

Board Meeting MINUTES

August 20, 2024, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

I.	ROLL CALL 8:33am
	Lauren Bass, Cris Bennett, Brian Diederich, Jeff Ginsburg, Gregory Gomez, Ralph Russomano, Allen Sanford, Victoria Tapp, Brad Waller, Mike Ward. NON BOARD MEMBERS: John Mentesana (Locale 90), Andrea Dekoning (Terranea), Mike Klien (Public Works); Kathleen Fisher (Marketing/Admin)
II.	CONSENT ITEMS
	1. Approval of Minutes from July 16, 2024 (Secretary) (attachments item #1)
	Motion to approve minutes by Jeff Ginsburg; 2nd by Brad Waller. All in Favor—APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to receive and file the financial report by Mike Ward; 2nd by Jeff Ginsburg. All in Favor—APPROVED
III.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	N/A
	2. Public Works, Deputy Director (Mike Klein)
	The LA Kings Run is on September 14th in the Riviera Village. There is a lot more bicycle traffic in the Village and more bike racks are currently being worked on. Please remind the restaurants to clean their own thresholds and sidewalks of all the food grease, dirt.
	3. Redondo Beach Community Service Director (Elizabeth Hause)
	N/A
	4. Andrea Dekoning, Associate Director of Marketing at Terranea Resort
	The joint giveaway campaign between the Riviera Village and Terranea (2700 entries) was very successful and they would like to do another one. The new one would keep the one night stay but also add potentially a massage, dining, etc. They are very interested in our new video and could possibly use it in their resort on the room televisions. Shuttle: if a strong case could be made for a joint partnership in the shuttle will be entertained.
IV.	UPDATES
	1. Farmers Market \$6,027.26 received “YTD June 2023-July 2024, 30% of \$54,024.22”
	Mike Ward has been helping Lynda due to her injury. Motion by Allen Sanford to spend up to \$250 for a get well gift (Plant, flowers, etc.); 2nd by Jeff Ginsburg. All in Favor—APPROVED
	2. Social media, Terranea giveaway, Video Production (Kathleen Fisher) (attachments item #3) FB: Aug, 2024: 9,818 + 8% IG Aug, 2024: 13,312 +33 Terranea giveaway outcome: 1,163 new email contacts, 728 Instagram followers Social Media: Reach 13,468, Impressions, 17,037

	3. Digital directory touch screen (Jeff Ginsburg)
	Brad Waller will take over for Mike Ward on the touch screen directory research.
	4. Parklets (Cris Bennett)
	5. Plants (Greg Gomez)
	He has identified 15 planters on both sides of Catalina and is waiting for a bid. Once the bid is received he will reach Lisa's Garden Therapy for an updated maintenance bid. Allen requested Kat to count and map the treewells in the village.
	6. Lamp post banners (Mike Ward)
	n/a
	7. Events Director (Kim Judy)
	n/a
	a. Summer Festival (Mike Ward)
	b. Halloween concert, Oct 26-27, 2024 (Mike Ward)
	The concert is finalized. The Max 80s and K-Tel Allstars will play Saturday while on Sunday Richard Blade with DJ and the performers are Dramarama and The Former Members of Oingo Boingo.
	c. Halloween Trick or Treat, 3-6 PM Oct 31, 2024
	d. Next Merchant Mixer, November 19, 2024, 6-8 PM, TBD
	Victoria will have finalized an idea by our next meeting for the merchant mixer.
	e. Holiday Stroll, December 5, 2024
	The letters spelling out Hanukkah will be present again at this year's Holiday Stroll. It was suggested Jennifer Materman come to the next meeting.
VII.	DISCUSSION & VOTING ITEMS
	1. Beautification
	a. 30K project ideas from board members(Ralph Russomano)
	Ideas: Painted intersections, crosswalks and protected corners painted with artwork, more trees on Elena.
	2. Grants
	a. GrantVantage, Quannah Stamps (Brian Diederich)
	Now we have some ideas of what we would like to do with grant money Brian will see if they can come do a quick talk at our next meeting.

VIII.	ONGOING ITEMS
	1. Make more formal, a program focusing on Riviera Village sidewalk beautification
	2. Retractable Bollards (Jeff Ginsburg)
	3. Permanent Parklets
	4. Morgan Moore Memorial: \$1,125 in prepaid acct.
IX.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	Nils not present. However, since we have been told for years there is \$600,000 in an account earmarked for pavers Allen will reach out to the city to see if it is possible to use that money for other improvements.
X.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
	John Mentasana wanted to reintroduce himself from Locale 90. He was on the board about 8 years ago and let us know he would be around a lot more and can now offer more time and help.
XI.	ADJOURNMENT Motion by Allen Sanford to adjourn at 9:58, 2nd by Brian Diederich. All in Favor—APPROVED
	1. Next BID meeting (September 17, 2024)
	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	1807 S Catalina Ave		
Waller, Brad	295562	1840 S Elena STE 108		
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 | lhbabash@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
4/17/2024	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	4 AM - 11 AM Catalina street closure	VR Events
8/17-18 /2024	Sidewalk Sale	RVA		RVA
9/14/2024	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/26, 27/2024	Halloween concert	VR Events	Time? Ave I closed between Catalina & Esplanade	VR Events
10/31/2024	Halloween Trick or Treat	RVA	3-6PM	Lynda Habash
11/20/2024	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 Terranea outcome