

**Riviera Village Association (RVA-BID) Board Meeting**

**Tuesday, August 21, 2018 - 8:30am  
McGaughey & Spirito  
116 Avenue I, Redondo Beach, CA 90277**

**MEETING AGENDA**

<b>Board#</b>	<b>BID Address in Redondo</b>	<b>Board Member Names</b>	<b>Title</b>	<b>First on RVA</b>
#01:	1611 S Catalina Ave Ste 115	Ginsburg, Jeff	President	01/11/2005
#02:	1708 S Catalina Ave	Nayebdadash, Bobak "Bobby"	Vice President	??/??/????
#03:	1811 S Catalina Ave Ste A	Ward, Mike	Treasurer	??/??/2004
#04:	1801 S Catalina Ave Ste 201	Diederich, Brian	Secretary	12/01/2013
#05:	116 Avenue I	McGaughey, Terry	Board Member	10/19/2010
#06:	1845 S Elena Ave Ste 300	Hennessey, Paul	Board Member	07/17/2018
#07:	1845 S Elena Ave Ste 300	Russomano, Ralph	Board Member	07/17/2018
#08:	1909 S Catalina Ave	Kelly, Kristina	Board Member	??/??/????
#09:	1729 S Catalina Ave	DiGirgis, Andy	Board Member	07/17/2018
#10:			Vacant	
#11:			Vacant	

<b>Committee Name</b>	<b>Chair Positions:</b>
Marketing:	Ward, Mike & Russomano, Ralph
Beautification:	Kelly, Kristina
Social Media:	Diederich, Brian

- I. **CALL TO ORDER** (Time & by whom):
- II. **ROLL CALL** (Board Members present):
- III. **INTRODUCTIONS** (City Staff & others present):

**\*\*Secretary:** For all motions please list which board member makes a motion, which board member second's the motion, the details of the motion then followed in **bold** by either **MSA** (motion **M**ade, **S**econded & **A**pproved) or **MF** (motion **M**ade & **F**ailed); also to keep the motions organized please add the year, month, day & motion number after the **MSA** or **MF** (example: **MSA20180821-01**)

- IV. **CONSENT ITEMS FOR APPROVAL**
  - a. Approval of Minutes from previous board meeting:
  - b. Receive and file Treasurers report:
- V. **UPDATES ON PROJECTS/EVENTS/TASKS**
  - a. Confirm RVA Bylaws approved at last month's board meeting are signed/official (Terry McGaughey):
  - b. Shopping for lower cost insurance for RVA (Paul Hennessey):
  - c. Farmers Market (Mike Ward):
  - d. Octoberfest update (Marketing Committee):
  - e. Halloween update (Marketing Committee):
  - f. Holiday Stroll update (Marketing Committee):
  - g. Door Hanger program update (Marketing Committee):
  - h. Tote Bag program update (Marketing Committee):
  - i. First Fridays (Paul Hennessey) **...also discuss pop-ups (got 1 complaint):**
  - j. Digital Directory/Shuttle Sign operating & graphics update (Jeff Ginsburg & Brian Diederich):
  - k. Hanging baskets, hanging "R" logos & Farmers Market Booth (Beautification Committee):
  - l. Facebook, Instagram, YELP updates (Social Media Committee):
  - m. Sidewalk Sale update (Marketing Committee & see email from Mike Ward):

- VI. **UPDATES ON GOALS/ATTENDING CITY COUNCIL MEETINGS**
- a. Short term project goals prioritized in order below:
    - 1. Completion of Sidewalk Pavers (CIP) throughout the Village
    - 2. Roundabout at Avenue I & Catalina
    - 3. Overhead Entry Arc Signage at Elena/Avenue I & Catalina Ave/Palos Verdes Blvd
  - b. Long term project goal:
    - 1. Parking Structure in Parking Triangle – Walker Consulting feasibility study (Mike Ward):
  - c. Board Member Attendance at City Council Meetings (Tuesday's 6pm) to request city support of project goals:  
 Tonight (8/21 6pm):                      (8/28 6pm):                      (9/4 6pm):                      (9/11 6pm):
- VII. **DISCUSSION ITEMS**
- a. Date, time, location & details for next Merchant Mixer:
  - b. Date, time, location & details for Hotel Concierge meeting to setup hotel shuttle schedules:
  - c. Consider a Project Manager to take lead on projects/tasks & getting businesses move involved:
  - d. Consider updating Bylaws to allow for email voting on urgent items which cannot wait for next board meeting:
  - e. Consider alternate location(s) for board meetings within the Riviera Village:
- VIII. **NON-BOARD MEMBER INTRODUCTIONS & REPORTING**
- a. City Council Member District 1 - Nils Nehrenheim:
    - 1. Updates & announcements:
  - b. Public Works Department (Michael Klein):
    - 1. Sidewalk CIP project update:
    - 2. Overhead cable lights, RVA Banners & hanging plants update:
    - 3. Credit card parking meters going into Parking Triangle update:
    - 4. Leadership Redondo Art Bench refurbishing update:
    - 5. Date, time, location & details for next Merchant Mixer:
  - c. Waterfront & Economic Development (Stephen Proud):
    - 1. Updates & announcements:
  - d. Redondo Beach Police Department (Dinah Lary):
    - 1. Persons Assisting The Homeless (PATH) update:
    - 2. Updates & announcements:
- IX. **PUBLIC COMMENT** (This is for comment on items not on agenda up to 3 minutes per individual):
- X. **ADJOURNMENT OF MEETING** (Time & by whom):

**Next BID meeting scheduled for September 18, 2018**

Please email [jeff.ginsburg@nsicorp.net](mailto:jeff.ginsburg@nsicorp.net) with any questions/comments about this agenda.

**From:** Mike Ward <villagerunner@earthlink.net>  
**Sent:** Friday, July 27, 2018 11:28 AM  
**To:** TEAM-CO (Jeff Ginsburg) <CO@nsicorp.net>  
**Subject:** FW: Sidewalk Sale info

Hi Jeff,

I'd like to make a motion via e-mail to spend an additional \$1,350 in an effort to make this year's sidewalk sale a success. The items in the motion are highlighted in yellow. I'm planning on paying for some of the promotions from motions that were already passed at our last meeting.

We're planning on doing the following to promote this year's event:

- 1) Posters/Post Cards to all businesses. \$450 from print budget.
- 2) Banner at Del Amo and Prospect (from August 6<sup>th</sup> thru August 20<sup>th</sup>). \$350—Need motion for sidewalk sale.
- 3) Back page ad in the Easy Reader (August 17<sup>th</sup>). \$1,850 from print budget.
- 4) Social Media—I'd like to promote this heavily and also boost our campaigns on Facebook. I've been doing this lately and it's somewhat inexpensive. \$200 to \$300 out of social media budget.
- 5) I'm also planning on doing an outreach program to all of the businesses in the Village to participate with the following suggestions:
  - a. Retailers—Make sure you are open and have lots of great inventory to blow out. Consider getting sample and/or off price products from your vendors.
  - b. Restaurants—Promote some sort of Sidewalk Sale special--\$4 drinks/appetizers between noon and 5pm on Saturday and Sunday.
  - c. Professional/Medical—Consider promoting you company by offer free giveaways or having some sort promotions/games in front of their locations.
- 6) I also think that some sort of "stamp program" where shoppers are encouraged to get a stamp at locations throughout the Village between noon and 5pm on Saturday and Sunday would be great. We can have them turn their maps into the Kiosk by 6pm on both days. I think we should offer a \$1,000 shopping spree in the Village for the winner of the raffle. We could do the raffle on Facebook live. \$1,000 from sidewalk sale budget.

As always, comments and suggestions are welcome. Thanks!

Mike