

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD

Hennessey's
1712 S. Catalina Ave
Tuesday, January 20, 2009
8:00 a.m.

MEETING MINUTES

- I. **CALL TO ORDER:** 8:18am
- II. **ROLL CALL & INTRODUCTIONS(M=11/Q=6):** Jeff Ginsburg, Cari Campbell, Mike Ward, Ron Zagha, Chad Somers, Mike Morales (late 8:18am), Mike Schwartz (late 8:19am)
- NOT PRESENT:** Susannah Hogentogler, Cris Bennett, Keith Komatsu, Trent Westernoff
- III. **PUBLIC COMMENT** - Ellen Englekey said few trash cans are on Catalina.
- IV. **CONSENT ITEMS FOR APPROVAL**
1. Approval of Minutes from December meeting: Approval of Minutes from November meeting: Jeff G, Chad S **MSA20090120-01**
 2. Receive and file Treasurers report: Receive and file Treasurers report: Mike S, Ron Z **MSA20090120-02**
- V. **PRESIDENT'S REPORT**
1. State of the City – February 17: Mike M handed out a flyer; Jeff G said he would attend with Mike M.
 2. Super Bowl 10K – February 1: Mike M & Mike W explained details.
 3. Economic Development Summit – March 19,2009: Mike M said event will be at Main Library 2nd floor \$30 pre-registration, \$40 at door 8am-1pm.
 4. Village Working Group – Veronica: Public Works has looked over the 100k infrastructure improvement program and wishes to have our group assist at meeting Feb 9, 6pm (30min BID business followed by 6:30pm-8pm City Mgr presentation) to decide what and where this work begins. Chad S, Jeff G made motion to accept this next BID meeting date/time.
 5. Establishing a Reserve Fund: Mike W, Jeff G made motion to allocate \$1500 towards emergency reserve fund for BID related expenses **MSA20090120-03**
- VI. **PRESENTATIONS:** None
- VII. **ACTION ITEMS**
1. Website proposal – Ron: Nothing new.
- VIII. **COMMITTEE REPORTS**
1. Parking update – Ron Z: Handed out a questionnaire to inquire with people in BID to see if there is a concern about parking, and if so to what degree. Ron Z, Cari C made motion for NTE \$500 towards mailing, emailing & distributing parking questionnaire to BID members (votes only valid if by BID members) **MSA20090120-04**
 2. **Economic Development report** – Mike S: wondering if anything can be done to make vacant store fronts look better? Veronica will check into it.
 3. **Marketing update** – Marketing committee
 - a. Report on holiday promotions: Mike W said valet was a total "flop" and cancelled early as a result. Chad S said 810 Trapp promo candles were handled out.
 4. **Cable lights** – Jeff
 - a. Invoice for transformer repair: Jeff G, Ron Z made motion to pay \$475 emergency Horsts Electric bill **MSA20090120-05**
 5. **Planting report** – Chad
 - a. Hanging baskets: Carlos to remove all Poinsettia's from baskets & store with holiday decorations.
 6. **Banner report** – Jeff
 - a. Cost of banners for sale: Jeff G will try to get info by next meeting.
- IX. **DISCUSSION ITEMS:** Cari C does not like new Riviera Village sign at PCH/AVE I as she feels the wording fades into the mesh background; Veronica will check into.
- X. **OTHER BUSINESS:** None
- XI. **ANNOUNCEMENTS:** Mike W said March 15th is St. Patrick's Day 5k run; Village Runner donates \$2500 towards school's Grad Night. Mike W will put up required BID event deposit and fill out application. Veronica will see how to make sure our BID event deposit/application are added to the city procedural list when people apply for a street closure permit, etc.
- XII. **ADJOURNMENT OF BID MEETING:** Jeff G, Cari C made motion to adjourn at 9:40am **MSA20090120-06**

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