

Board Meeting MINUTES

June 17, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER 8:33am Cris Bennett, Brian Diederich, Greg Gomez, Ralph Russomano, Allen Sanford, Victoria Tapp, Mike Ward; Non-Board Members: Brad Waller, Lynda Habash, Kathleen Fisher

I. ROLL CALL

II. CONSENT ITEMS

1. Approval of Minutes from May 20, 2025 meeting (Secretary) (attachments item #1)

Motion to approve Minutes by Mike Ward, 2nd by Greg Gomez, All in favor-APPROVED

2. Receive & file

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

Motion to receive and file financials by Mike Ward, 2nd by Greg Gomez, All in favor-APPROVED

III. GUESTS

1. Redondo Beach Police Dept (Kyle Lofstrom)

N/A

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

The Speed Table in front of Trader Joe's is complete and it is definitely slowing people down.

There are a lot more people around since it is summer which means more trash (i.e. pizza boxes). Please keep an eye on the trash and if the pizza places can watch the trash cans for their box overflow it would help.

Mike received the first bid back on the new banner brackets and it was high but they will get it done.

IV. UPDATES

1. Farmers Market (attachments item #3)

In May the farmer's market was just \$2 shy of its all time high.

2. Social media, BID promo (Kathleen Fisher)

3. Parklets (Cris Bennett)

The city mentioned they would purchase the new turf required on the Catalina parklets

but we will pay for private installation as it will be much cheaper. Jeff Mac is the carpenter who has helped us in the past and once the turf comes up he can repair the subflooring as needed. Allen Sanford will send Cris the number of "Scott" who is the carpet installer.
A 10% late fee will be implemented on all past due parklet bills.

4. Plants (Greg Gomez)

Looks Great

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

6. Events Director (Kim Judy)

- a. 2025 Summer Festival (Mike Ward)
- b. 2025 Stroll 12.4.25
- c. Halloween 10.31.25, 3-8PM
- d. Third Thursdays
- e. Next Merchant Mixer, November 19, 2025, 6-8 PM, location TBD

V. DISCUSSION & VOTING ITEMS

1. BID

- a. 2025 Budget (attachments item #4)

Motion by Greg Gomez to approve the budget based on 35% Beautification, 50% Events/Marketing and 15% Admin; 2nd by Cris Bennett. All in favor-APPROVED

Motion by Allen Sanford to Allocate up to \$6,000 to hire Marcus Goodloe (Leadership Development Consultant) to help us create a more clear and concise vision statement which captures the spirit of what we are doing as the RVA BID and to help us with implementation, media; 2nd by Ralph Russomano. All in favor-APPROVED

**Motion by Cris Bennett to allow BeachLife to pay for and sponsor a new entry sign to the village located between PCH and Avenue I under the following conditions 1) If the City of Redondo Beach allows a sponsorship AND 2) If the RVA Board approves the overall design. 2nd by Victoria Tapp. All in favor-APPROVED
Opposed by Ralph Russomano**

- b. Tax Return (Ralph Russomano) (attachments item #5 & #6)

2. PARKLETS

a. Guidelines 2025 update (**attachments item #7**)

VI. ONGOING ITEMS

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

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

N/A

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

IX. ADJOURNMENT 10:01

1. Next BID meeting (July 15, 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@lisasgardentherapy.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	3-8PM	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
- 3 Farmers Market
- 4 2025 Budget
- 5 2023 Return
- 6 2024 Return
- 7 Parklet Guidelines