

**RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD**

Knights of Columbus Hall  
214 Avenue I  
Monday, September 15, 2008  
7:00 p.m.

**MEETING MINUTES**

- I. **CALL TO ORDER:** 7:12pm
- II. **ROLL CALL & INTRODUCTIONS: (M=11/Q=6):** Jeff Ginsburg, Ron Zagha, Mike Morales, Cari Campbell, Mike Schwartz, Chad Somers, Susannah Hogentogler, Mike Ward (Late 7:24pm)  
Not present: Matthew Berriman, Cris Bennett, Craig Pendergraph
- ALSO PRESENT:** City: Joe Leonardi (RB Police Chief), Patti Ziello (RB Parking), Bob Boardman (RB)  
Public: Jenny (Indulgence); Calvin Riviera Mexican Grill, Kelly from Leather & Lush, Nate - Point Group
- III. **PUBLIC COMMENT:** - Questions came up concerning how the BID fees are disclosed to new business owners. Nate Lee (Point Group); working with Malaga Bank and Lisa Z for marketing and would like to work with the BID to increase marketing efforts. Keith Mossy wants to know how the BID helps professionals; Mike Morales said the BID fees help with beautification (LED Lights, maintenance, plants/color around the village, etc).
- IV. **PRESENTATIONS:** None
- V. **CONSENT ITEMS FOR APPROVAL:**
1. Approval of Minutes from August meeting: Motion to approve by Jeff G; Chad S **MSA 200809-01**
  2. Receive and file Treasurers report: Motion to approve by Mike S; Ron Z **MSA 200809-02**
- VI. **PRESIDENT'S REPORT:**
1. Village meeting with City Staff – Mike Morales said join us September 25, 7pm at Knights of Columbus...to discuss improvement in and around the village (create a "Master Plan") - includes trash cans, park benches, sidewalks, etc...city staff will be present.
  2. So Cal Slack Key Festival - Mike Morales explained details of the event (email attachment too).
  3. Lobster Festival September 26-28: Mike Morales explained details of the event (more info on Chamber website)
  4. Economic Development Summit: Mike Morales said it will likely occur 1st quarter of 2009 but more details will be provided as they come up; bringing in SBDC, etc to support small businesses.
  5. Halloween: Jeff G said he was approached by a company which may want to promote a unique Halloween with carnival-theme for kids and other activities to make it a unique event for 2008.
  6. Holiday Stroll committee: Mike Morales will work with Carrie C & Mike S to set it up.
- VII. **DISCUSSION ITEMS:**
1. Proposed Parking Ordinance – Discussion of changes to ordinance proposed by city: Ron Z gave the floor to Joe Leonardi (RB Police Chief); Joe explained how in 2002 the city got parking meters extended from 2hrs to 4hrs (time limit); a parking study of that time determined that most people come to the beach and not the Riviera Village and it added spaces for employee parking. As Joe began to investigate the parking ordinances he found no ordinance for the parking permits and although some parking restrictions exist on the parking permit application there is no ordinance to enforce! What has happened over time is people are using parking permits to park for an unlimited time at meters as there is no signage and/or enforcement of the time limit. What has happened is people abuse the parking (RV's parked all day on Esplanade, people's cars parked all day, etc)...hence resulting in very little turnover of the parking spaces which were never intended to be parked at for an unlimited time period. After Joe reviewed the purchasers of parking permits he learned that 3/4 of the permits sold were of owners/employees in the area which results in many of the parking spots intended for customers are instead occupied by business owners/employees. Joe further explained how the village has two distinctly different businesses...retail merchants and professional services...they both have different types of clients hence different parking requirements.
- VIII. **COMMITTEE REPORTS:**
1. Economic Development report – Mike S: Feels landlords do not care how the BID feels about new tenants coming into the Village and we lost our city liaison. One suggestion was to get the city to end the restaurants not needing parking for under 1000sqft.
  2. Marketing planning – Mike W, Chris & Matt: Mike W said we may need to hire somebody to help out with a Farmers Market, etc. Chad said he would like to see the website improved; he will get a bid and Carri said she would too.
    - a) Map/directory: Carri wants to put a map/business directory together for Riviera Village.
    - b) Mixer:
  3. Update from city staff - Veronica Wolkow: Not present...but Bob Boardman filled in and said the city got a request for a Disabled Van Parking space at 221 Avenue I. Mike S; Cari made motion to add 2 regular spaces
  4. Cable lights - Jeff G; Ron Z made motion to spend NTE \$3500 to replace failing cable ties, etc on LED lights **MSA 200809-03**
  5. Planting report – Chad S said 3 potted plants were vandalized and replaced last week; Chad S; Mike W made motion for Chad to be reimbursed NTE \$850 for the work **MSA 200809-04**
  6. Banner report - Jeff G said he is researching new "BAND-IT" banner straps to better secure the banners; he will have more information at next meeting.
  7. Art bench report – Mike M: Nothing new...Avenue I bench still in city yard.
- IX. **ACTION ITEMS:**
- X. **OTHER BUSINESS:** Horst's Electric bid (See above in VIII(4)); Easy Reader is looking for new newspaper rack locations and asking if anybody wants them? Their intent is newspapers are placed on Thursdays and planned to be gone by Mondays. Mike M; Ron Z made motion to contribute \$100 to Knights of Columbus for use of their room for 2 nights **MSA 20080915\_05 (Mike Ward voted against)**
- XI. **ANNOUNCEMENTS:** Cari C presented flyers for Power of Art 2008 (3rd annual) at the Power Plant again; the show will be in October. Next Meeting will be 3rd Monday in October (Oct 20th) 7pm at Knights of Columbus.

XII. **ADJOURNMENT OF BID MEETING:** Jeff G; Mike S made motion to adjourn at 9:47pm **MSA 20080915\_06**

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