

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING

Hennessey's Tavern  
1712 S. Catalina Ave, Redondo Beach, CA  
Wednesday, September 29, 2010  
8:30 a.m.

**MEETING MINUTES**

Member#	BID Address in Redondo	Owner Name(s)	Title	Beginning	Ending
Board Legend: #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: 8:36am by Mike Morales
- II. ROLL CALL & INTRODUCTIONS: (M=9, Q=5): Mike Morales, Ron Zagha, Mike Ward, Jeff Ginsburg, Chad Somers, Cari Campbell, Shar Franklin, Michael Franks ABSENT: Susannah Hogentogler
- ALSO PRESENT: Kathy Goldberg (Sculpted Gardens), James Allen (RB City), Terry McGaughey (Attorney office at 116 Avenue I)
- III. PUBLIC COMMENT - This is for comment on items not on the agenda.
- IV. CONSENT ITEMS FOR APPROVAL
1. Approval of Minutes from August meeting Jeff G, Shar F made motion to approve/file **MSA20100929-01**
  2. Receive and file Treasurers report: Cari C, Ron Z made motion to approve/file **MSA20100929-02**
- Ron Z, Shar F made motion to approve Kathy Goldberg (Sculpted Gardens) \$1820 one-time-fee for replanting, pot saucers & \$1000/mo service for replanting planters 4x a year, watering all plants and sweeping/clean-up and cancel NSI Corporation's contract effective 10/01/2010...also contract details need to be in writing on new BID contract template **MSA20100929-03**
- V. PRESIDENT'S REPORT
1. Space rental for Farmer's Market – Jeff: 182sqft \$182/mo held since last August...need month-to-month lease signed...can hold both Farmers Market AND RV-BID holiday stuff, banners, etc... Ron Z, Shar F made motion to approve storage contract at \$182/mo for Farmers Market & RV-BID **MSA20100929-04**
  2. Contract template: Shar F talked about it and will email to BID via PDF format.
- VI. NEW BUSINESS REPORT & UPDATE
- VII. COMMITTEE REPORTS
1. City Update – James Allen: sidewalk power wash is setup on quarterly basis. Reminded us that we need to renew BID with City Council soon so financials, etc will be needed.
  2. Marketing Report – Ellen Engelke, Executive Director
    - a. Farmers Market – Susan Hillyer/Ellen said all went well (health/fire department, etc); vendors happy with venue, this Friday the non-agriculture vendors are being added to the market. They want to do an official "Grand Opening" in October and banners are being ordered for the entryway signs. Board discussed about adding non-amplified music to the market; Ellen said Susan has already got musical volunteers interested...Jeff asked Jim Allyn to confirm we can still use our "First Friday" permit to have music this Friday (Oct 1<sup>st</sup> is "First Friday" of October).
    - b. Sidewalk Sale – recap/Ellen: She just received agenda this morning so was not prepared to do presentation; Chad/Ron said it was a good event.
    - c. Proposed Marketing Plan
  3. Website update - Ron & Chad: Still working on...under budget!
  4. Parking update – Ron: nothing new.
  5. Planting report – Chad
    - a. 2 dead trees on Avenue I: Ron Z & Chad S said Kathy can get to this as she replants the planters.
    - b. Missing street light hangars on Avenue I: Jeff G said poles missing hangars but board said poles west of Catalina on Avenue I are probably not "technically" within the BID.
  6. Banner report – Mike W: All is good.
- VIII. DISCUSSION ITEMS: Holiday Stroll 2010: Ellen said 18k last year; Mike W suggested more like 25k and Ellen suggest cross promotion through Halloween marketing? Mike W, Ron Z made motion to allocate 10k towards Holiday Stroll and more details/increased budget to be presented at next BID meeting **MSA20100929-05**
- IX. OTHER BUSINESS: Mike W was saying the BID is not a "non-profit" but RVA was...suggests we get RVA back up to use the non-profit status. Mike M suggested the RVA have a meeting to discuss & resolve this matter. Ron Z checked into newer technology for our LED overhead cable lights and brought a demo of the new product. Ron Z, Chad S made motion to allocate 14k towards replacing LED lights with newer, brighter version as well as adding new strands to Avenue I between Catalina/Espanade **MSA20100929-06**
- X. ANNOUNCEMENTS
- XI. ADJOURNMENT OF BID MEETING: Shar F, Jeff G made motion to adjourn 10:04am **MSA20100929-07**