

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING

**HT Grill**  
**1701 S. Catalina Ave**  
**Monday, October 19, 2009**  
**6:00 p.m.**

**MEETING MINUTES**

Board Legend:	Member#	BID Address in Redondo	Owner Name(s)	Title	Beginning	Ending
	#01:	1705 S Catalina Ave	Mike Morales	President	??/??/2004	
	#02:	1901 Catalina S Ave	Ron Zagha	Vice President	??/??/2004	
	#03:	1811 S Catalina Ave Ste A	Mike Ward	Treasurer	??/??/2004	
	#04:	1611 S Catalina Ave Ste 115	Jeff Ginsburg	Secretary	01/11/2005	
	#05:	1799 S Catalina Ave	Chad Somers	Board Member	??/??/2004	
	#06:	1617 S Pacific Coast Hwy #102	Cris Bennett	Board Member	10/09/2007	
	#07:	1611 S Catalina Ave Ste L30	Cari Campbell	Board Member	11/13/2007	
	#08:	1907 ½ S Catalina Ave	Susannah Hogentogler	Board Member	05/13/2008	
	#09:	1706 S Elena Ste A	Trent Westernoff	Board Member	10/20/2008	11/30/2009
	#10:	1921 S Catalina Ave Ste 3	Keith Komatsu	Board Member	10/20/2008	
	#11:		VACANT			

- I. CALL TO ORDER: 6:14pm by Cari C
- II. **ROLL CALL & INTRODUCTIONS(M=10/Q=7):** Jeff Ginsburg, Ron Zagha, Mike Ward, Cari Campbell, Trent Westernoff, Chad Somers (late 6:38pm), Keith Komatsu (late 6:42pm)
- III. PUBLIC COMMENT – Ellen Engelkey said she has heard from people that they feel the board positions should change rather than always be the same. Somebody mentioned that BID elections should be in November and that should be put on the agenda and sent out to everybody.
- IV. CONSENT ITEMS FOR APPROVAL
  1. Approval of Minutes from September meeting: Jeff G, Cari C made motion to approve/file MSA20091019-01
  2. Receive and file Treasurers report: Mike W, Ron Z made motion to approve/file MSA20091019-02
- V. PRESIDENT’S REPORT
  1. Village Capital Improvement update – Veronica: Not present
  2. Labor Law posters from Chamber: Per Mike Morales voicemail to Jeff G he said posters are available at the chamber.
  3. Chevron Community Tour Day – November 7: Per Mike Morales voicemail to Jeff G he said the tours will be at their El Segundo plant.
- VI. PRESENTATIONS
  1. Marketing Report – Ellen Engelke, Executive Director
    - a. Farmer’s Market: The Avenue I location is smaller than where it is not so they are talking about adding the street area on the East side of Plaza Riviera; Jeff G said he spoke to Michael of Chez Melange who said he supports the effort and they would be happy to cooperate and work with the Farmers Market. Ellen Engelkey said Farmers Market wants to split a 265sqft at .75/sqft storage space at Plaza Riviera with the RV-BID since Farmers Market just needs about ½ of that space and the RV-BID needs a proper place to store its banners, seasonal decorations as well.
    - b. Halloween: Thanks to Ryan and Ellen posters are up around the Riviera Village; the usual merchant candy handouts and Jim Gamble show will occur on Halloween. Mike Ward is trying to get city approval to have it staffed by private security rather than police officers to save the BID money and his feeling is the police officers would prefer that as well. Mike Ward asked Ellen to contact the schools and find out how we can get Halloween flyers to all of the kids. Mike W, Trent W made motion for 22k RVA funds given to the RV-BID be allocated: 18k to Holiday Stroll & 4k for Halloween MSA20091019-03
  2. Proposal for banner/flag on poles: Jeff G is still in contact with AAA Flag & Banner...he will try to have samples for next meeting.
- VII. ACTION ITEMS
- VIII. COMMITTEE REPORTS
  1. Website Launch date - Ron & Chad: Chad showed PDF of proposed new website; the board members were impressed.
  2. Parking update – Ron: Nothing new to report.
  3. Economic Development report – Veronica: Not present
  4. Cable lights – Jeff: Avenue I was secured by Horsts Electric and all otherwise looking good.
  5. Planting report – Chad presented balls in baskets; the board was not excited about it and discussed something else such as a seasonal theme (Pumpkins for Halloween, etc) but nothing new was decided.
  6. Banner report – Jeff said we are out of banners so it is time to go to flags if we decide to go that route.
- IX. DISCUSSION ITEMS
- X. OTHER BUSINESS: Trent Westernoff gave notice he is resigning effective 11/30/2009 as has too many other commitments to continue.
- XI. ANNOUNCEMENTS
- XII. ADJOURNMENT OF BID MEETING: Cari C, Jeff G 7:15pm