

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Hennessey's
1712 S Catalina Ave, Redondo Beach, CA 90277
Tuesday, February 15, 2011
8:30 a.m.

MEETING MINUTES

Ending	Member#	BID Address in Redondo	Owner Name(s)	Title	Beginning
Board Legend: #01:		1705 S Catalina Ave	Mike Morales	President	??/??/2004
#02:		1901 Catalina S Ave	Ron Zagher	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:		1611 S Catalina Ave Ste 150	Michael Franks	Board Member	03/10/2010
#09:		116 Avenue I	Terry McGaughey	Board Member	10/19/2010
#10:			VACANT		
#11:			VACANT		

- I. CALL TO ORDER: 8:36am by Mike Morales
- II. ROLL CALL & INTRODUCTIONS (M=9, Q=5) Mike Morales, Jeff Ginsburg, Terry McGaughey, Shar Franklin, Ron Zagher, Mike Ward, Michael Franks (late 8:42am), Chad Somers (late 9:14am)

Not present: Cari Campbell
Also present: Ellen Engelke, Tim Shea, Marissa Christensen (LA Bike Coalition)
- III. PUBLIC COMMENT - This is for comment on items not on the agenda: Marissa Christensen (Los Angeles Bike Coalition) is asking for support; they won a 240k grant to improve & expand the various bikeways to better make biking a viable method of transportation.
- IV. CONSENT ITEMS FOR APPROVAL
 1. Approval of Minutes from January meeting: Jeff G, Shar F **MSA 20110215-01**
 2. Receive and file Treasurers report: Mike W, Jeff G **MSA 20110215-02**
- V. PRESIDENT'S REPORT
 1. Metal hanging logo update: Board likes but wants the "R" to be turned around so it appears correct from the street.
 2. State of the City – Feb 22, 2011 @ 7:30am at Crowne Plaza (Mike M & Jeff G will be attending)
 3. Art bench update: Mike M said city wants to have "official approval" go through them so there is a record of the benches.
- VI. ACTION ITEMS
 1. Marketing Director review & opening of process to receive nominees for position: Mike M feels the village is not doing promotions like other areas in the city; the website is lacking regular updates to events. Ron Z & Shar F suggested Mike M come up with "job descriptions" for our marketing director since at this stage it isn't very clear.
- VII. PRESENTATIONS
- VIII. COMMITTEE REPORTS: Marketing report from Mike Ward: He handed out a breakdown of marketing expenses he feels the BID should do (Lifeguard Towers, Maps/Directional Info, Shuttle service from Torrance hotels). Ellen said sidewalk sale is scheduled for 3rd weekend in August. Ron Z, Mike W made motion to approve 36k general marketing committee budget for 2011 **MSA20110215-03**
 1. City Update – Tim Shea: Handicap ramps are going in on Catalina Ave and phase II for sidewalk updating to begin soon. Jeff suggested the city trim the large tree on Catalina where cable lights are being hit by branches.
 2. Marketing Report – Ellen Engelke, Executive Director
 - a. Farmers Market – Susan Hilyer (Not present, Ellen Engelke spoke): She said due to cold weather we have less produce available but it should improve as it warms up. BID board suggests we find lower profile vehicles to block the street so the market is clearly visible by people driving by on Catalina Avenue; the large trucks are blocking the view of the market (Ellen to discuss with Susan). Michael Franks says we need to do something more to keep it successful; perhaps food trucks added to create a better attraction.
 - b. Holiday Stroll recap
 3. Website update - Ron & Chad: N/A...ran out of time
 4. Parking update – Ron: N/A...ran out of time
 5. Planting report – Chad: N/A...ran out of time
 6. Banner report – Mike W: N/A...ran out of time
- IX. NEXT PLANNED BID MEETING
Day: Tuesday, Date: 3/15/2011, Time: 8:30am, Location: Hennessey's
- X. DISCUSSION ITEMS
- XI. OTHER BUSINESS
- XII. ANNOUNCEMENTS
- XIII. ADJOURNMENT OF BID MEETING Mike W, Ron Z made motion to adjourn 10:17am **MSA20110215-04**