

RVA Meeting 8:30 am
Tuesday, January, 13th 2015

Hennessey's Tavern

Members in attendance: Mike Ward, Chris Hatanelas, Brian Diederich, Karen Damskey, Cari Campbell, Lori Richards and Terry McGaughey.

NOT Present: Mike Morales, Jaymes Salmon and Ellen Engelke.

8:35 am Mike W. called the meeting to order.

Minutes: Karen Moved to approve the December 2014 minutes with four corrections. Terry Second. Motion Passed.

Treasurer's Report. Karen stated she'd be sending out a current statement by the end of the business day to the board. 1/13/2015.

2015 Proposal Budget- (Upon approval from City Council)

- A. Beautification- \$50,000
 - B. Marketing- \$40,000
 - C. Administrative- \$10,000
- TOTAL= \$100,000**

Marketing Reports

1. **Next Mixer-** January 15th, 5:00 pm – 7:00 pm at Zazou. Spread the word! We need more attendance.
2. **Farmer's Market-** Mike W. wants to get in touch with Jeff Ginsburg with regards to the Farmer's Market and moving forward. Terry Motioned to terminate the existing time/location/day of the Farmer's Market effective January 30, 2015 and restart the Market in the "triangle" upon City approval. Lori Second. No- Mike, Chris and Cari. Motion Passed. **Ellen's Notes:** I finally heard back from the City of Redondo Beach. Public Works will be repaving the Triangle parking lot, so the permit to move the Market has been tabled. In addition, we are required to hire one of three barricade companies they recommend to supply the street closure for the event. I am waiting to hear back on whether that's just for the barricade layout, or if they will have to come out each week to place the barricades.
3. **Tour Buses In Riviera Village-** We do not have the funds in place for the tour buses and have to table the idea for now. Chris from Saks said we should set up some lunches with the local concierges to promote the Village. Terry Motioned to develop a subcommittee to carry out this task. Chris Second. Sub Committee- Mike W., Chris and Brian. Motioned Passed. **Ellen's Notes:** I did get more information on the tour busses that stop at Manhattan Beach. It's a partnership with the Century Blvd hotels BID, and

they charge Manhattan Beach \$40,000 a year for the drop off/pick up service. It is not well-received by the business community there because only about 1 in 30 people buy anything. There is also a restriction that the round-trip from Century Blvd. must be under 45 minutes, which would most likely exclude South Redondo. I did speak with the President of the Manhattan Beach Chamber of Commerce, however; he is very interested in partnering with us and Hermosa Beach to start a shuttle with Starline, which will bring passengers who are much more likely to be customers. He would be happy to meet with us, either at a committee meeting or at a Board meeting. Let me know which you would prefer, and I'll be happy to set it up.

4. **Event times and dates for 2015**

- A. Summer Festival- **June 27th and 28th** 10:00 am – 7:00 pm. (\$35K profit to RVA)
- B. Sidewalk Sale- August 21st – 23rd (expenses \$2K)
- C. Halloween Trick or Treat- Saturday, October 31st 4:00 pm – 6:00 pm (expenses \$5K)
- D. Holiday Stroll- Thursday, December 3rd 5:00 pm – 9:00 pm (expenses \$20K)

UPON CITY APPROVAL... Oktoberfest- October 16th – 18th, time/location TBD. The board would like to have another profitable event in the Village. The idea is to have a Beer and Wine Garden and pair it on a smaller scale of the Summer Festival. Brian Motioned to spearhead the Oktoberfest idea, upon City approval along with a subcommittee of; Karen, Mike W., Lori and Brian. Karen Second. Motioned Passed.

Beautification

- 1. More Lights- Mike W. Motioned to add a pedestrian light to the other side of the new light poles going in for the purpose of safety. Chris Second. Motion Passed.
- 2. Landscaping- Within the next 6 months, all of the light poles in the Village are scheduled to be replaced with new ones. Mike W., Motioned after the new light poles are installed, that the metal "R"s and succulent spheres hanging from the light poles be removed. Cari Second. Motioned Passed.
- 3. Paint light poles- Upon the City's approval, Mike W. had an idea to paint the light poles a color to identify the Riviera Village along with a pole campaign. Example- "You know you're in the Village when you see the green light poles"☺
- 4. Banners/signage at the beach- Mike W., wants to replace the two current Farmer's Market square entrance banners with two new double-sided banners. One side would "Welcome" and the other side a "Thank you for visiting the Riviera Village", etc...The east side of the Esplande is Redondo Beach, Mike W. thought to have beach signage directing Esplande traffic to the Village. Signage

stating, Coffee, Ice Cream, Restaurants, Bars and Shopping. Chris said he would come up with a signage example by February's RVA meeting.

5. Map/Brochure- Brian Motioned to replace the Walking Map with a simple 8 ½ x 3 ½ two-sided card stock brochure. Mike W. Second. Motion Passed.

Other Business-

1. **Status of BID tax situation-** NO UPDATE
2. Karen informed the Board of Riviera Village dentist and spa businesses soliciting her shop. Brian also noticed this occurring in the Village. Mike W. recommended posting a No Soliciting sign in the front of her shop.
3. The Board will be posting on FB and doing an e-blast to the benefit fund for Mike Morales.
4. **The entire Board agreed to review and implement a job description for the Marketing and Events Coordinator for the Riviera Village.**

Meeting Adjourned- 10:10 am

Next meeting- Tuesday, February 17, 2015- 8:30 am at Hennessey's