

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING

Hennessey's Tavern
1712 S Catalina Ave
Tuesday, September 20, 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			

Call to order: 8:39 am by Mike Morales, 2 Ward

Board members attending: Mike Ward, Cari Campbell, Ron Zagha, Tim Shea, Terry McGaughey (sp?), Mike Morales, Pasha Niroo
Also attending: Susan Hillyer, Ellen Engelke

No public comment

Last month's minutes: Terry M, Ron Z approved last month's minutes [MSA 20110920-01](#)

Treasurer Report: Mike said that we got a check from the City (\$78,340.26) Approved Cari C, Terry M [MSA 20110920-02](#)

Farmers Market. Susan reported a 15% increase in sales over same week last year even with it being a grey & rainy day. Steve Aspel performed 1st anniversary ribbon cutting ceremony. A company operated a trackless train; there was a cooking demo, ArtScene artists live demo. New vendors: Dry Dock new fish purveyor, East West known for flatbread, Von (asian crop vendor). Marketing? Cookin Stuff demo, City Council meeting, bike coalition. Leadership Redondo. Mike W asked why not all expenses were included on the Profit and Loss sheets. Susan said she wants to get together with Mike W to clarify the profit and loss for the market over the year. Ron suggested that a protocol be established for reporting and depositing funds. Susan will meet with Mike to determine the protocol for reporting to and paying the BID. Mike will then distribute that information to whomever wants it.

Art Bench Edison Vents. Mike M. is meeting with Cal Water about art bench on Via El Prado.
Edison Vents: Jeff got okay from SCE to paint vents; a previous approved motion allocates \$100 per vent; Mike Morales says a call for artists is out. ArtScape is October 22 and 23.

Action item: Monogram Shop would like to move the R and sphere so their sign can be seen. Mike, Ron made motion to allocate up to \$200 to relocate R and sphere from Monogram Shop location to in front of Child's Play [MSA 20110920-03](#)

City Update: Tim Shea said we're waiting on bike rack to be delivered – no eta yet. Tree trimming is taking place. Need to decide if we want to do the next 100 ft of Sidewalk area or replace the light poles as the next project. Mike M, asked about the funds allocated for fixing up the area in front of the Kiosk. Tim said they need to order trees – will be hard pressed to get that done by Halloween. Mike W suggested that we bring power to the base of every tree so we could get up-lighting for each tree. Pasha knows the owner of Walton's and will ask him about putting a Riviera Village monument sign in their planter. Ron said that any construction should not be done from Thanksgiving on through New Year's.

Marketing Report: Ellen said that our annual Halloween Trick or Treat event will happen on Monday, October 31, from 3 to 7 pm. Posters will be distributed by next week. There will be no parking all the way up Catalina to PV Blvd to avoid the kids running out in front of parked cars. Mike W. suggested that Ellen ask the City if Catalina could be closed to traffic all the way to Village Way, the small parking lot just west of PV Blvd. Ellen said she would ask the City. Mike W. questioned if a budget had already been approved for the event. Ellen recalled that \$4,000 had been budgeted. Mike M. said that Jeff could look into this, but that Ellen could spend \$4000 on the Halloween Trick or Treat, and if more money were needed, it could be brought up at the next BID meeting.

Holiday Stroll: Last year's Holiday Stroll was very well received, so this year's will expand on that model. The committee would like to order banners to go with the garlands for this year, and purchase snow machines to be placed on roofs throughout the Village. Mike W., Cari 2nd suggested this year's budget to be in the \$30K range. Mike M. requested that the budget be presented at the next meeting. Cari and Mike M. requested that Ellen look into getting a really large decorated tree that we could light, like they do at Rockefeller Center.

Sidewalk Sale: Ellen reported that she had spent all day Sunday in the Village and saw nearly everyone with packages. Chad, Pasha, and Ron reported huge sales on Sunday. Cari said the advertising was great.

Terranea: Ellen and Ron reported on the progress of the Terranea shuttle. They are not eager to reach out to us to create a shuttle that would not only take their guests to the charm and local color that we offer, but would carry many Village people to Terranea to dine there. Ron reported that Terranea has contracted with a single cab service, which might prevent us from establishing our own shuttle from Terranea to the Village. Jeff met Terri Haack, the general manager of Terranea, and is following up to meet with her. Ellen is developing a one-sheet that could be distributed to the local hotels and a walking map of the Village.

KFWB – Mike M. said that he felt it went well and it was money well spent. Mike W. and Ron disagreed, though Ron said that it did contribute to general promotion getting the Village name out there. Mike M. said that KFWB wants us to advertise again. Ellen said that KCAL is owned by the same company and suggested that we might look into doing the video story that KCAL approached us on last year. That would give us a spotlighted news story and a videotape which we could link to our website, as well as use as footage for other advertising.

Website update: Ron requested that Mike M. follow up with previous web master to give necessary passwords to secure rivieravillage.org website name.

Parking update: Ron said that he received a tepid response from the Bill Workman at the City. Apparently, the City has limited resources and cannot address the points brought up by the data in Ron's parking report.

Planting report: Ellen and Chad will contact Cathie and Larry about moving the sphere and R from the Monogram Shop over to the location where Child's Play used to be.

No Discussion items, other business, nor announcements.

Meeting Adjourned at 9:56 Terry, Ron **MSA 20110920-04**

NEXT REGULAR BID MEETING (3rd Tuesday of the month): October 18, 2011 at 8:30am at Hennessey's Tavern, Redondo Beach