

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

HT Grill
1701 S. Catalina Ave
Monday, March 16, 2009
6:00 p.m.

MEETING MINUTES
(Taken by Ellen Engelke)

- I. CALL TO ORDER: 6:12pm
- II. **ROLL CALL & INTRODUCTIONS(M=11/Q=6):** Mike Ward, Ron Zagha, Chad Somers, Cari Campbell, Trent Westernoff, Mike Morales, Susannah Hogentogler, Keith Komatsu, Cris Bennett
Absent: Mike Schwartz, Jeff Ginsburg (in New Orleans)
- III. PUBLIC COMMENT - This is for comment on items not on the agenda.
- IV. CONSENT ITEMS FOR APPROVAL
 1. Approval of Minutes from February meeting: Cari C, Ron Z made motion **MSA 20090316-01**
 2. Receive and file Treasurers report: Trent W, Mike W made motion **MSA 20090316-02**
- V. PRESIDENT'S REPORT
 1. Economic Development Summit – March 19 (see attached)
 2. Marketing assistant – Cris
 3. Village Capital Improvement plans - Veronica
- VI. PRESENTATIONS
 1. Website proposal update– Ron & Chad: Speed of getting website up is based on how fast we can get them information Bio on board members, photos, info on staff (or not if we don't have staff), contact info (who to contact, phone numbers, who's the "point person")? Separate email addresses for each category – generic address that each new chairperson could access. General questions should go to Mike Morales.
Tech ?? to webmaster: Write a new opening blurb for the opening page of the website. Ron and Ellen will write that, keeping in mind that we'll need to use the words that will attract people via search engines. Website also to contain "News and Events", we also need to design template for newsletters "What's Happening in the Village". Village Events may include: My favorite Day in the Village "Jour de Joie"? We will be able to post available commercial locations for rent/lease, employment opportunities, business license number is your log in number for your "microsite" or to upload info like: BID Board info Minutes, Agendas; we can have a suggestion box "Your Opinion Counts" for RV logo changes, etc; another link could be "History of the Village" with script, photos, directions from the freeways, etc. Chad will write "No Profanity" agreement for website only (Accept Terms and Conditions).
 2. NEV Initiative and Parking: Plaza Riviera agreed to allocate 4 parking spaces for neighborhood electric vehicles so long as city zoning will permit this in the parking garage. Also Riviera Village may get an NEV for getting around in...Chad asked if the watering guys can use it.
 3. Merchant Services proposal – Michael Ogorek, Showcase Merchant Services
 - a. Setting up group rate for credit/debit card transactions to bring big biz discounts to smaller businesses
 - b. By becoming an MSP of Ellebon (sp?) they were able to slash their fees and now pass those savings on to the RV
 - c. Group discount rate for associations such as RV through referral program
 - d. Donate \$50 to RV-BID for every business that signs up.
 - e. As more people join, the rate will go down.
- VII. ACTION ITEMS
- VIII. COMMITTEE REPORTS
 1. Parking update – Ron: City is not doing anything, everyone is afraid of the issue.
 2. Economic Development report – Mike S: Not present but Susannah suggested we put something on website about what type of businesses we want to attract to the village in hope of maintaining "charm" within the village and keeping it mostly small businesses. She will work with Mike Morales on this to write a "Vision Statement".
 3. Marketing update – Marketing committee
 - a. 2009 Marketing plan: Mike W and Cris B have been speaking with Susan Whelan & Ellen Engelke as a potential Executive Director / Marketing Assistant for the RV-BID (10k was allocated for this position with **MSA 200803-04**); the Executive Director hired would have authority to remind committees, board members & people what to do and when to do it, etc. Mike Morales suggested a 6-month review but Ron Zagha turned that down saying the position needs to be contracted month-to-month and reviewed monthly at each BID meeting. Mike W, Cris B made a motion to give the Marketing Committee authority to decide on who the Executive Director will be **MSA 20090316-03**
 4. Cable lights – Jeff: Not present
 5. Planting report
 - a. Hanging baskets: Chad said new plants were installed in hanging baskets and need regular watering. Chad wants to replace the broken blue pot removed from Avenida del Norte but Mike Ward suggested looking into fiberglass pots.
 6. Banner report – Jeff: Not present
 - a. Metal banners: The board discussed replacing existing banners with metal signs and sell remaining banners at the Summer Festival to help offset the cost.
- IX. DISCUSSION ITEMS
- X. OTHER BUSINESS
- XI. ANNOUNCEMENTS
- XII. ADJOURNMENT OF BID MEETING: Ron Z, Mike made motion to adjourn 7:42pm