

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING

**Hennessey's**  
**1712 S Catalina Ave, Redondo Beach, CA 90277**  
**Tuesday, April 19, 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: Ron Zagha 8:38am
- II. ROLL CALL & INTRODUCTIONS(M=9, Q=5): Jeff Ginsburg, Cari Campbell, Terry McGaughey, Mike Ward, Ron Zagha, Mike Morales (Late 8:44am)  
  
NOT PRESENT: Chad Somers, Shar Franklin, Michael Franks
- III. PUBLIC COMMENT - This is for comment on items not on the agenda.
- IV. CONSENT ITEMS FOR APPROVAL
  1. Approval of Minutes from March meeting: Jeff G, Terry M made motion to receive/file **MSA20110419-01**
  2. Receive and file Treasurers report: Mike W, Carri C made motion to receive/file **MSA20110419-02**
- V. PRESIDENT'S REPORT
  1. Vitality City Program: No report
  2. Mayor's Water Challenge: Jim Allen said Mayor wants people to sign up on <http://mywaterpledge.com> to learn about water conservation, commit to saving water and by entering you help Redondo Beach possibly win the mayor's challenge!
  3. Farmers Market – Susan Hilyer: Handed out environmentally friendly door hangers & cards displaying details of Farmers Market. Farmers Market is donating 9,000 pieces of fruit to the schools! Susan wants to cater more towards kids and the balloon twister last week was a great success! Shopping with the Chef went well last month too! Susan feels we need to do more marketing; Cari suggests marketing an Easter Egg hunt. Ellen/Susan working on a classic car in the market each week. Cari C, Mike W made motion to allocate 5k towards marketing the Farmers Market through December 2011 after Susan comes back with the marketing recommendations to the board to make final approval **MSA20110419-03**
- VI. ACTION ITEMS
- VII. PRESENTATIONS
- VIII. COMMITTEE REPORTS
  1. City Update – Jim Allen: Tim Shay said LED lighting contract was awarded for 1100 street lights; when they get to Esplanade they will need to block off 16 parking spaces for trucks, etc. Tim said they will be replacing the trees on Catalina soon which should resolve the cable lights being damaged from the tree branches. April 30<sup>th</sup> 700 church workers will be weeding, picking up trash, etc as a volunteer service!
  2. Marketing Report – Ellen Engelke, Executive Marketing Director: Mike Ward recommended a monthly eNewsletter about stuff going on in the village (new businesses coming to the village, events, etc); Ellen agreed.
  3. Website update - Ron & Chad: Website is having some technical difficulties but Ellen is taking care of it.
  4. Parking update – Ron: No report
  5. Planting report – Chad: Not present
  6. Banner report – Jeff: No report
- IX. DISCUSSION ITEMS
- X. OTHER BUSINESS
- XI. ANNOUNCEMENTS: Next BID meeting is May 17, 2011 8:30am
- XII. ADJOURNMENT OF BID MEETING: Mike W, Ron Z made motion to adjourn **MSA20110419-04**

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

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
FARMERS MARKET COMMITTEE

**HT Grill**  
**1701 S Catalina Ave, Redondo Beach, CA 90277**  
**Friday, April 29, 2011**  
**11:30 a.m.**

**MEETING MINUTES**

1. Call to order: 11:51am by Jeff Ginsburg  
ROLL CALL: Jeff Ginsburg, Mike Morales, Ellen Engelke, Susan Hillyer  
NOT PRESENT: Michael Franks, Cari Campbell
2. CONSENT ITEMS FOR APPROVAL:  
Approval of Minutes from last meeting:
3. RESTAURANT COOKING DOMONSTRATIONS: Susan said it would cost about \$1000 per year to secure permits/insurance but feels it would be better to do during our off (winter) season when space is more available.
4. SHOP WITH THE CHEF: Susan asked Ellen to email restaurants the information about our "Shop with the Chef" program.
5. FOOD TRUCKS: Susan does not feel they fit our theme or that food trucks would attract people to purchase produce. Mike said he feels food trucks would anger village restaurants taking away from their patrons.
6. CLASSIC CARS: Susan said no cost to have classic cars on display; Mike suggested Ellen call Councilman Pat Aust and Jeff recommended speaking to Walton's Automotive.
7. REDONDO CHAMBER OF COMMERCE: Susan attended last 2 mixers and discussed attending a board meeting with Mike.
8. SCHOOL ROLL CALL NEWS - MAILER: Susan said we are getting ½ page ad for \$462 + \$150
9. SCIENCE FAIR: Ellen will email Susan some science ideas so Farmers Market would quality to get into the email blasts for the school.
10. EASTER SEALS: Has been distributing our flyers PV Drive to the pier to residences & apartments.
11. PRESS RELEASES: Ellen is getting them out weekly.
12. FIRST FRIDAY: Linda Steidel (author of cooking books) will be doing Shop with the Chef's every 1<sup>st</sup> Friday and Ellen will get a table and umbrella for book signings.
13. EASY READER, BEACH REPORTER, DAILY BREEZE – Calendar Section: Ellen said we are in Easy Reader and she will check Beach Reporter and Daily Breeze since this is a FREE listing!!!
14. EASY READER, BEACH REPORTER, DAILY BREEZE – Flyer: Ellen suggests a coupon to be included to attract attention rather than just a static marketing flyer about the Farmers Market. Susan suggested the coupon give presenter a free recipe card with the restaurant info on the back along perhaps with a restaurant discount coupon?
15. RIVIERAVILLAGE.ORG: Susan emailed Ron Zagha but then was told Ellen is responsible for website updates. Ellen said there are problems with her accessing the website and she will contact web programmers to get them to fix the problem.
16. SUMMER FESTIVAL: Mike said Susan can have a booth for marketing Farmers Market and Ellen suggested Susan email Mike Ward about how things will work out with Farmers Market on the Friday of Summer Festival.
17. CITY QUARTERLY MAILER: Ellen said she contacted them and they asked if we want to advertise in it? Susan spoke to John LaRock who said he could probably provide a free ad in the mailer. Mike said try to get Farmers Market featured in the mailer (he will speak to city manager too).
18. CHALK BOARDS: Susan spoke to the new sign company (Imagining?) in Riviera Village about creating chalkboards each week for the market.
19. ROTARY CLUB: Mike will get Susan invited to a Rotary meeting.
20. VOLUNTEER POLICE DEPT: Jeff will see if Ian Meisen can get us a volunteer officer to help with traffic when the market is broken down; Susan said she could arrange for the volunteer to get something (fruit, etc).
21. QR codes: Susan working on codes for each farmer on display.
22. FARMERS MARKET/BID "In Store Flyers": Susan will work on Farmers Market side and Ellen will work with Jenny for artwork on back of 3X5 card; if Susan hears nothing by 5/14 then she will design it all herself.
23. RESTAURANT CO-OP FLYER: Susan will work on artwork & find way to get included with patron's checks to market the restaurant's Shop with the Chef and Farmers Market.
24. REDESIGN FARMERS MARKET FLYER: Susan thinks we need to consider this and Ellen will get a price to do it from Jenny Durand.
25. LEXUS COOKING PROMOTION & DEMONSTRATION: Susan has contact at Lexus interested in getting involved.
26. DODGER TICKETS: Susan can get 100 Dodger tickets donated if we can show our Non-Profit status; Jeff is still working on trying to get FTB to recognize our Non-Profit status....it has been a long process due to state budget issues.
27. Adjourned 1:28pm by Jeff