

**RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

Chez Melange Restaurant  
1611 S Catalina Ave  
Monday, March 15, 2010  
6:00 p.m.

**MEETING MINUTES  
(taken by Ellen Englekey)**

- I. **CALL TO ORDER:** 6:12 pm
- II. **ROLL CALL:** Mike Morales, Chad Sommers, Mike Ward, Ron Zagha, Michael Franks, Keith K.  
**ALSO PRESENT:** Veronica Wolkow RB, Slade Blanchard Starbucks, Tim Shay RB Public Works, Bob Frank RB Fire, Sophia Post from Village Garden, Ebony Jackson Dewey Pest Control.
- III. **PUBLIC COMMENT:** - This is for comment on items not on the agenda. Slade B. doing maintenance work at TJ Center. Updating outdoor seating on Elena side of Starbucks. Looking for advice with respect to types of patio furniture. Chad 2 benches stolen that were bolted into the ground. Suggests don't leaving them outside. Homeless guy with beard seemed to be acting oddly today. Beware of him. Ron Z is all for it. Veronica reminded of the ADA requirement for 3 foot easement. Tim says that you need an encroachment permit if the seats go on to City property. Ron Z, Chad S made motion to improve the seating in Riviera Village area MSA 20100310-01. Mike W. says that the existing seats seem scarily close the the parking cars. Mike M. said that everywhere with outdoor seating has lots of trash being generated.
- IV. **CONSENT ITEMS FOR APPROVAL:**  
1. Approval of Minutes from February meeting: Chad S, Ron Z made motion to approve/file MSA 20100310-02  
2. Receive and file Treasurers report. Mike W. handed it out. Ron Z, Chad S made motion to approve/file MSA 20100310-03
- V. **PRESENTATIONS:** NONE
- VI. **PRESIDENT'S REPORT:**  
1. **Economic Summit** – April 29 Joan Gladstone, keynote speaker; Branding your Business. Chad, Ron, Ellen will go.  
2. **Tree replacement Program** – Veronica: Tim on trees: Tree-matching fund. There is a plan for new trees. Demolition of sidewalk and sometimes street, irrigation, electric (uplight and outlet for Christmas lights), entire infrastructure., including curb and gutter work. Also, there is a pattern for what trees go where – you can't choose your own type of tree. The City is sending out for bids. Will start at south end of Catalina. Recommends that all businesses look at where their property line is and decide if you want to do what Alex Lovi did which is contribute some of his own funds to extend the beautification all the way to the door of the store, rather than have the new pavers stop abruptly.
- Bob Frank, Fire Marshall. 1721 South Catalina. Cord for Christmas lights shorted out 2 weekends ago. Could have gone back and burned the business. This will null and void insurance policies. A short in these strip mall common attics will take out several businesses before the fire can be put out. Suggests we go to Building Dept. to find solutions or just google it for outdoor lighting. Veronica reminded us that we spoke of having each business attach lighting to the outside of each business, using the accepted light.
- Next, fight fire extinguisher fraud! There are businesses that are not doing business properly. They will say that the fire dept has sent them out and they have to inspect today or the fire dept will shut you down. The real Fire Dept comes in once a year to do an inspection. If you need to have your extinguisher serviced, YOU make the call to the service company.
3. **Business Awards Program nominations:** Alex Lovi
- VII. **ACTION ITEMS**
- VIII. **COMMITTEE REPORTS**  
1. Marketing Report – Ellen Engelke, Executive Director  
a. Farmer's Market. Parks and Rec is interested in finding out if the businesses on the east side of Ave. I would agree to allowing the market, once it becomes successful, to expand onto Ave. I, east of Catalina. Encouraged everyone to attend the Commission meeting on Monday, March 22, at 7 pm at the RB Main Library, when the Commission will decide on approving the Parks & Rec proposal to move the Market to Riviera Village.  
2. Website date - Ron & Chad. Tell all businesses to get on website. Village-wide marketing campaign to get 400 businesses on the website. Mike W, Ron Z approves NTE \$800 towards a Thursday mixer & pay for first drink to entice business owners to get registered on the new website 2 weeks after a marketing mailer goes out MSA 20100310-04  
3. Public Art update – Cari & Mike  
4. Parking update – Ron  
5. Cable lights – Jeff (out of town)  
6. Planting report – Chad S, Mike W made motion to install 10 "potsapes" at approx \$450-\$500 each (includes pot, tree, soil & plants at base) total to start (NTE \$5000) MSA 20100310-05
- Windchimes: Riviera Village logo (10 in), verdigris finish, \$55 plus shipping, and \$150 one-time set-up charge. The chimes are connected so they won't get tangled. Ron Z, Chad S made motion to purchase and install 50 windchimes at approximately \$55/each where hanging baskets are MSA 20100310-06 NO:Keith K.
7. Banner report – Ron. Mike W. is now in charge. Flags bad idea because it's too windy; banners might be better. 3 versions, 2-sided.
- IX. **DISCUSSION ITEMS**  
X. **OTHER BUSINESS**
- ANNOUNCEMENTS. Ron got visited by Leah suggested drum circle maybe BID wants to sponsor the event regularly by paying noise variance. The Board passed on this.
- Michael suggested some "Taste of Riviera Village" event. Mike M. suggested keeping it local with the local restaurants and local farmers. Maybe even a fashion show. Street closure for an afternoon on a Sunday. Ron Z. supports this because it really brings an audience that is perfect for our businesses. "Dine Around" as a special event, once a year. Michael thinks that if he starts now, he could do it in late Sept/ early October. Suggested that we donate to the RB Education Foundation. That will help the permit process.  
Sub committee is Michael F. and Mike W., Ellen.
- XII. **ADJOURNMENT OF BID MEETING** – 8:16 pm