

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

HT Grill
1701 S. Catalina Ave
Monday, December 14, 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: 6:20pm by Jeff Ginsburg
- II. ROLL CALL & INTRODUCTIONS: Mike Morales, Ron Zagha, Chad Sommer, Jeff Ginsburg, Keith Komatsu (late 6:25pm)
Ellen Englekey
- III. PUBLIC COMMENT - This is for comment on items not on the agenda. N/A nobody present
- IV. CONSENT ITEMS FOR APPROVAL
 1. Approval of Minutes from November meeting: Chad S, Ron Z made motion to approve **MSA 20091214-01**
 2. Receive and file Treasurers report: Mike M had some questions regarding the Holiday Stroll costs which Ellen answered. Ron Z, Chad S made motion to approve & file Treasurers report **MSA 20091214-02**
- V. PRESIDENT'S REPORT
 1. City & Chamber branding plans: Mike M said the chamber is coming out with a new logo more in line with the city logo.
 2. Posters for Super Bowl 10k: Available from Mike Morales or Mike Ward.
 3. Village Capital Improvement update – Veronica Wolkow: Not present.
 4. Annual BID renewal approved: Mike Morales said it was approved.
 5. Electric car update – Jeff: Jeff G, Keith K made motion to give SBCOOG our positive support for street closure of Avenue I between Catalina/Esplanade for a "Kick-Off event" for the NEV (Neighborhood Electric Vehicle) **MSA 20091214-03 NO: Ron**
 6. Painting of vents in Village: Mike M & Jeff G met with artist who wants to apply his art to SCE vents & light controller boxes; he will give us details of the vinyl material he likes to use so we can see if SCE approves it. Cost approximately \$500 per vent (about 12 vents in Riviera Village). Chad S, Ron Z made motion to match up to \$1000.00 of the raised funds towards this project subject to all approvals needed **MSA 20091214-04**
 7. Recap of Holiday Stroll: Mike M said final reports will be available in January. Jeff G said tons of people watched the Dance Forever event on Avenue I. Chad S said this seemed to be more of a children event than an adult event but that sales were not good. Chad S suggested making Avenue I mostly a kid area and Catalina mostly an adult area.
- VI. PRESENTATIONS
 1. Marketing Report – Ellen Engelke, Executive Director
 - a. Farmer's Market: Ellen said she met with people and learned that there isn't enough space on Avenue I between Esplanade/Catalina so they are thinking about Avenue I between Catalina & Elena now instead.
 - b. Halloween final financials: Ellen handed out a financial report showing what Halloween cost the BID, etc; overall it was a very successful event. Mike M said he would prefer the tow truck not come early for the street closures as it scares off the customers. Ellen said kids were walking around at 3pm so maybe we should start the event earlier officially next year? Also the puppet show is very expensive (\$650) of which only a limited amount of people really attend; the karaoke was much more attended than the puppet show and the company sponsored it so there was no cost to the BID.
- VII. ACTION ITEMS
 1. Nominees for vacant Board position: Mike M asked if there are any nominees but currently we don't have any; Ellen will check with a few merchants; Jeff will check with Michael of Chez Melange.
- VIII. COMMITTEE REPORTS
 1. Website Launch date - Ron & Chad: Ron Z said it is active but not up 100% yet.
 2. Parking update – Ron Z said he sent a letter to study requesting a parking study.
 3. Cable lights – Jeff G: All seems to be working well.
 4. Planting report – Chad S: Will bring in catalog of new pots for next meeting so we can decide if we move away from hanging pots towards large pots on the sidewalks like was done on Elena.
 5. Banner report – Jeff G referred to Ron Z who said he wants 3' X 4' or 5' flags rather than banners; the flag material can be printed on both sides if a liner installed within the material. Ron said he feels the flags should alternate between "Meet me in the Village" and the website address.
- IX. DISCUSSION ITEMS: None
- X. OTHER BUSINESS: None
- XI. ANNOUNCEMENTS: Seaside Ice mixer is Jan 18th.
- XII. ADJOURNMENT OF BID MEETING: Ron Z, Chad S made motion to adjourn meeting **MSA 20091214-05**

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