



Board Meeting MINUTES

April 15, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER 8:30 am

I. ROLL CALL

Lauren Bass, Cris Bennett, Brian Diederich, Jeff Ginsburg, Greg Gomez, Ralph Russomano, Mike Ward. Non Board Members: Brad Waller (Council)

II. CONSENT ITEMS

1. Approval of Minutes from March 18, 2025 meeting (Secretary) (attachments item #1)

Motion to approved by Mike Ward, 2nd by Lauren Bass; all in favor-APPROVED

2. Receive & file

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

Motion to receive and file by Mike Ward, 2nd by Lauren Bass; all in favor-APPROVED

- b. Letter from Allen Sanford regarding Parklets Program (attachments item #2a)

Received and filed.

III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)

N/A

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

The pavers are complete and the trees were just planted along Avenida del Norte.

3. Marketing & Sales, Chelsea Phernetton and Joshua Gordon Celebration Holiday Studio

Great presentation and catalog for holiday lighting/decoration rentals. They suggest if we do order it should be done in the 2nd quarter as a lot of the Christmas decorations get booked.

4. Il Posto representative

Hastie Sanjar from Il Posto wants to utilize part of the parklet space which Hook and Plow gave up. They do not want the whole area but maybe half. We told her it would be discussed and voted on toward the end of the meeting.

IV. UPDATES

1. Farmers Market (attachments item #3)
2. Social media (Kathleen Fisher)

FB: 10,543 + 223 | IG: 15,719 + 319

3. Digital directory touch screen (Jeff Ginsburg)

N/A

4. Parklets (Cris Bennett)

A brief discussion ensued about the parklets and there were two suggestions: 1) have a meeting with the city to discuss renegotiating the cost of the parklets 2) invite all restaurant owners/parklet stakeholders to a separate meeting with members of the RVA Board to discuss the current status and future.

5. Plants (Greg Gomez)

Greg was delayed but the person will begin installing them in late April.

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

No update until we can confirm with the city about the status of the current brackets, which are broken/breaking.

7. Events Director (Kim Judy)

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

N/A

V. DISCUSSION & VOTING ITEMS

1. BID

- a. 2025 Budget (attachments item #4)

N/A

- b. Tax Return (Ralph Russomano)

Ralph Russomano will be signing the tax returns today and brought copies for anyone to review. He also wants to increase the marketing budget.

2. PARKLETS

- a. Guidelines 2025 update (attachments item #5)

Still being reviewed.

b. IL Posto (**attachments item #6**)

Motion by Mike Ward to allow IL Posto to acquire half of the old Hook n Plow parklet. 2nd by Brian Diederich; all in favor-APPROVED

VI. ONGOING ITEMS

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

VII. CITY LEADERSHIP UPDATES (City Council Member Brad Waller)

Brad wants us to remind him of all events and to contact him at Brad.Waller@Redondo.org; He wants us to make a formal request regarding Free Parking during the holidays this year and if the “one week before and one week after” during the 2024 was a success/failure to please mention this in the request.

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

IX. ADJOURNMENT 9:56 (Ralph Motion/Greg 2nd-APPROVED)

1. Next BID meeting (May 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

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@lisasgardentherapy.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 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
9/2025 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

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 2a A Sanford letter
- 3 Farmers Market
- 4 RVA 2025 budge
- 5 Parklet Prorgam Revision
- 6 Il Posto parklet