

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

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

MEETING MINUTES

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	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: 8:34am by Mike Morales

II. ROLL CALL & INTRODUCTIONS (M=9, Q=5) Mike Morales, Jeff Ginsburg, Terry McGaughey, Ron Zagha, Cari Campbell (late 8:40am), Chad Somers (late 9:03am)

Not present: Shar Franklin, Mike Ward, Michael Franks

Also present: Ellen Engelke, John Emerson (RB City), Don Ford (Prepaid legal services), Baltazar Oronoz (Athens Services – route manager), Greg Huntington (Athens Services – VP of Finance), Mary McKenrick (Athens Services – Sales MGR)

III. PUBLIC COMMENT - Cari Anne (Vitality Cities) teaching about making healthy choices visit <http://vitalitycity.com> (live in April)

IV. CONSENT ITEMS FOR APPROVAL

1. Approval of Minutes from February meeting: Jeff G, Terry M MSA 20110315-01
2. Receive and file Treasurers report: Mike W: Not present

V. PRESIDENT'S REPORT

1. Riviera Village – Best of South Bay/Easy Reader: Riviera Village was voted best beach shopping.
2. Art Bench update: Mike M, Jeff G made motion to allocate NTE \$200 for repairs/maintenance MSA 20110315-02
3. Wyland Whale Wall & Mayor's challenge: Everybody invited to ribbon cutting 3/31 at AES.

VI. ACTION ITEMS

VII. PRESENTATIONS

1. Prepaid legal services – Don Ford: Explained & showed video how anybody can have low-cost legal services through his company.
2. Public Works – John Emerson, Athens Disposal: Athens is organizing to prepare for the 7/2011 commencement of rubbish service here in Redondo Beach; diversion of 75% recycling required; 10 trash bins per week to be found/replaced included in service agreement. Mary of Athens said it is a 50yr old family business and taken advantage of technology advances in hauling also this new contract will include a bin for restaurants involved in the voluntary food waste program.

VIII. COMMITTEE REPORTS

1. City Update – John Emerson spoke about Athens (#2 above)
2. Marketing Report – Ellen Engelke, Executive Director
 - a. Farmers Market – Susan Hilyer (Not present, Ellen Engelke spoke): She said our new committee talked about replacing the high profile trucks with classic cars and food trucks during winter when there is less produce available. Press Releases and Facebook Farmers Market reminders are going out weekly. Cari C wants to know how we can do more promoting (Easy Reader/Beach Reporter)? Mike M asked Ellen to email him press releases so he can forward them to chamber, etc.
 - b. Riviera Village T-Shirts will be available soon (Black T-Shirt with grey logo)
3. Website update - Ron & Chad: Updated recently; having difficulty getting minutes posted on website.
4. Parking update – Ron: Nothing today.
5. Planting report – Chad: Riviera Village "R" is going up this week.
6. Banner report – Mike W: No present

IX. NEXT PLANNED BID MEETING

Day: Tuesday, Date: 4/19/2011, Time: 8:30am, Location: Hennessey's

X. DISCUSSION ITEMS

XI. OTHER BUSINESS

XII. ANNOUNCEMENTS

XIII. ADJOURNMENT OF BID MEETING Mike M, Jeff G made motion to adjourn 9:47am MSA 20110315-03

Please contact Michael Morales at 310-791-7104 for more information.

**RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
FARMERS MARKET COMMITTEE MEETING**

Held at:

HT Grill
1701 S Catalina Ave
Redondo Beach, CA 90277

March 4, 2011 at 11:30am
MINUTES

Members Present: Jeff Ginsburg, Michael Franks, Susan Hillyer (California Produced),
Ellen Engelke (RV-BID Marketing Director)

Members Absent: None

1. Call to Order: 11:35am
2. Committee agreed that Ellen (who has administrator access to the Riviera Village Facebook page), on Tuesdays is to create a weekly event and message all fans the details of the upcoming Farmers Market (each week something new/unique should be included so the messages have energy and interesting changing details). Ellen on Wednesdays will eBlast all email addresses she has for Riviera Village merchants, etc with similar information as she does on the Facebook page. Susan (as time permits and if information is available) will email Ellen with any special details for the market by Friday morning so Ellen can send out a Facebook reminder to fans to attend today's market.
3. Committee agreed per Susan's request that future press releases mention "Farmers Market" throughout the press release.
4. Committee agreed to Michael's recommendation to add cooking demonstrations to the weekly Farmers Market which can be hosted by local restaurants; Susan said she would check to see if there are any health department issues but Michael said so long as the food isn't being given out to people it should be ok and Susan seemed to agree. Ellen said she would design a restaurant sign-up sheet and inquire with restaurants; Michael said if no other restaurants wish to sign up that he can commit Chez Melange weekly until other restaurants sign up.
5. Michael suggested perhaps testing "Food Trucks" as another added attraction; Susan is concerned about adding too much non-agriculture type vendors but appeared to be ok with trying it out to see what happens; Jeff said he feels it is worth a try as we can always say no down the road if we decide it isn't right.
6. Jeff said some regular comments he has heard about the Farmers Market is that it is surrounded by large trucks which block view of the Farmers Market so it isn't obvious from the street as people walk/drive by what is going on. Susan said we have banners that say it is a Farmer Market and Jeff agreed but even with those banners Jeff keeps hearing the same comments. Jeff recommended since we have to have some sort of "hard barricade" that we replace the large trucks with classic cars if we can get people to put them on display. Susan asked Ellen to inquire with Walton's Automotive as she knows they have access to classic cars which might just work out perfectly for this situation.
7. Susan said she wants to create a decal and/or door-hanger advertising "We Support Farmers Market"; Susan said she will have them ready by next week and Ellen agreed to get them distributed after Susan gets her them.
8. Susan asked if the BID is a member of Chamber of Commerce as she wants to attend the meeting on behalf of the BID/Farmers Market; Jeff/Michael don't know if the BID is a member but Jeff said Mike Morales is on the Chamber of Commerce board and recommended Susan inquire directly with Mike Morales.
9. Susan asked if PV Schools would setup a booth; Michael said he would inquire
10. Susan will promote the Farmers Market in the "School Board News" which goes out to about 20,000 homes; Committee agreed.
11. Ellen said she could arrange for school email blasts and Susan agreed to email Ellen the camera-ready artwork.
12. Susan said she will ask Easter Seals volunteers to distribute marketing flyers and help setup the Farmers Market.
13. Susan asked Ellen to email the BID to setup some exhibitors at the Farmers Market (Pilates, Dance Forever Studio, etc)

14. Susan gave Ellen a "Calendar of Promotions" which primarily promotes a "Fruit of the Month" which Ellen can include in her Facebook Event postings and emails.
15. Susan asked if a tab or link can be added to the <http://rivieravillage.org> website to give people easy access to the Farmers Market Agriculture & Non-Agriculture Applications along with the "Rules of the Market"; she also wants her email address listed; Jeff recommended she contact Ron Zaghera as he is responsible for the design of the website.
16. Susan wants a booth for Farmers Market setup in the BID's Summer Festival; Jeff recommended she contact Mike Ward as he is responsible for the Summer Festival this year.
17. Ellen said she would contact the city to see how the Farmers Market can be promoted in the city's quarterly mailer flyer and the city website.
18. Susan would like a list of non-profit organizations looking for speakers on the Farmers Market world.
19. Susan said she needs some light barriers for safety to assist with the existing barricades to open up the view of the Farmers Market; Jeff & Michael agreed up to \$500 towards this from the BID emergency funds.
20. Adjournment: 1:04pm (Minutes taken by Jeff Ginsburg)