

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Chez Melange
1611 S. Catalina Ave
Monday, June 21, 2010
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:	1921 S Catalina Ave Ste 3	Keith Komatsu	Board Member	10/20/2008	06/21/2010
	#10:	1611 S Catalina Ave Ste 150	Michael Franks	Board Member	03/10/2010	
	#11:		VACANT			

- I. CALL TO ORDER: 6:07pm by Mike Ward (Mike Morales absent)
- II. ROLL CALL & INTRODUCTIONS[M:9,Q=5]: Jeff Ginsburg, Mike Ward, Keith Komatsu (resigned & left), Chad Somer, Cris Bennett, Cari Campbell, Michael Franks

ABSENT: Mike Morales, Ron Zagha, Susannah Hogentogler
- III. ALSO PRESENT: Char Good Stuff, Laura Bowman from Design House Bojique, Barbara Ramsey-Duke, James Allen (city of RB Harbor Facilities Manager)
- IV. PUBLIC COMMENT - This is for comment on items not on the agenda.
- V. CONSENT ITEMS FOR APPROVAL
 1. Approval of Minutes from May meeting: Jeff G, Chad S **MSA20100621-01**
 2. Receive and file Treasurers report: Mike W, Cari C **MSA20100621-02**
- VI. PRESENTATIONS
 1. Farmer's Market – Susan Hillyer: Said she met with Jeff G, Cris B & Ellen Engelke last week and handed out a budget along with the approved city proposed map. She has consulted for several Farmers Markets and feels this is right up her alley. She feels a Friday afternoon 3pm-7pm makes great sense for the village but also feels Wednesday is an option. She went over all the budget costs and feels this market would be profitable within the first quarter. She needs \$3500 consulting fee up front if we want to do it. Cari C, Jeff G made motion to hire consultant Susan Hillyer of California Produced and allocate NTE \$10,000 to get the Riviera Village Farmers Market started (if city says no then BID only pays for hours consultant worked NTE \$3500) and we have an August 1, 2010 start date goal **MSA20100621-03**
- VII. PRESIDENT'S REPORT: Restaurant writers need chamber member restaurants to visit
 1. Old Banner sales: Mike W, Chad S made motion to sell old banners for \$25.00/each **MSA20100621-04**
 2. Travel Writers tour: Barbara Ramsey-Duke: said travel writers arriving on Thursday (Ortega 120 Tequila Tasting), reception at Kincaids on Friday; they will be checking out the Summer Festival this weekend. Mike Morales asked Jeff to ask Cris of Good Stuff (a chamber member) to offer a place for them to eat (sponsored by chamber of commerce).
 3. Yelp presentation: Victoria Robles victoriarobles@gmail.com said there are 31 million unique visitors; July 1st Yelp will do a presentation at the AMC Theatre (Galleria) 9am; organizing Passport to Redondo Beach Monday July 26th – Sunday August 1, 2010...email christinay@yelp.com 310-564-6407.
- VIII. ACTION ITEMS
- IX. COMMITTEE REPORTS
 1. Marketing Report – Ellen Engelke, Executive Director: Not present; Mike W discussed about this year's Sidewalk Sale. Mike W, Cari C made motion to allocate NTE \$3000 towards this year's Sidewalk Sale on Aug 28 & 29th **MSA20100621-05**
 - a. Summer Festival: Mike W said it is coming along; marketing is going very well...it will be this weekend! Community stage will be in parking lot of Coffee Cartel parking lot; carnival in usual Avenue I section.
 2. Website update - Ron & Chad: Not present
 3. Parking update – Ron: Not present; Chad S said he would love to see a change machine for parking meters.
 4. Planting report – Chad
 - a. Chime update: Chad S, Mike W made motion to allocate \$55/ea \$1375 chime version and got the planter balls down to \$250/ea \$5500 with \$500/month cost to maintain & water everything with Sculpted Gardens MSA20100621-06
 5. Banner report – Mike W said new banners are up and it looks great!
- X. DISCUSSION ITEMS: N/A
- XI. OTHER BUSINESS: N/A
- XII. ANNOUNCEMENTS:
- XIII. ADJOURNMENT OF BID MEETING: Mike W, Jeff G made motion to adjourn at 7:12pm **MSA20100621-07**

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

Riviera Village
 Certified Farmers Market
 Projected Annual Budget

	Sub Total	Total
Sales		
Farmers Sales 6% (\$270 Per Week)	\$ 13,500	
Producers Sales 10% (\$400 Per Week)	\$ 20,000	
Revenue - 50 Weeks		\$ 33,500
 Start Up		
Consulting Fee	\$ 7,500	
Information Booth, Chairs, Table, Sign	\$ 1,200	
Signage Including Banners & Banner Flags	<u>\$ 1,500</u>	
	\$ 10,200	
 Annual		
Department of Agriculture Certificate	\$ 408	
Health Department Certified Farmers Certificate	\$ 440	
Health Department Promoters Permit	\$ 660	
Insurance	\$ 3,000	
Overhead (i.e.) Street Cleaning	<u>\$ 4,124</u>	
	\$ 8,632	
 Staffing		
Manager (\$300 per week)	\$ 15,600	
Assistant (\$70 per week)	<u>\$ 3,500</u>	
	\$ 19,100	
 Advertising		
	<u>\$ 2,300</u>	
	\$ 2,300	
 Material & Supplies		
	<u>\$ 700</u>	
Trash Cans & Bags		
Broom & Dust Pans		
First Aid Kit		
Lighting		
Barriers & Cones		
Load Sheets		
General Office Supplies & Copies		
	\$ 700	
		\$ 40,932
 Payback 15 Months		