

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
REGULAR MEETING

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

**Tuesday, April 16, 2012**  
**8:30 a.m.**

**MEETING MINUTES**

I. CALL TO ORDER: 8:38am by Mike Morales

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 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:	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#	RVA 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	??/??/????	

II. ROLL CALL & INTRODUCTIONS: Mike Morales, Ron Zagha, Mike Ward, Cari Campbell, Terry McGaughey, Chad Somers, Lori Richard

**ALSO PRESENT:** Royce Morales, Ellen Engelke (RB Executive Director), Jeff Melodia (Keeping it Local), Heidi Butzline (Shop Local), Karen Damskey (L'Atelier Fine Knitting, 1722 S Catalina Ave [kdamskey@aol.com](mailto:kdamskey@aol.com) 310-540-4440), Chris Hatanelas (Sacks on the Beach)

III. PUBLIC COMMENT - This is for comment on items not on the agenda. Heidi Butzline (Shop Local US) introduced herself & company for marketing in the village.

IV. CONSENT ITEMS FOR APPROVAL

1. Receive and file minutes from March 19<sup>th</sup> meeting: Jeff G, Terry M **MSA20130416-01**
2. Receive and file Treasurers report: Debra Mejia deposited \$144,194.15 BID funds from the city. Ron Z, Lori R made motion to open a 2nd bank account RVA-BID account to keep city funds separated & reported on separate financial reports **MSA20140416-02**

V. PRESIDENT'S REPORT

1. Farmers Market report - Susan Hillyer handed out financial reports and explained all has been done with virtually no marketing. She described all the vendors they have had over the past few years and expects with the warmer season upon us things will improve. Mike W said he wants to see the market make money rather than lose money. Ron Z said he is concerned why there are not regular financial reports. Cari C made motion to reestablish Farmers Market Committee **MSA20140415-03** with Cari, Ellen, Terry, Susan, Mike W, Mike W, Debra M, Karen / Jeff G explained that a Redondo Beach resident & business owner (Bee Smith of Fuse Fitness) wants to do a Flashmob at our Farmers Market on Friday, May 10th, 6pm at no cost; Susan Hillyer and everybody else are excited to see it.
2. TravelHost ad update - Ellen said it is coming out in May.

3. City report – Jim Allen: Kiosk shuttle stop work beginning on Friday with ADA ramps, trees, pavers, etc and all should be done by Memorial Day. City needs financial report from BID.

VI. SUBCOMMITTEE REPORTS

1. Marketing Director: Recommendation is to renew Ellen's contract based upon the Ellen Tasks list handed out. Jeff M will also volunteer to perform some tasks per the list. Ron Z, Lori R made motion to approve & allocate the Executive Director's 10k contract 10% Administrative, 20% Marketing & 50% Beautification, 20% RVA **MSA20130416-04**
2. Farmers Market Manager

VII. ACTION ITEMS

1. Setting RVA elections date: Mike W wants an election subcommittee to amend Bylaws to simplify the annual October election process.

VIII. Other Business: Cari C, Chad S made motion to appoint Karen Damskey to board  
**MSA20130416-05**

IX. ADJOURNMENT OF MEETING: Jeff G, Ron Z made motion to adjourn **MSA20130416-06**

Please contact Michael Morales at [310-791-7104](tel:310-791-7104) for more information...monthly meetings are 3<sup>rd</sup> Tuesdays, 8:30am at Redondo Beach Hennessey's unless otherwise noticed...