

Board Meeting MINUTES

January 21, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER

I.	ROLL CALL 8:38am
	<p>Lauren Bass, Brian Diederich, Jeff Ginsburg (Board member and Mayoral Candidate), Kimberly Judy, Ralph Russomano, Allen Sanford, Victoria Tap, Brad Waller (Board Member and District 1 candidate), Mike Ward. Non Board Members: Sequoyah Stamps and Jason Crossland (GrantVantage), Lauren Sablan (City Engineer), Mike Klein (Public Works), Kyle Lofstrom (RBPd), Rolf Strutzenberg (District 1 Candidate), Mike Fulbright (Fulbright Dental)</p>
II.	CONSENT ITEMS
	1. Approval of Minutes from November 20, 2024 meeting (Secretary) (attachments item #1)
	<p>Motion to Approve by Jeff Ginsburg. 2nd by Brad Waller. All in favor. APPROVED</p>
	2. Receive & file Financial report (Treasurer) (attachments item #2)
	<p>Motion to receive and file the Financial Report by Jeff Ginsburg. 2nd by Mike Ward. All in favor. APPROVED</p>
III.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	<p>Baker to Vegas is coming up and Kyle is always willing to pick up donation checks from anyone willing to help sponsor. The City of Redondo is also looking for parking enforcement officers since they are down to ONE for the whole city.</p>
	2. Redondo Beach City Engineer or Community Services Director (Lauren Sablan)
	<p>Wanted to reintroduce herself to us under her new capacity and she was very excited about the Catalina redesign they were working on. Allen Sanford suggested taking a look at the renderings the RVA paid for years ago on the redesign.</p>
	3. Public Works, Deputy Director (Mike Klein)
	<p>Mike introduced the new engineer, Lauren Sablan, to the board. He will also take a look at the Riviera Village entry sign to see what can be done.</p>
	4. GrantVantage (Jason Crossland and Sequoyah Stamps)
	<p>See attachment provided at meeting. GrantVantage is not a grant writer but they have proprietary software for managing the grants, etc. However, they know the ins and outs of grants and wanted to offer their advice to us since they are in the village also. Key points with grants: 'Revitalizing' is a term which is way easier to get approved than starting new; and a good idea to 'partner with other organizations'.</p>
IV.	UPDATES
	1. Farmers Market (Lynda Habash) (attachments item #3)

	2. Social media, (Kathleen Fisher)
	Facebook; 10k +5% +3% YTD Instagram 15,179 + 33% YTD
	3. Digital directory touch screen (Jeff Ginsburg)
	Jeff will continue working on this after the election
	4. Parklets (Cris Bennett) (attachments item #4)
	5. Plants (Greg Gomez)
	6. Lamp post banners (Mike Ward)
	The current holiday banners are old and new ones should be considered. We should also consider wrapping, decorating the poles around the holidays as it was 'not very festive' down here.
	7. Events Director (Kim Judy)
	a. (Recap) Holiday Stroll, December 5, 2024 (Lynda Habash) (attachments item #5)
	<u>\$4,000 under budget and people had a great time.</u>
	b. (Recap) Halloween Trick or Treat, 3-6 PM Oct 31, 2024 (Lynda Habash)
	c. Next Merchant Mixer, April 16, 2025, 6-8 PM, location TBD
VII.	DISCUSSION & VOTING ITEMS
	1. Events
	a. 2025 Riviera Village Summer Festival (Mike Ward)
	Mike wants to open the beer garden at noon on the Friday before and to make this a 3 day festival instead of the usual Saturday/Sunday. The Friday event would be Noon to 8pm. Allen Sanford still would like a refresh of this event. Ralph requested Mike to have a site plan review with the board. The event for 2025 will be held on June 27, 28 and 29. Motion by Jeff Ginsburg to allow the Riviera Village Festival to be held over 3 days contingent upon the streets being closed NO SOONER than Friday on Catalina. Kim Judy 2nd. All in favor (Mike Ward recused himself). APPROVED
	b. 2025 Halloween Trick or Treat Oct 31, 2025 (Lynda Habash)
	c. 2025 Holiday Stroll, December 4, 2025 5 (Lynda Habash)
	2. BID
	a. 2025 Budget (Ralph Russomano)

	b. Bylaws, update of calendar year reporting (attachments item #6)
	c. Merchant 2024 holiday parking survey (Brad Waller)
	3. BEAUTIFICATION
	a. RVA entry sign off PCH; clean or replace (Mike Ward)
	Mike Klein will take a look at it and give us his thoughts on replace or repair.
	CITY LEADERSHIP CANDIDATES
	1. Redondo Beach City Council candidate (Rolf Strutzenberg)
	Present
	2. Redondo Beach City Council candidate (Brad Waller)
	Present
	3. Redondo Beach City Council candidate (tentative: Darin King)
	Did not attend
VII.	ONGOING ITEMS
	1. Beautification \$30k Project
	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)
	Reminded us again to send any concerns or comments about not having free holiday parking this year like all the other beach cities.
X.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
XI.	ADJOURNMENT Motion to adjourn by Ralph Russomano. 2nd by Brian Diederich. All in favor. APPROVED 10:11am
	1. Next BID meeting (February 18, 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		
Waller, Brad	295562	EPage, 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 | lyndahabash@ca.rr.com | 310-212-0180

Digital Kiosk Maintenance

Pat Dacy | 3V Signs | pat@3vsigns.com

Plant Maintenance

Lisa's Garden Therapy | Lisa | 310-504-0589 |
lisa@lisagardentherapy.com

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	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
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM (restaurant TBD)	RVA

Attachments

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Farmers market
- 4 Parklets instructions
- 5 2024 Stroll expenses
- 6 Bylaws