

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING

**HT Grill**  
**1701 S Catalina Ave**  
**Monday, February 9, 2009**  
**6:00 p.m.**

**MEETING MINUTES**

- I. **CALL TO ORDER:** 6:04pm by Mike Morales
- ROLL CALL & INTRODUCTIONS(M=11/Q=6):** Jeff Ginsburg, Mike Ward, Chad Somers, Mike Morales, Cris Bennett, Trent Westernoff, Susannah Hogentogler (Late 6:12pm), Cari Campbell (Late 6:13pm), Ron Zagher (Late 6:16pm)
- NOT PRESENT:**, Keith Komatsu, Mike Schwartz
- ALSO PRESENT:** Veronica Wolkow, Jim Tortorelli
- II. **PUBLIC COMMENT:** This is for comment on items not on the agenda.
- III. **CONSENT ITEMS FOR APPROVAL**
1. Approval of Minutes from January meeting: Jeff G, Mike W made motion **MSA 20090209-01**
  2. Receive and file Treasurers report: Mike W, Cari C made motion **MSA 20090209-02**
- IV. **PRESIDENT'S REPORT**
1. State of the City – February 17: Jeff G & Mike M are going to attend 7:30am Crowne Plaza.
  2. Economic Development Summit – March 19: Mike M handed out flyer about the event.
  3. NEV Initiative and Parking: Jeff G explained how SBCOOG obtained funding for pilot program of Neighborhood Electric Vehicles (NEV's) within the Riviera Village; Jeff said Plaza Riviera Office Building has agreed to provide a parking/charging location if the city will approve and allow the denser parking capabilities of the smaller electric vehicles. SBCOOG wants to meet with the BID at a meeting in the next couple of months to go over details. Jeff further explained that a future goal may be to have a solar charging station/parking for NEV's in the Riviera Village parking triangle. All of this is being designed to create public awareness that electric vehicles exist today and can be a part of a community.
- V. **PRESENTATIONS**
- VI. **ACTION ITEMS**
1. Website proposal update– Ron & Chad: Chad S said it is out for 3 bids (Sinbad, Ironfly & Suma per Ron Z); target date: June 2009.
- VII. **COMMITTEE REPORTS**
1. Parking update – Ron: Ron Z said nothing new.
  2. Economic Development report – Mike S: Not present.
  3. Marketing update – Marketing committee (Cari C, Mike W, Susannah H, Cris B & Ellen Englekey)
    - a. 2009 Marketing plan: From meeting at Good Stuff committee feels marketing of Holiday Stroll, Halloween, etc should emphasize that Merchants of Riviera Village are sponsoring the events, not let people just "assume" that as the average person may think it is the city or chamber, etc running the event.
  4. Cable lights – Jeff: All good.
  5. Planting report – Chad
    - a. Hanging baskets: Cari C, Jeff G made motion NTE \$1500 towards replacing silk flowers with real flowers **MSA 20090209-03**
  6. Banner report – Jeff: High winds ruined several banners; we will fix as soon as crew can get out.
    - a. Cost of banners for sale: Approx \$75/ea and we are selling at \$150/ea if desired.
- VIII. **DISCUSSION ITEMS:** Jeff handed out \$6750 bid from Horst's Electric for relocating overhead service for Bull Pen sign so Riviera Village sign at PCH/Avenue I is not longer obstructed by SCE power pole.
- IX. **OTHER BUSINESS:** Received "Request for meeting presentation" from Mike Ward of Village Runner for St. Patrick's 5k run/walk & Kids Dash scheduled for 3/15/2009.
- X. **ANNOUNCEMENTS**
- XI. **ADJOURNMENT OF BID MEETING\*:** Mike W, Jeff G **MSA 20090209-04**

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

**\*This regular meeting of the BID Board will adjourn at 6:30 p.m. and we will then have a public presentation of the Riviera Village infrastructure improvement and design plans by the Redondo Beach City Manager, Bill Workman, and city staff.**