

## Board Meeting Agenda

March 18, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

### CALL TO ORDER

#### I. ROLL CALL

#### II. CONSENT ITEMS

1. Approval of Minutes from February 18, 2025 meeting (Secretary) **(attachments item #1)**
2. Receive & file
  - a. Financial report (Treasurer) **(attachments item #2 )**
  - b. Village Pizza account overdue **(attachments item #3)**

#### III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)
2. Redondo Beach Public Works, Deputy Director (Mike Klein)
3. The Eddy Redondo Residences and Hotel (Iryna Ellis | Community Manager, Brian D. Boulden | Corporate Regional Vice President of Sales & Marketing Legado Companies
4. Locale90 (John Mentasana)
5. Holiday season street decor (Steve McAllistar)

#### IV. UPDATES

1. Farmers Market **(attachments item #4)**
2. Social media (Kathleen Fisher)
3. Digital directory touch screen (Jeff Ginsburg)
4. Parklets (Cris Bennett)
5. Plants (Greg Gomez)
6. Holiday decor & lamp post banners (Mike Ward)
7. Events Director (Kim Judy)
  - a. Next Merchant Mixer, April 16, 2025, 6-8 PM, location TBD

#### V. DISCUSSION & VOTING ITEMS

1. City Projects
  - a. Grants **(Ralph Russomano & Sara O'Conlon)**
  - b. July 4th Fireworks **(attachments item #5)**
2. Events
  - a. Contract 2025 Halloween Trick or Treat 10/31/25 **3-8PM** & Holiday Stroll, 12/4/25 (Lynda Habash) **(attachments item #6)**
  - b. Contract 2025 Riviera Village Summer Festival (Mike Ward) **(attachments item #7)**
3. BID
  - a. 2025 Budget **(attachments item #8)**
  - b. Tax Return (Ralph Russomano)
4. PARKLETS
  - a. Guidelines 2025 update **(attachments item #9)**

**VI. ONGOING ITEMS**

1. Retractable Bollards
2. RVA entry sign PCH; clean or replace
3. Beautification \$30k Project
4. Make more formal, a program focusing on Riviera Village sidewalk beautification
5. Permanent Parklets
6. Morgan Moore Memorial: \$1,125 in prepaid acct.

**VII. CITY LEADERSHIP UPDATES** (City Council Member Brad Waller)

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

**IX. ADJOURNMENT**

1. Next BID meeting (April 15, 2025)
2. Any agenda questions or additions, please email [coordinator@rivieravillage.net](mailto:coordinator@rivieravillage.net)

**CURRENT BOARD ROSTER 2024-2026**

Name	License #	Address	Additional Role	Add'l Role2
Bass Lauren	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Parklets	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	<b>SECRETARY</b>	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
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	Farmers Market Summer Festival
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	<b>TREASURER</b>	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	<b>PRESIDENT</b>	
Tap, Victoria	302312	Salon Riviera, 1807 S Catalina Ave		
Waller, Brad	295562	EPage, 1840 S Elena STE 108		
Ward, Mike	290198	Village Runner, 255 Avenida Del Norte	Lamp Posts	

## **CURRENT VENDORS**

### **Insurance**

Joanne Covarrubias License #OB26427  
 Bichlmeier Insurance Services, Inc.  
 310-376-8854 X229 | joannec@bisins.com

### **Legal**

Craig Weinstein  
 LAW OFFICES OF CRAIG D. WEINSTEIN  
 2381 Rosecrans Avenue, Suite 405  
 El Segundo, California 90245  
 (310) 798-4940

### **Digital Kiosk Maintenance**

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

### **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](mailto:lyndahabash@ca.rr.com) | 310-212-0180

### **Plant Maintenance**

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

## **RVA EVENT SCHEDULE**

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
6/27-29/2025	Summer Festival	RVA	Last weekend of June	VR Events
7/4/2025	31st Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30AM - 11AM Catalina street closure	VR Events
8/23,24/2025	Sidewalk Sale	RVA	Discounted racks and tables on sidewalk	RVA
9/2025 TBD	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/31/2025	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
11/19/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
12/4/2025	Holiday Stroll	RVA	5-9PM	Lynda Habash
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA

## **Attachments**

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Village Pizza
- 4 Farmers Market
- 5 July 4 Fireworks

- 6 2025 Halloween & stroll contract
- 7 2025 Summer Festival Contract
- 8 RVA 2025 budget
- 9 Parklet Program Revision