

Board Meeting MINUTES

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

CALL TO ORDER 8:35

- I. **ROLL CALL** **Lauren Bass, Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Ralph Russomano, Allen Sanford, Victoria Tapp, Brad Waller, Mike Ward**; Gene Soloman (City Treasurer); Kathleen Fisher (Admin/Social Media), Sequoyah Stamps (GrantVantage); Sally from Fulbright Dental, Habitat for Humanity representatives.

II. CONSENT ITEMS

1. Approval of Minutes from January 21, 2025 meeting (Secretary) **(attachments item #1)**

Motion to Approve minutes by Jeff Ginsburg, 2nd by Greg Gomez. All in Favor—APPROVED

2. Receive & file financial report (Treasurer) **(attachments item #2)**

Motion to Approve minutes by Jeff Ginsburg, 2nd by Brad Waller. All in Favor—APPROVED

III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)

Nothing new to report. Kyle wants to let everyone know if it looks like things are not being investigated, we should not worry because they are being investigated. Things don't happen overnight.

2. Redondo Beach Public Works, Deputy Director (Mike Klein)

3. Habitat for Humanity of Greater Los Angeles, Francesca DiBrito | SVP of Development, Kirstin Wilson | Manager of Special Events, Marina Garcia | Director of Individual Giving, Marina Garcia

Wants to collaborate with the RVA for special events. Possibly a restaurant fundraiser or at Farmer's Market. Kim and Kathleen will meet with them on the side to discuss the possibilities and then present at a future board meeting.

IV. UPDATES

1. Farmers Market
2. Social media (Kathleen Fisher)

FACEBOOK FOLLOWERS Feb 17:10,120 + 135 | INSTAGRAM Feb 17: 15, 256 +99

3. Digital directory touch screen (Jeff Ginsburg)

Waiting until the election is over before he starts working on this again. Brad Waller offered some advice but he will need to wait until after the election also since he is running for District One.

4. Parklets (Cris Bennett)

Motion by Greg Gomez to have our Admin draft a demand payment letter to Village Pizza requesting all back rent for the parklet. If they do not come current on rent we will decide at the next meeting on the next step. 2nd by Ralph Russomano; All in Favor-APPROVED

Motion by Jeff Ginsburg to amend the updated rules and contract for the parklet to include a 10% late fee for any rent 10 days past the due date. No one in favor as this needed more discussion. TABLED

5. Plants (Greg Gomez)

Motion by Ralph Russomano to approve the bid for installing 16 new planters in the amount of \$5,016 (see attached); 2nd by Kim Judy. All in Favor-APPROVED

Motion by Ralph Russomano to add a commemorative plaque on each planter, "This project funded by the Riviera Village Association".

6. Holiday decor & lamp post banners (Mike Ward)

Mike Ward will check on the cost of Holiday pole wraps. Allen will send Mike two of his purveyors.

7. Events Director (Kim Judy)

- a. Next Merchant Mixer, April 16, 2025, 6-8 PM, location TBD

Location still TBD

V. DISCUSSION & VOTING ITEMS

1. City Projects

- a. Retractable Bollards (**attachments item #3**)

Mike wants to begin pursuing the retractable bollards option as water barriers and all the other safety issues are making events cost prohibitive. Nils suggested working together with other cities to split the cost of bollards.

2. Events

- a. 2025 Halloween Trick or Treat 10/31/25 & Holiday Stroll, 12/4/25 (Kim Judy & Kathleen Fisher)

Lynda Habash, the current event producer, would like to produce 2025's events. She wishes to enlist the help of Kim Judy and Kathleen Fisher. It is proposed Kim and Kathleen will receive compensation of 20% of the sponsorship money they bring in. Lynda should submit her 2025 contract at March 18's meeting.

- b. 2025 Riviera Village Summer Festival (Mike Ward)

3. BID

a. 2025 Budget (Ralph Russomano)

Ralph will submit a final budget for review at the 3/18/25 meeting

b. Assessment increase (attachments item #4)

n/a

4. PARKLETS

a. Guidelines 2025 update (attachments item #5)

Motion by Greg Gomez to pass through all credit card surcharges to the parklet lessee if they choose to pay the usage fee by credit card. 2nd by Brad Waller; All in Favor-APPROVED

VI. ONGOING ITEMS

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

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

Nils reminded us how important it is to have a member from the RVA come speak at the council meetings.
 Work will begin soon on the one way area on Avenida del Norte which will also include a speed table (wide speed bump).
 The pavers are complete and the city is just waiting to install the trees on Avenida del Norte.

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

IX. ADJOURNMENT

- 1. Next BID meeting (March 18, 2025) **Adjourn at 10:10AM**
- 2. Any agenda questions or additions, please email coordinator@rivieravillage.net

CURRENT BOARD ROSTER 2024-2026

Name	License #	Address	Additional Role	Add'l Role2
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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	SECRETARY	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	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	TREASURER	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	PRESIDENT	
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

Accounting & Bookkeeping

Sara O'Conlon (Accountant)
 sara3trees@gmail.com
 (805) 620-7509

Legal

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

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lyndahabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa's Garden Therapy | Lisa | 310-504-0589 |
lisa@lisagardentherapy.com

Digital Kiosk Maintenance

Pat Dacy | 3V Signs | pat@3vsigns.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 Bollards email
- 4 Assessment increase
- 5 Parklets guidelines