

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Hennessey's Tavern
1712 S. Catalina Ave, Redondo Beach, CA
Tuesday, August 17, 2010
8:30 a.m.

MEETING AGENDA

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	Shar Franklin	Board Member	07/19/2007	
	#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:	1611 S Catalina Ave Ste 150	Michael Franks	Board Member	03/10/2010	
	#10:		VACANT			
	#11:		VACANT			

- I. CALL TO ORDER: 8:38am by Mike Morales
- II. ROLL CALL & INTRODUCTIONS (Q=5): Jeff Ginsburg, Mike Morales, Ron Zagha, Michael Franks, Shar Franklin, Mike Ward
ABSENT: Chad Somers, Cari Campbell, Susannah Hogentogler
ALSO PRESENT: Susan Hilyer (Farmers Market Mgr), Ellen Engelky (Marketing Mgr), Tim Allen (RB City)
- III. PUBLIC COMMENT - This is for comment on items not on the agenda.
- IV. CONSENT ITEMS FOR APPROVAL
 1. Approval of Minutes from July meeting: Ron Z, Michael F **MSA_20100817-01**
 2. Receive and file Treasurers report: Mike W, Ron Z **MSA_20100817-02**
- V. PRESIDENT'S REPORT
 1. EATS in the Village – Mike M & Michael F: Mike M handed out a proposal; they got signatures from all affected businesses on Avienda del Norte; Jeff suggested the BID think about the existing "First Friday's" permit we already have in the event the city doesn't want to add another event? Ron Z feels \$75 per ticket is a bit expensive to start off with.
 2. Leadership Redondo: Mike M said Cari Campbell wants to attend this year.
 3. Marketing Director review – Aug 25 with the marketing committee...location/time TBD.
 4. Contract template: Shar F brought in a template; Ron Z said it needs some modifications but otherwise a great start; the contract should specify progress payments, start dates, end dates, penalties for non-performance, etc...
- VI. NEW BUSINESS REPORT & UPDATE: There was some conversation about all of the new restaurants opening up in the village.
- VII. COMMITTEE REPORTS
 1. City Update – Jim Allen: Looking into a Riviera Village change machine for parking meters...perhaps funds available next year? Also Jim said the city is very positive about the new Farmers Market! ...Jim will inquire with city about the EATS in the Village event to see if it can be done afterall.
 2. Marketing Report – Ellen Engelke, Executive Director
 - a. Farmers Market – Susan Hilyer: requested 3pm-7pm on Friday's; she showed an impressive power-point presentation...she said only delay is it need to go through Parks & Rec's Commission but Jeff G indicated it already was approved as he and Ellen attended that meeting! ...also Jeff suggested we go for a Special Event Permit and then later get the permanent one so we can get started now in the midst of summer rather than delay it waiting for a city council meeting a month or more down the road.
 - b. Sidewalk Sale: Ellen handed out posters for businesses to post on their windows; she suggests some advertising and/or newspaper budget. Mike W, Ron Z made motion to increase Sidewalk Sale budget for this event to \$4200; then after additional conversation Mike W amended the motion to increase budget to \$5000 to include advertising **MSA_20100817-03** Mike W, Shar F made motion to allocate NTE \$4500 towards Halloween 2010 and include Jim Gamble puppet show IF Ellen cannot find a sponsor **MSA_20100817-04**
 - c. Proposed Marketing Plan
 3. Website update - Ron & Chad: Ron Z will be asking soon to try out some internet marketing of the village website.
 4. Parking update – Ron: Nothing new
 5. Planting report – Chad: Not present
 - a. Chime update: Chad S emailed board members that all should be up within 2 weeks.
 - b. Hanging planter balls: Chad S emailed board members that all should be up within 2 weeks.
 6. Banner report – Mike W: Nothing new...and Mike W suggested remove this from the monthly agenda.
- VIII. DISCUSSION ITEMS: N/A
- IX. OTHER BUSINESS: Mike M said TV Show "Cupcake Show" wants to use village in filming; also September to be "Lobster Month" in preparation for the annual Lobster Festival at Seaside Lagoon.
- X. ANNOUNCEMENTS: N/A
- XI. ADJOURNMENT OF BID MEETING: Mike W, Jeff G made motion to adjourn 10:08am **MSA_20100817-05**

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