

**RVA Meeting 8:30 am#**

**Tuesday, March 17, 2015#**

**Hennessey's Tavern #**

**Members in attendance-** Mike Ward, Chris Hatanelas, Brian Diederich, Cari Oberholzer, Lori Richard, Terry McGaughey, Ellen Engelke and Karen Damskey.#

**NOT Present-** Jaymes Salmon #

**Guests-** Brittany Ullstead and Mom- Megan#

8:33 am CARI called the meeting to order. SECOND MIKE.#

**Minutes-** CHRIS MOVED to approve the February 2015 minutes. SECOND MIKE. MOTIONED PASSED.#

**Treasurer's Report-** Karen- BID \$67,679.86 RVA \$11,765.53 #

Our expenses remain constant with payments to Lee Ostendorf: \$1750.00 per month and to Cathy Goldberg: \$1500.00 per month. #

Jeff Ginsburg's rental needs to be re-assigned to a different ACH account; we need to change this over and perhaps discuss what this agreement is.#

MOTION CHRIS. SECOND MIKE. MOTIONED PASSED.#

#

**Marketing Reports-**#

#

1. Status of the Farmer's Market- No update

#

#

2. Concierge report- Crown Plaza (Maria), Portofino and Miyako Hybrid. Terranea is set for a luncheon- Tuesday, 3/24 12:30 pm at Zazou. Questions? Do we have live music, trunk shows, happy hour specials, new shops opening, send pictures and a brief write up (Instagram type style). FB posting- weekly specials! Side note: Shuttle of Star Link Tours is picking up at the old "Best Western" at Harbor/Beryl (twice a day). We don't know where they are going? Need to check into this more.#

#

#

3. October Festival- Mike checked into October Festival- estimate cost \$25K for a 3 day event. [Mike suggested and to be discussed/handled by the "Marketing Committee"; spending no more than \\$500.00 to promote some kind of a "Pub Crawl/Food Tasting" with participating restaurants.](#)

#

#

4. Other marketing/fundraising ideas- Golf Tournament/Poker Tournament/Weekly BINGO in the Rivera Village (@ the Knights of Columbus)- Send all info to the "Marketing Committee"- CHRIS, LORI plus others???????

#

5. Current Website- Has been completely updated by Ellen.

#

6. New Website- Brian, we need to change domain of rivieravillage.org. Tried to contact guy to get it, but no response.

**New proposed domain: rivieravillageredondo.com#**

#

7. Next mixer---March 19<sup>th</sup> from 6:00 pm to 8:00 pm at Zazou- SPREAD THE WORD! Changing the intent to allow guests, friends, family to the "RVA Mixer".#

#

8. Content for newsletter/press releases- On FB- post and send through Ellen. All new news for the Village.

#

#### **Beautification**-#

#

1. Banners/signage at the beach- LA County and Jeff G are in the works to get approval permanent signage.

#

#

2. Entryway Banner at Elena and PCH- New "Welcome" and "Thank you for visiting..." are up and look great!

#

#

3. MIKE MOTIONED to widen sidewalks in an effort to promote outdoor dining and alcohol sales. LORI SECOND. MOTION PASSED.

#

4. Cathy Goldberg- Lori will talk with her. "Comcate"- What is the RB City doing to help out with the plants/beautification??? Let's get a few quotes to show to Cathy to reduce costs. Spheres /R's will be removed by previous minute's deadline.

#

#### **Other Business**-#

#

1. MIKE MOTIONED. Consider hiring a "Project Manager" and/or a liaison between the City of RB, Hotels, RB Chamber and other business districts (NRBBA/Pier Association) and work with the Marketing and Events coordinator to fulfill projects and events. Max. \$5K per year. (\$450.00 per month). Check with Jeff Melodia to take on this job? CHRIS SECOND.

#

#

2. TWO-SIDED RIVIERA VILLAGE CARDSTOCK BROCHURE- Karen and Ellen- Want to add a simple directory to the back- SHOP, DINE, RELAX categories and

be ready by the 3/24 luncheon with Terranea. Ellen will send (Summa) file to Karen to fix font and website addresses. [Source out for printing- Direct Press.](#)

#

#

3. MIKE MOTIONED to approve John from Locale 90 to be on BID Board.  
SECOND BRIAN.

#

4. CARI MOTIONED \$1000.00 for SILVER level donation for the Leadership 2014 "Parsons Project For Kids" SECOND CHRIS. MOTION PASSED. [Opposed- Lori, Mike and Terry.](#)

#

#

**Meeting Adjourned 9:59 am#**

#

**NEXT MEETING- Tuesday, April 21, 2015 8:30 am at Hennessy's#**

#