

RVA meeting. 8:30 am  
Tuesday, October 21<sup>st</sup> 2014.

Hennessey's tavern

Members in attendance: Jeff Melodia, Mike ward, Chris Hatanelas, Cari Campell , Ron Zahga, Terry McGaughey, Lori Richards, Mike Morales, Brian Dietrick

Other in attendance : Staff -Ellen Enkele Guest- Weston Lebar and Henry Rogers from Legado development.

8:37 Mike Ward called the meeting to order.

**Minutes: Chris Moved to approve, Mike Second , To approve Septembers board meeting minutes. Motion passed.**

Mike Ward asked to adjust the agenda to accommodate representatives of Legado . Hearing no objections, adjustments were made.

**Request from Legado:** Weson LeBar and Henry Rogers presented a request for the board to hear and support the "Legado" development on the corner of PCH and Palos Verdes. Board agreed to hold a special information meeting and invite all BID business to attend. Board will discuss and take action t the next RVA meeting.

**Treasurers Report.** Karen is absent Jeff Melodia stated once again the need for a full treasurers report including bank statements and expenses. ***Action Item Jeff Melodia Motioned with Lori second to have up to date bank statements at the next board meeting. Motion Passes***

**Staffing and administrative needs:** Mike Ward stated the increased need for administrative help for the RVA and BID business as well as a determination on the employment vs independent contractor for our current help. After discussion Terry and Lori agreed to investigate options and present the findings at the next Board meeting.

### **Marketing Reports:**

**Status of Website and Facebook.** Brian stated he still needed a complete list from the business and needs help. **Jeff Motioned Mike second to provide up to \$1,000 for labor needed to complete the data needed to be managed by the website committee. Motion passes. .**

**Mixer:** Next RVA Mixer will be held on Thursday October 30<sup>th</sup> from 5-7pm at Zazou. Ellen will e-blast the invitation and send out reminder cards

**Item IV-8 Farmers Market.** Ellen stated that the Farmers Market will be closed on Halloween due to the RVA Halloween event. Moving the market to Catalina was discussed and agreed that it would not be a workable location due to the logistics of closing down the street. Ron Zahga motioned and Terry second to move the Farmers Market to the N/W corner of the parking triangle and move the date to Thursday Evenings from 4-7pm. Motion passes with one descending vote (mike ward) Letter sent to councilmen Ginsberg....

*Councilman Ginsberg,  
The Riviera Business Association, RVA/BID, has met and voted to request the city for permits and accommodations to move the current Farmers Market Date and Place from Friday evening on Avenue I to Thursday Evening on the North West corner of the Parking Triangle. Your assistance with this will help ensure a more successful event that works better with the business needs in the Riviera Village. Please coordinate with Mike Ward and Ellen Engelke (RVA Marketing Director) We Have previously voted to discontinue the current market at its location and time.*

**Valet Parking for Holiday Season.** Mike ward stated a possible need for a valet service for the holiday shopping season. After discussion Mike agreed to present a proposal at the next board meeting.

**Holiday Stroll:**

Ellen presented the update and recommendations from sub-committee. After review **Jeff Melodia with Chris second to reverse the previous motion from the last board meeting and accept the sub committees recommendation of a “battle of the Bands” event at the stroll to be held on Avenue I. Motion passes with 1 dissent.**

Cari stated that we currently have \$1500 and is a few hundred dollars short of her estimate. **Cari motioned Chris second to add \$300 to the budget for the holiday Christmas tree placed at the kiosk site. Motion passes**

Ellen stated that the stroll will be expanding it’s footprint including closing Elana to Via Valencia. Ellen presented a sample of the banners and stated that they will go up after Halloween.

**Jeff Melodia Motioned, Chris Second to adjourn . 10:15, passes.**

Next Meeting Tuesday, November 18th 16<sup>th</sup>. 8:30 at Hennesseys.