

Board Meeting MINUTES

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

CALL TO ORDER**I. ROLL CALL**

Jeff Ginsburg, Kim Judy, Allen Sanford, Lauren Bass, Ralph Russomano, Greg Gomez, Victoria Tap, Mike Ward, Garfield, Steve Aspel, Lynda Habash, Kathleen Fisher, Brad Waller, Kyle Lofstrom, Michael Klein, Steve Aspel

II.**III. CONSENT ITEMS**

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

Motion to approve by Jeff Ginsburg, 2nd by Greg Gomez; All in Favor-APPROVED

2. Receive & file

- a. Financial report **(attachments item #2)**

Ralph is locked out of the bank account due to too many password attempts after the change to Columbia Bank. **Motion to approve by Jeff Ginsburg, 2nd by Mike Ward; All in Favor-APPROVED**

IV. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)

Kyle participated in the Redondo Beach Police and Fire foundation as MC helpin to raise money. He brought in \$3k in a live auction for him to jump in hot hot tub fully clothed. Coffee with a Cop in the Village, similar to pop-ups on the Esplanade. Set up somewhere with high foot traffic and hand out free coffee. Or, a "walk with a cop" event, meeting at the Village Runner, and tying it into the foundation for donations.

2. Redondo Beach Public Works, Deputy Director (Mike Klein)
3. Robin Garfield (see "Discussion and Voting" Items)

V. UPDATES

1. Farmers Market **(attachments item #3)**

Steady at about \$2,400 a week. Lynda's contract expires 12/31/25 and wants to know if it will be renewed.
- Add contract review to next meeting

(attachments #1)

2. Social media (Kathleen Fisher)

A gift guide will be created on the website, where businesses can opt-in and highlight products or items that would make great gifts for the holidays. FB:11,59IG 18,013

3. Parklets (Cris Bennett)

Trying to get the parklets painting as discussed.
- Moving forward with the switch of parklets for Ugo Cafe to Il Posto. Got the go ahead from Mike Klein. They are splitting the cost and have a great architect working on the plans and dealing with the city that I have worked with in the past.
- Reached out to RB Brewing Company and asked John if he was still interested in reducing parklet. No answer.

4. Plants (Greg Gomez)

Lisa dug around the dead palm tree, and it looks like it might revive. She expressed gratitude to the board for her contract extension.

5. Holiday decor & lamppost banners (Mike Ward)

The lights are expected to be up Thanksgiving weekend.
- Tony said, "how does the day after Thanksgiving sound?" Staff will be brought in to complete the project in one or two days. Half of the payment has been made, with the other half due upon removal. Maria requested a quote to hang the banners, but the cost depends on whether the hardware is completely updated.
- Ron was previously contacted to leave the holiday banners at H.T. grove parking lot. His voicemail box was full, which was part of the reason for considering a new direction. - Ron said there are 65 total poles.
- \$195 for new hardware per pole.
- \$45 per pole to install.
- 15-year warranty on the hardware.
- If all the banner hangers are not replaced, the holiday banners should be skipped.
"If we're doing the lights, I don't think we need to pay Maria to fix something that's gonna be taken down and replaced."
- Kat got a quote from Maria for the banners, but they haven't been printed yet due to storage issues.
- The banners should be printed in early January with the assumption that they will be put up then. These will be the "eat, dine, relax" banners. There are 52 banners.
This expenditure falls under the motion made 9/16/25 for banners not to exceed \$7,500.

6. Events Director (Kim Judy)

a. 2025 Stroll 12.4.25

\$10,500 in sponsorship secured.
- Reached out to other clients, including Edie residents for \$2,500.
- Considering smaller companies that can't afford the \$1,500 sponsorship.
- Four people reached out about sponsorships after an ad in the Chamber of Commerce email campaign.

b. Recap Halloween 10.31.25, 3-8PM

c. Next Merchant Mixer, November 19, 2025, 6-8 PM, location HT Grill

VI. DISCUSSION & VOTING ITEMS

1. Events

a. 2026 Dine Around RVA (Robin Garfield, Jeff Ginsburg, Victoria Tapp) (attachments item #4)

The Artesia dining around event made just under \$10,000 for NRBBA, all profit.

- 300 tickets should break even.
- 500 tickets sold would guarantee profit even with few sponsors.
- Ticket sales should mostly cover expenses.
- First NRBBA event had a 10% no-show rate, the second closer to 20%. Attendees were 100% local, mostly from within a five-mile radius of Artesia (North Redondo).
- Postcard mailing brought in more local people.
- Raffle with gift cards from businesses was added to bring people back in. Robin suggested offering multiple smaller value gift cards to attract more customers.
- Allen stated he would get involved if it's promoted well.
- Attendees wear wristbands. Business owners monitor. Posters with QR codes are placed in restaurants and businesses.

Timing and Logistics of the Event

- End of May is a potential time on a Wednesday night

Restaurant Involvement

- Securing participation from 90% of restaurants is crucial for the event's success.
- \$100 was offered to restaurants to underwrite some of their costs

Concerns - late May might not be a peak time

Food

- Restaurants should offer just a sizable taste, can offer wine tasting.
- Retail shops did not offer food.

Next Steps

- Solicit interest from restaurants to gauge their interest.
- The real work would happen in January.

Dates: Wednesday, May 20

- The price is \$35 a person.
- Initial capacity set at 500.
- Rebate: \$100 for retail, \$50 for restaurants.
- Reimbursement for hard costs, not to exceed \$100.
- Possibility of donating the reimbursement back.
- Proof of expenses required for reimbursement.

Motion to approve Robin's contract by Ralph Russomano with a \$1,000 non-refundable deposit to be deducted from her \$10,000 fee for Taste of Riviera Village on May 20, 2026. Need a one-sheet PDF and a list of interested participants by January 1, 2026. With a Riviera approved budget. by Ralph Russomano, 2nd by Kim Judie; All in Favor **APPROVED**

2. Marketing

a. RVA BID Awareness & Fundraising Campaign (attachments item #5)

RBA Bid Awareness - Fundraising Campaign

- Goal: Raise money while promoting the BID and its importance. Raffle ticket idea.
- Need to create a budget with real items. Motivated to create a video explaining the BID and its importance. Business owners are unaware of the BID. The community has expectations without understanding the funding.

VII. **ONGOING ITEMS**

1. BID educational campaign
2. Digital directory touch screen (Jeff Ginsburg)
3. Retractable Bollards
4. RVA entry sign PCH; clean or replace
5. Beautification \$30k Project
6. Make more formal, a program focusing on Riviera Village sidewalk beautification
7. Permanent Parklets
8. Morgan Moore Memorial: \$1,125 in prepaid acct.

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

The council is voting on the RBA bid renewal. The RBA bid renewal was added to the agenda on Tuesday. Victoria Tapp and Mike Ward will represent the RVA at the City Council meeting Allen cannot make it.

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

X. **ADJOURNMENT 9:55 AM**

1. Next BID meeting (January 20, 2025)
2. Any agenda questions or additions, please email 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	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		
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 | 310-212-0180

Plant Maintenance

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

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM BeachLife Grotto	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
9/13/2025	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	3-8PM	Lynda Habash
11/19/2025	RVA Merchant Mixer	RVA	6PM-8PM HT Grill	RVA
12/4/2025	Holiday Stroll	RVA	5-9PM	Lynda Habash
6/11-7/19 2026	World Cup			

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Farmers Market
- 4 Dine-around
- 5 BID Marketing / Fundraising Campaign