

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD & RVA
REGULAR MEETING

Hennessey's
1712 S. Catalina Ave
Redondo Beach, CA 90277
(310) 540-8443

Tuesday, March 19, 2013
8:30 a.m.

MEETING MINUTES

- I. CALL TO ORDER: 8:37am by Mike Morales
- II. **ROLL CALL & INTRODUCTIONS:** Mike Morales, Royce Morales, Mike Ward, Ron Zaghera, Jeff Ginsburg, Terry McGaughey, Chad Sommer, Lori Richard (8:48am)
- III. **ALSO PRESENT:** Jeff Melodia (Keeping it Local), Ellen Engelke (RB Marketing director), Nate Lee & Mark (Social Network Company), Karen Damskey, L'Atelier Fine Knitting, 1722 S Catalina Ave kdamskey@aol.com 310-540-4440

Legend:	RV-BID#	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 Zaghera	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:	116 Avenue I	Terry McGaughey	Board Member	10/19/2010	
	#09:	1819 S Catalina Ave	Pasha Niroo	Board Member	06/21/2011	
	#10:	222 Avenida del Norte #202	Lori Richard	Board Member	06/19/2012	
	#11:					

Legend:	RVA#	BID Address in Redondo	Owner Name(s)	Title	Beginning	Ending
	#01:	1705 S Catalina Ave	Mike Morales	President	??/??/????	
	#02:	1705 S Catalina Ave	Royce Morales	Vice President	??/??/????	
	#03:	1811 S Catalina Ave Ste A	Mike Ward	Secretary	??/??/????	
	#04:		Debra Mejia	Treasurer	??/??/????	

- IV. **PUBLIC COMMENT:** None
- V. **CONSENT ITEMS FOR APPROVAL**
 - 1. Receive and file minutes from February 19th meeting: Royce M, Terry M **MSA20130319-01**
 - 2. Receive and file Treasurers report: Debra Mejia not present so no treasurers report. Mike Ward received 114k check from City of Redondo Beach made payable to RVA-BID and recommends it be deposited into the RVA bank account rather than the RV-BID account; Mike Morales took the check and will have it deposited. Mike W requested a signed copy of the new revised RVA Bylaws which Mike Morales said he would email everybody. Karen asked about the next election and Mike Morales said since we have under 11 members we have been appointing people rather than performing an annual election. Ellen E said she was not paid; Mike M said check is waiting for her in Debra's office. There was discussion about how the checks are not being sent timely and maybe it is better to go back to Mike Ward doing the day-to-day check writing/deposits.
- VI. **PRESIDENT'S REPORT**
 - 1. TravelHost ad update - Ellen: Showed a proof of how the marketing page for hotels will look like; it will be distributed to every hotel room. Ellen will ask Jeff for a track able QR code to send folks to the Kiosk (center of the village).
 - 2. City report – Jim Allen: Not present
 - 3. Capital Improvements update – Tim Shea: Starting 3rd phase of CIP work (monument sign at PV Blvd/Catalina & sidewalks, trees, etc at the Kiosk for the shuttle stop) hopefully done by Memorial Day. Phase 4 to occur in 2014 which includes sidewalk bump outs on Catalina Ave.
 - 4. Update on Keeping It Local program – Jeff Melodia: Jeff handed out a Keep It Local card to display and said the chamber purchased 10k of \$25 cards (400 cards); Mike W said he is signed up.
- VII. **SUBCOMMITTEE REPORTS**
 - 1. "Marketing Director"
 - a. Update: Mike M said position marketed through chamber & Workforce Investment Board and applications due by March 26. Karen Damskey was added to committee after she requested position.

VIII. ACTION ITEMS

1. Open up the "Farmers Market Manager" position for bid and review.
 - a. Create subcommittee to create job description, interview candidates and make recommendations for the position: Terry M, Karen Damskey, L'Atelier Fine Knitting, 1722 S Catalina Ave kdamskey@aol.com 310-540-4440, Mike W, Royce M, Jeff G volunteered to be on committee and Mike W will organize meeting. Mike W, Ron Z made motion to have RVA election by June 15th and Mike W will organize the election after reading the new Bylaws **MSA20130319-02**

- IX. Other Business: Mike W, Ron Z made motion to cancel Farmers Market on Summer Festival Friday June 28th **MSA20130319-03**. Mike W, Terry M to have a Farmers Market financial report before next scheduled meeting (Mike M will inform Susan) **MSA20130319-04**. Nate proposed marketing via social networks (Facebook, Foursquare, etc) @ \$20 per unit. Jeff G, Ron Z recommended Karen Damskey be added to the RV-BID agenda for next meeting as a nominee for the board.

- X. ADJOURNMENT OF MEETING: Mike W, Ron Z made motion **MSA20130319-05**

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