

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD

Hennessey's  
1712 S. Catalina Ave  
Tuesday, January 8, 2008  
8:00 a.m.

MEETING MINUTES

- I. CALL TO ORDER: 8:16am (Chad Somers)
- II. ROLL CALL: [Q=6] Mike Ward, Matthew Berriman, Jeff Ginsburg, Ron Zagha, Mike Schwartz, Chad Somers, Cris Bennett, Cari Campbell, Mike Morales (late 8:31am)  
  
Absent: Deborah Richie, John Waters, Craig Pendergraph.  
  
Also present: Ben Ganger (Economic Development); US Bankcard Services (Randy & Bob Silagy) 310-379-0599
- III. PUBLIC COMMENT: Randy/Bob presented their information on Bankcard Services for the BID...Cris B said they saved him 50% on Bankcard fees from all of his restaurants. Mike S will meet with Bob & Randy to gather additional information for next months meeting.
- IV. CONSENT ITEMS FOR APPROVAL
  1. Approval of Minutes from December meeting: Jeff G/Mike W **MSA 200801-01**
  2. Receive and file Treasurers report: Mike W/Cari Campbell W **MSA 200801-02**
- V. PRESIDENT'S REPORT
  1. Meter bagging decision: Except for a few complaints it went very well and most BID members said sales were up (Lisa Z up 10%, Harmony Works up 10%, Mike S up 10%)...Ron Z said we need enforcement next year of the maximum limit. Mike M will go to next council meeting to explain how it worked out this year and suggest that the enforcement/chalking of the tires be done by a private company if city does not want to hire additional employee, supplies, etc...
  2. Village signage design: Mike M said he has not heard anything new; Ben Ganger said we should hear something within a couple weeks.
- VI. ACTION ITEMS
- VII. COMMITTEE REPORTS
  1. Marketing planning – Mike W, Cris B & Matt B: Mike W said 19k is available for marketing; production/air time cost about 5k.
    - a. Mixer: Mike W said lets plan on Wednesday 20th; RVA will pay for it...Jeff will get flyer/labels setup and the flyer needs to request email address as this will be last mailer...future invites will be via email...we need to have list at door to collect email addresses.
    - b. Cable update (see above)
    - c. Print ads (see above)
  2. Update from city staff – Ben Ganger: researching a historical plaque for the village; also has rough-sketch parking plan from a developer which is at least 5yrs old.
  3. Economic Development report – Mike S: still in the thinking stage; Chad S said Finleys is moving and feels city should get involved in finding new tenant.
  4. Planting report – Chad & Deborah: Jeff G will have the holiday decoration removed by our maintenance staff.
  5. Banner report - Jeff G: it is under control.
  6. Parking report – Ron: unchanged.
  7. Art bench report – Mike M: bench is paid for; just deciding where it will go.
- VIII. DISCUSSION ITEMS
- IX. OTHER BUSINESS: Halloween 2008: Jeff G wants to be in charge; details will be brought to next meeting. Mike M said Daily Breeze is doing a story for the history of Riviera Village...
- X. CALENDAR
  - a. January 13 - Village clean-up – 8a.m. @ Village Runner: Mike W wants to postpone to Jan 20th as needs time to organize 8-10am with breakfast at Paradiso following at 10am.
- XI. ADJOURNMENT OF BID MEETING: Mike M, Jeff G 2nded

- XII. CALL TO ORDER RVA BOARD MEETING: Nothing new....
  - a. A regular meeting of the RVA Board
    - i. Treasurers report – Debra
    - ii. Holiday Stroll recap & review
    - iii. Visitor's Bureau Report - Royce
    - iv. Festival update

XIII. ADJOURNMENT OF RVA BOARD MEETING

Please contact Michael Morales at 791-7104 for more information.