redondo Beach Chamber of Commerce (Mara Santos) (attachments Item #3)

Mara presented the opportunity to advertise in the Redondo Beach guide. Distributing on June 30, 2022, art deadline May 1, 2022; distributed to 15,000 businesses and residents, as well as distributed at hotels. Ad rates are too expensive. Kathleen will ask Mara what can be done with a \$1000 advertising budget.

5. CA 101 Art Exhibit (Nina Zak Laddon)

Nina presented the opportunity to advertise in the CA 101 Exhibit catalog. Board approved \$1000 ad spend. "Gold sponsor, full page ad in catalog and listed on the sponsor page to appear below platinum sponsors and on their social media platforms."
Kathleen, inform Nina of the RVA participation and collaborate with Amie on ad design

6. Summer Festival, operations plan (Michael Bell) Paul Amarillas, Corinne Rae Ybarra

Summer festival plan looked acceptable to BOD. The special event fee estimate of \$29,895 is approx \$10,000 increase from past events. Not shown on the fee estimate is another \$2000 for parking management. Currently 55 arts and crafts vendors have signed up. Kathleen suggested running social media ad calling for arts and craft vendors to apply. Kathleen will Contact Michael Bell for his input.

7. July 4, operations plan (Jeff Ginsburg) (attachments Item #4)

July 4, 2022 operations plan was approved on the following conditions:

1. That rideshare is not in front of HT grill/HT Grill entrance is fully accessible.
2. The beer garden fence scrim is not black, but branded/or designed to be aesthetically pleasing

8. Marketing (Kathleen Fisher)

AD SPEND MARCH 2022: \$2,175 (INCLUDING BEACHLIFE PRINT AD) | APRIL 2022: \$780.00
Ads running on Facebook "shop, dine, relax" and Farmers market; plus Google ad words (currently 10.1K impressions, 208 clicks)

Facebook 100 new follows, up 5.6% YTD | Instagram 188 new follows, up 27% YTD

In addition to marketing updates:

1) **RVA Branded 10' x 10' tent \$462** was presented for purchase/consideration, Kathleen will also provide a couple more options that are of more rugged quality at higher prices.

2) **Riviera Village branded T-shirts/tanks** were approved in theory to design, manufacture and sell at Summer Festival. Kathleen will present costs and designs by Amie via email for board review.

9. Coordinator, email vote (Kathleen Fisher) (attachments Item #5)

10. Farmers Market Financial Report (Lynda Habash) (attachments Item #6)

11. Recovery Committee & Parklet Enforcement (Cris Bennett)

Little Sister has not paid past due to parklets fees as of April 19, 2022. Creme de la crêpe was given a warning that crepe making in their parklet is not allowed.

12. Events Director (Kim Judy)

a. Next Mixer – April at Vida. 4/20/2022 6-8PM

2022 Holiday Stroll. Kim reminded the board that merchants on Avenue I would like the street closed. Kim will go back to event organizer Lynda directing her to create a site plan that includes the closure of Avenue I to ending at Ambers Cove. This site plan would then translate to all Riviera Village wide street closure events like Halloween. The deadline for this plan to be completed and reviewed is June 30, 2022.

V. DISCUSSION & VOTING ITEMS

1. Temporary Parklets Program (Cris Bennett)

a. Update on parklets refresh (\$40k budget): materials, paint/aesthetics, contractor.

Cris spoke with a contractor that would replace the plywood for composite. A sample estimate of \$1500 was given to reface Rockefeller's parklet. Cris said the contractor is motivated to have a relationship with Riviera Village. The low price basically covers materials and provides free labor.

b. Enforce a 10% late payment fee. Due 10th of month, grace period to 20th of month

The RVA will start enforcing a 10% late fee as noted in the Parklet Program document after a courtesy email is sent to parklet stakeholders. (payment is due 10th of month with a grace period to 20th of month). Cris suggested giving options to restaurants to set-up monthly auto payments as well as the use of e-checks in order to make payments easily and timely. Remind Ralph to discuss with Sara.

2. Permanent Parklets (Allen Sanford)

Riviera Village and parklet permit is extended through June 2022. Allen will go to the City Council on behalf of the RVA in May 2022 with the proposed permanent Parklets plan. A Zoom link will be shared.

a. Parklet design & locations

1. Review map with proposed placements
2. Review architect's rendering
3. See parking analysis

3. Ukraine Support Event (Kim Judy) Brian Poage

Brian presented a fundraiser to support Ukraine that would be open for all village businesses to participate.. A day will be chosen in which businesses will donate, a proposed, 20% of their profits to <https://razomforukraine.org>. The board approved a \$500 budget to aid in promotions (poster, social media ad). After a date and donation amount is chosen, Kathleen will send an email to businesses inviting them to participate.

4. RVA Board 2022-2023 Elections

- a. Ballots emailed 4/14/22; ballots due 5/14/22 (**attachments Item #7**)
- b. Count ballots at May 17, 2022 Board Meeting

VI. ONGOING ITEMS

1. Retractable Bollards Update (Allen)
2. Utility Boxes Art Wraps (Kathleen Fisher)
3. Grant funding: locate and apply for grants. Grant Vantage finds them (free). Sara applies at \$85/hour. (Brian & Kathleen)
4. Common space/mini-park west of Catalina between Catalina Ave and alley; add to permanent parklet plan and vote on all items together (see #6 add Moore plaque to park?)

From Jeff Ginsburg, 4/19/22, 6:51 AM: *"I am out of town until tomorrow night so will miss this morning's RVA Board Meeting but just wanted to comment about the proposed Mini-Park on Vista del Mar (agenda item copy/pasted below); I know a park sounds like a good idea but I have experience with open areas like this in how it attracts homeless, unintended activities, etc...also this would take away from parking; I recommend we do not include it on the Permanent Parklet Plan and save it for after the parklets are hopefully approved so we can really invest the proper time/efforts into analyzing it as a separate project. Have a good meeting and wifey/I might see y'all at tomorrow night's mixer if our return flight isn't delayed, etc :)"*

In response at today's meeting:

At the March 15, 2022 board of directors meeting it was agreed the mini park would be part of the permanent parklet plan. Therefore, the board would need to vote again on this item.

5. WIFI by Charter/Spectrum (Jeff Ginsburg)

6. Morgan Moore Memorial: \$1,125 in prepaid acct. (cannot be categorized as a donation)
Accountant recommends spending the money by July 1, 2022 to have it off the books before 2021 tax returns are prepared.
7. Roundabouts beginning at Avenue I & Catalina (Jeff Ginsburg)
8. Catalina 1-way street running southbound (Jeff Ginsburg)
9. 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
10. 4th of July (Jeff Ginsburg)

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

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

IX. **ADJOURNMENT 9:48 AM**

1. Next BID meeting schedule (May 17, 2022)
2. Any agenda questions or additions, please email president@rivieravillage.net

CURRENT BOARD ROSTER

Bennett, Cris	Good Stuff, 1617 S PCH	
Diederich, Brian	Riviera Funding, 1801 S Catalina Ave Ste201	Secretary
Ginsburg, Jeff	Plaza Riviera, 1611 S Catalina Ave Ste115	
Gomez, Gregory	Property Owner, 1830 S Elena	
Horrell, Jessica	Horrell Realtors, 1860 S Elena Ave #B	Vice President
Judy, Kimberly	Card De A, 265 Avenida Del Norte	
McGaughey, Terry	McGaughey & Spirito, 116 Avenue I	
Novoa, Orlando	Kalihi, 1815 ½ S Catalina Ave	
Poage, Brian	The Aloha Bungalow, 1799 S Catalina Ave	
Russomano, Ralph	HT Grill, 1845 S Elena Ave Ste300	Treasurer
Sanford, Allen	Rockefeller, 1707 S Catalina	President

CURRENT VENDORS

Insurance

Chanell Jones
 Bichlmeier Insurance Services, Inc.
 Tel: 310-376-8854 X229
 Email: chanellj@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

Plant Maintenance

Lisa’s Garden Therapy

Digital Kiosk Maintenance

Pat Dacy
 3V Signs | pat@3vsigns.com

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
1/19/2022	RVA Merchant Mixer	RVA	CANCELED /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	CANCELED Catalina street closure	VR Promotions
4/20/2022	RVA Merchant Mixer	RVA	Vida Taqueria	
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		
9/4-5/2022	Sidewalk Sale	RVA	Labor Day weekend	
10/18/2022	RVA Merchant Mixer	RVA	Restaurant TBD	
10/31/2022	Halloween Trick or Treat	RVA	3-6PM	
12/1/2022	Holiday Stroll	RVA		

Attachments

- 1 Previous Meeting Minutes
- 2 Treasurer Report
- 3 Redondo Beach Guide rate card

- 4 July 4 Operations Plan
- 5 Email Vote
- 6 Farmers Market Financial Report
- 7 2022-2023 Election Ballot