

RVA meeting. 8:30 am#
Tuesday, July 15th 2014. #

Hennessey's tavern #

Members in attendance: Jeff Melodia, Mike ward, Chris Hatanelas, Karen Damskey, Brian Diederick, Cari Campell: (9:10) , Ron Zahga, Teri McGaughey, Lori Richards, Mike Morales#

Guests: Jaymes Salmon, Ellen Enkele, Jim Allen from the city#

8:37 Mike Ward called the meeting to order.#

Minutes: Chris Moved to approve, Terri second motion passed#

Mike Ward gave the treasurers report in Karens absence. Mike presented the check and terry signed for the deposit on the banners the holiday stroll. We are currently running 2 separate accounts. Mike mentioned we will be adjusting the reporting to have a better understanding of expenses and income with more transparency. #

Contracts: Teri mentioned we had a few changes that the city is still reviewing. Ron brought the insurance rider for the lights. Jeff will contact the city to push the timing for contracts.#

Summer Festival. Mike stated that overall the summer fest was a moderate success. The receipts are down due to the raising of the cost for the booths and expenses were higher. We were down about 45 booths from last year. Mike estimated RVA will receive \$32,000. Attendance was stable. After all the data is in Mike will make the adjustments needed to increase the revenue for next year. #

Web and Facebook, Ellen stated that she was tasked of gathering the data from the business in the Village. She currently is about 1/3 finished. Mike asked if we could get the city to assist with their licensing process the data we need. Jeff will invite Steve Diels to the next Board meeting. Cari stated that as soon as the list is complete we can move forward on the completion of the web site. #

Folding map, Ellen stated that they corrected the map without redesigning it. Ellen will email a copy to the board. Ron gave the approval spend \$250.00 on the current adjustments. Mike Morales stated that the map should be visitor centric. Ellen will get a bid on printing. Jeff asked for an exact sample before we get to print. #

Ellen is continuing to update the email list and has someone who will enter the data.#

This months mixer is on Tuesday July 22nd from 6-8 at che' melange. Mike asked that we all do our best to get the business to attend. #

Beautification: Mike stated we received money from the city and have approx 50k for beautification improvements. Jeff mentioned that a few pots have disappeared and a few needs filled. Jeff M asked about the status of the bump outs. Councilmen Ginsberg stated that the municipal codes needs to be adjusted before the moneys get allocated for the bump-outs. hopefully will get the item on next years budget. Cari stated we need new banners. Cari motioned we spend not to exceed 5k for new banners, Jeff Melodia second. Making sure colors are brighter. Motion passes. #

Mike Ward made a motion, mike Morales second to allocate up to \$500.00 for treating special guests at the mixer. Motion passes. #

Jeff Ginsberg stated that the city is looking for another location for a roundabout. They are considering vista del mar and Catalina. Jeff Melodia made a motion for the RVA Board to support the cities round about project at Vista Del Mar and Catalina. Cari Second. Cari mentioned some concern about pedestrian safety. Teri asked to see a study. Ron liked the block of Vista Del Mar and Camino De La Costa. Motion passed with one abstention. #

Mike W mentioned the Third Thursday. Motioned to Adjourn 10:11#

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