

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Hennessey's Tavern
Tuesday, June 21, 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	06/19/2011
	#09:	116 Avenue I	Terry McGaughey	Board Member	10/19/2010	
	#10:	1819 S Catalina Ave	Pasha Niroo	Board Member	06/21/2011	
	#11:		VACANT			

- I. CALL TO ORDER: 8:38am by Mike Morales
- II. ROLL CALL & INTRODUCTIONS: Mike Morales, Jeff Ginsburg, Ron Zagha, Mike Ward, Cari Campbell, Terry McGaughey

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 May meeting: Jeff G, Terry M **MSA 20110621-01**
 2. Receive and file Treasurers report: Ron Z, Cari C **MSA 20110621-02**
- V. PRESIDENT'S REPORT
 1. Dine Redondo – October 22-23: Mike M still working on this city-wide food event.
 2. ArtScape – July 30: Mike M looking for art for 1-day event.
 3. Visitors Bureau FAM Tour recap – June 10-12: Mike M said Susan did great job at Farmers Mkt and we hope to see some good stories written about it.
 4. Farmers Market – Susan Hilyer: Not present
 5. Summer Festival – June 25 & 26: Mike W said new thing is bike parking attracts more people; advertising in Daily Breeze will be starting this week. Sponsorships doing better this year compared to last. Cari C suggested our information booth to have Riviera Village T-Shirts available...Ellen E agreed to host it.
- VI. PRESENTATIONS
 1. Bike rack proposal – Bob Boardman: Spoke about Santa Monica's bike valet program which is not over 22,000 bikes per year now! Bob showed a plan for 8 bike racks on corner of Avenue I & Catalina (North/East corner). Jeff G, Mike W made motion to NTE \$3500 towards this pilot bike rack program and includes sponsorships available to offset costs with dedication plaque opportunities **MSA 20110621-03**
 2. Goodman Radio – Paul Goodman Davison: Wants to create an internet based Redondo (zip:90277) Radio station and promote Riviera Village but needs funding/private investor. Ron Z said he thinks if Paul gets this station started that the merchants would support it.
 3. Riviera village Neighborhood Facebook page – Greg Geilman: Greg loves Redondo and knows a lot about the internet so began "The Avenues" Neighborhood Facebook Page: <http://www.facebook.com/theavenuesneighborhoodpage> Ron Z suggests this may conflict with the Riviera Village Facebook page and why do we need another page? Paul said he can add a link to our Riviera Village Facebook page to market our page at no charge. He will market "deals" on his page and via postcards.
- VII. ACTION ITEMS
 1. Evaluation of inactive Board Members and nomination for current vacant seat(s): Board discussed Shar Franklin's status. Ron Z, Jeff G made motion to nominate Pasha Niroo to the board **MSA 20110621-04**
- VIII. COMMITTEE REPORTS

1. City Update – Jim Allen: Not present
 2. Marketing Report – Ellen Engelke, Executive Marketing Director: Ellen E suggests Summer Sidewalk Sale dates of 8/20 & 8/21; Ron Z, Mike W made motion to fund equal to last year MSA20110621-05 Ellen said the Riviera Village does not have a “physical address” and recommends we use Kiosk; Mike M recommends the Post Office building address 1715 Via El Prado. Jeff G, Terry M made motion to make the official “physical address” of the Riviera Village to be 1715 Via El Prado, Redondo Beach, CA 90277-5788 **MSA 20110621-05**
 3. Website update - Ron & Chad: Nothing new
 4. Parking update – Ron Z & Mike W make parking study to determine who is parking, for how long, etc on Catalina Avenue so we have data in a proposal to the city to form a parking committee. Ron Z, Mike W made motion to NTE \$1000 towards parking study **MSA 20110621-06**
 5. Planting report – Chad: Not present
- IX. DISCUSSION ITEMS: Mike M said City emailed him saying the city would like a letter from Riviera Village BID to support a “Eddy Award”. Ron Z, Jeff G made motion to approve Mike M to write letter in support of city for an “Eddy Award” **MSA 20110621-07**
- X. OTHER BUSINESS
- XI. ANNOUNCEMENTS: Next BID meeting is July 19, 2011
- XII. ADJOURNMENT OF BID MEETING: Jeff G, Cari C made motion to adjourn **MSA 20110621-08**

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