

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Hennessey's
1712 S Catalina Ave
Redondo Beach, CA 90277
Monday, July 19, 2011
8:30am

MEETING MINUTES
TAKEN BY ELLEN ENGELKE

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: Called to order at 8:42am by Mike M

ROLL CALL & INTRODUCTIONS: Mike Morales, Mike Ward, Ron Zagha, Terry McGaughey, Pasha Niroo
ALSO PRESENT: Sarah Russo, Jim Allen, Jenny Caudle, Ellen Engelke

II. PUBLIC COMMENT - This is for comment on items not on the agenda.

III. CONSENT ITEMS FOR APPROVAL

1. Approval of Minutes from June meeting: Terry M, Mike W made motion to approve last month's minutes **MSA 20110719-01**
2. Receive and file Treasurers report: Ron Z, Mike W made motion to approve/file **MSA 20110719-02**

IV. PRESIDENT'S REPORT:

1. ARTscape is coming up. Look for it.
2. Farmers Market – Ellen: the market needs advertising. Ellen will get to work on this. Mike W: Have we made any money? Have not received any payment. Mike W asked Jim Allen to check on check. Ellen: Brendan Collins is Chef this week. He promoted the Market by featuring all products used from the RV Farmers Market.
3. Taste of Redondo – Mike M is still working on this. No restaurants are signed up yet.

VI. Presentations -- none

VII. Action Items

Jenny talked about the new KFWB proposal. RB Visitors Bureau has put in \$15K, and is asking individual groups to put in \$2,500 each to make up the next \$15K to secure the whole day.

We would get ten 60-second radio spots, banner ads as KFWB month-long promotion on the radio stations. Redondo Beach is secured as the afternoon destination. Mike W, Ron Z made motion NTE \$2,500 towards "KFWB on the corner" radio marketing promotion of the village

MSA 20110719-03

VIII. Committee Reports

1. Jim Allen – Mike M asked about dates for next capital improvement project in the Village. Jim reported that things are slowing down after the Esplanade project.
Mike W asked about food trucks. Jim said it's in the City Attorneys office.
2. Mike W – Summer Festival was good, beer garden 40% up, carnival up 30%, 214 booths. Ron Z asked about booth prices. Mike W said they'd be raised to \$400 next year. Mike W said BID would get check for \$37,000 this year, up from \$31,000 from last year. Pascha thought it was the best Festival he's been to –good bands. Ron Z agreed that the bar has been raised. Bike valet went well for the first year. Mike W wants to add a North shuttle, say from Mira Costa, or West High.
Ellen E – Terranea Resort shuttle – we'll be having a meeting this week to firm everything up. Ron Z said to go ahead with the walking map.
Ellen talked about the KCAL opportunity : \$3800 for a 3-minute spot that will air on KCAL on Friday at 6:30 am. Ellen suggested that it could be used to air in the rooms at Terranea. Ellen said that she would get a written proposal from KCAL and talk about it more at the next BID meeting.

Other business – Mike W said that we need to resurrect the RVA as the non-profit arm of the RV-BID. We pay Del Aire money every month for the Farmers Market because the RVA doesn't have their non-profit status together. We need to talk to the insurance company to find out how best to do this. There was discussion about who would be members, should they have to pay? Mike W says there needs to be a meeting to figure all this out. Mike M said that he would set this up. Terry said that we need to look through the bylaws and see what can be done.

Ron Z asked about Holiday Stroll. Ellen said that we're meeting on this Thursday.

Meeting adjourned at 9:46 am. Terry M, Mike W **MSA 20110719-04**

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Tapas & Vino
1729 S Catalina Ave
Redondo Beach, CA 90277
Thursday, July 7, 2011
5:00pm

SPECIAL 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	
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	#10:	1819 S Catalina Ave	Pasha Niroom	Board Member	06/21/2011	
	#11:		VACANT			

- I. CALL TO ORDER: 5:07pm by Mike Morales
- II. ROLL CALL & INTRODUCTIONS: Mike Morales, Jeff Ginsburg, Ron Zagha, Mike Ward, Pasha Niroom
- III. ACTION ITEMS
 - a. Consider supporting CBS News & KFWB On Your Corner filming in the Riviera Village: Mike M handed out some promotional items regarding KFWB, etc but there was much opposition for paying 15k for this coverage. Ron Z, Mike W made motion to decline this filming primarily due to the high cost **MSA20110707-01 (4:Y,1:N by Mike M)**
 - b. Ellen E (BID Marketing Director) said K-CAL offered to do a similar segment but for just \$3800 and we could keep the video to show off on our website, etc.
 - c. Ellen E (BID Marketing Director) said recently she worked out details with the Terranea Shuttle service (Palo) where for \$12.00 a trip they would shuttle guests to the Riviera Village; Mike Ward suggested the shuttle drop off guests at the Kiosk since it is pretty much in the center of the Riviera Village. Ron Z, Jeff G made motion to have Ellen E and Jeff G negotiate with Terranea Shuttle Service to pay NTE \$12 per trip and NTE \$1000 per month to shuttle Terranea guests to the Kiosk and set this up ASAP **MSA20110707-02**
 - d. Jeff G said he will be in Washington DC on a family vacation the next BID meeting date of 7/19/2011 and Ellen E agreed to take minutes for that next meeting.
- IV. ADJOURNMENT OF BID MEETING: Ron Z, Jeff G made motion to adjourn 5:44pm **MSA20110707-03**

Next BID meeting is July 19, 2011

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