

Board Meeting Agenda

May 21, 2024, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER 8:35 AM

I. ROLL CALL

Cris Bennett, Jeff Ginsburg, Greg Gomez, Kim Judy, Terry McGaughey, Ralph Russomano, Allen Sanford, Mike Ward, Kathleen Fisher Guests: Lynda Habash, Kyle Lofstrum, **Zipinmail:** Vijay Chetty, Darryl Hudson

II.

III. CONSENT ITEMS

1. Approval of Minutes from April 16, 2024 meeting (Secretary) (**attachments item #1**)
2. Receive & file Financial report (Treasurer) (**attachments item #2**)

Ralph is handling the IRS issues: nearly straightened out. It's a non-file penalty by the due date of form 990. Although a fine was charged, the filing was not late. Allen suggested paying the fine to be in good standing. Then, ask for a refund. Ralph will ask Sara.

Nonprofit status with the state of California is handled.

MOTION Allen Sanford to approve financial report by: 2nd Jeff Ginsburg **APPROVED**

IV. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrum)

Two main concerns are traffic, e-bike infractions and juvenile delinquency issues. Mike Ward commented about a credit card issue at Village Runner where the scammers had trouble paying by phone. The store associates manually input all payment and merchandise information and got away with thousands of merchandise. Per Kyle in response to Kim Judy's question it is not unlawful to post a picture of an adult caught on camera stealing.

2. Public Works, Deputy Director (Mike Klein) **not present**
3. Zipinmail, Vijay Chetty, Darryl Hudson (**attachments item #3**)

Zipinmail is a text & email ad delivery platform. They have approximately 5,000 opt-in contacts per zip code. There are numerous variations of messaging, call to action, Analytics. The service is subscription based. Text messaging is especially of interest to the RVA. It is suggested to focus on collecting phone numbers from the general public in addition to email addresses.

V. UPDATES

1. Farmers Market (Lynda Habash) (**attachments item #4**)

Lynda would like to change Market hours from 8:00 a.m. to 1:00 p.m. and to update the Farmers Market website. Mike commented she is free to make those decisions with full support of the RVA. Amend Lynda's contract to extend to 12/31/25. Lynda is to provide an addendum that extends 18 months. Move to calendar year budget & contract.

Motion Jeff Ginsburg to have Allen sign Lynda's 18 month addendum upon receipt **2nd** Mike Ward

2. Social media, Board election 2024-2026 (Kathleen Fisher)

FB 9705 +54 YTD +8% | IG 12128 +190 YTD +26%

3. Digital directory touch screen (Jeff Ginsburg) **No update**
4. Parklets (Cris Bennett)
5. Plants (Greg Gomez)
6. Lamp post banners (Mike Ward)
7. Events Director (Kim Judy)
 - a. Riviera Village Summer Festival (Mike Ward) (**attachments item #5**)
 - b. Halloween Trick or Treat, Oct 31, 2024

Extend Trick or Treat to 7PM

- c. Next Merchant Mixer, November 19, 2024, 6-8 PM, TBD
- d. Holiday Stroll, December 5, 2024

Recommendations: Holiday Stroll Committee of volunteers, a shuttle, youth charity Christmas giving tree ceremony, 57 light poles with prism wrapping. Set up October 1 through January 2025. We need to make more of a holiday environment all season. Sponsorships: hire an outside source to locate sponsors. Allen suggested 15% commission. it can be tiered up to a certain percentage at \$100K and then % over that. Send a holiday card to all businesses asking for a \$200 donation. Send the notification out in June and pay by the end of July.

VI. DISCUSSION & VOTING ITEMS

1. Marketing

- a. Zipinmail

The board has declined the proposal at this time. The RVA will focus on building a mobile number database.

- b. Terranea. Print collateral, events, giveaways, video (**attachments item #6**)

Terranea was receptive to doing a joint giveaway, possibly airing Riviera Village video on their in room entertainment. Other ideas discussed were a shuttle going back and forth to Riviera Village during the Summer Festival, adding

Riviera Village to the Lexus Fleet driving map, adding printed materials to their experience / concierge office. Essentially it was a brainstorming meeting. Will be checking back before the next board meeting.

- c. Cameron Bennett estimate (**attachments item #7**)

Motion Ralph Russomano to approve \$2,500 budget for video production of a Riviera Village promotional piece at Kathleen's discretion **2nd Kim Judy**

- d. Clear Channel Outdoor

Billboard advertising. Declined by the BOD

2. RVA BID

- a. 2024-2026 Board of Directors, effective July 1, 2024 (Allen Sanford)
(attachments item #8)

There were 11 nominations. Therefore a board election was not necessary. Three new board members will attend the June 2024 board meeting, Victoria Tap (Salon Riviera), Brad Waller (E Page), Loren Bass (McGaughey & Spirito)

- b. Bylaws review changes (Kathleen Fisher) (**attachments item #9**)

Motion Allen Sanford All of the red line changes we've made to the bylaws will be approved by the board and we will bring a clean copy of the bylaws to the June 18 board meeting for sign-off **2nd Terry McGaughey**

VII. ONGOING ITEMS

1. Grants | contact: Quanah Stamps, (703) 599-8226, qstamps@grantvantage.com (Brian Diederich)
2. Make more formal, a program focusing on Riviera Village sidewalk beautification
3. Retractable Bollards (Jeff Ginsburg)
4. Permanent Parklets
5. Morgan Moore Memorial: \$1,125 in prepaid acct.

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

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

X. ADJOURNMENT

1. Next BID meeting (June 18, 2024)
2. Any agenda questions or additions, please email coordinator@rivieravillage.net

CURRENT BOARD ROSTER | JULY 1, 2023 TO JUNE 30, 2024

Name	License #	Address	Additional Role	Add'l Role2
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	
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
McGaughey, Terry	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	327531	Rockefeller, 1707 S Catalina	PRESIDENT	
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@lisasgardentherapy.com

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
12/7/2023	Holiday Stroll	RVA	5-9PM	Lynda Habash
4/17/2024	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
6/28-30/2024	Summer Festival	RVA	Last weekend of June	VR Events
7/4/2024	Independence Day 5K	Village Runner	6:30 AM - 11 AM Catalina street closure	VR Events
8/24,25/2024	Sidewalk Sale	RVA		RVA
9/2024 TBD	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Have A closed between Catalina & Esplanade	LA Kings
10/31/2024	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
11/19/2024	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA
12/5/2024	Holiday Stroll	RVA	5-9PM	Lynda Habash

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Zipinmail
- 4 Farmers Market
- 5 Summerfest contract
- 6 Terranea
- 7 Cameron Bennett
- 8 BID Board 2024-2026
- 9 Bylaws